



December 2014

Auto Service, Maintenance and Repair - US

“While growth in the auto service and repair market is slow and steady, many factors are changing the dynamics of how overall revenues are distributed. Dealerships continue to gain an advantage due to free maintenance programs, while independents and others can push back by updating the image of their technicians ...

November 2014

Tires - US

“The US tires market struggles to remain relevant to most consumers, and younger consumers in particular. This pattern of disregard for tires contributes to a vicious cycle in which tires of younger drivers need to be replaced more frequently and their confidence in tire performance continues to dwindle. Tire manufacturers ...

October 2014

Luxury Cars - US

“Luxury car sales have been strong, but seasoned marketers know that any brand is only as good as its next sale. Marketers have an opportunity to sustain the next generation of luxury buyers with impressive ongoing service, next-gen technology, and the possibility of a more comfortable car buying process.” – ...