



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.” – ...

September 2014

New Cars - US

“With five consecutive years of strong sales in the books, the search for new buyers is heating up among automakers. Marketers have an opportunity to find audiences of buyers who have previously not been a primary focus. Women car buyers, owners of vehicles in need of replacement, and traditional used-car ...

August 2014



Certified Pre-owned Cars - US

“While CPO vehicle sales have seen tremendous growth over the past few years, they still only constitute about 14% of used car sales at franchise auto dealers. Factory-CPO vehicles suffer from poor consumer awareness and aren’t very well differentiated from dealer CPO programs.”

July 2014

Family Car Buying - US

“New family car sales are outpacing the general market due to an ongoing influx of first-time Millennial buyers who are beginning to form married couple families. Millennials have a slightly different take on the family car than non-Millennials do, by wanting a vehicle that is not only versatile but also ...

April 2014

Vehicle Financing - US

“The overall stability in the retail credit markets means vehicle financiers have access to cheap credit to lend at competitive rates. As the market for low interest loans has become saturated in the super prime and prime risk tiers, increasingly, financiers are looking mostly toward nonprime and the higher end ...

March 2014

Car Purchasing Process - US

“As new and used car sales plateau again, as is expected in the Mintel forecast, auto manufacturers, car dealers, and marketers looking to grow their brands will have no choice but to cannibalize sales from their competitors. This will highlight the importance of effective targeting of first-time car buyers, or ...

February 2014

Compact Cars and Crossovers - US

“Compact cars and crossovers are getting unprecedented attention from desperate consumer groups who are



looking for fuel efficient vehicles that are easy to navigate in a dense urban environment. New compact car and crossover intenders include wealthier Baby Boomers and growing Hispanic families. How to cater to this more diverse ...

January 2014

Hybrid and Electric Cars - US

“The hybrid and electric car market is growing at breakneck speeds, but there’s some concern that this is mostly driven by government distortions, vis-à-vis the new CAFE program and by the California Air Resources Board. Without robust market demand, this segment, particularly plug-in hybrids and all-electric vehicles, remains at ...