

## June 2011

### Sports Marketing and Sponsorship - UK

Sport continues to dominate the UK sponsorship market in both value and volume terms and has weathered the worst of the recession thanks to continuing inflows of new sponsors attracted by its ability to speak to large, engaged audiences in an otherwise fragmented marketing landscape, and to the injection of ...

## May 2011

### Use of the Internet in Car Buying - UK

Buying a motor vehicle through the internet or even over the telephone is a relatively new concept for the consumer. This report investigates the purchasing of cars other than through the traditional visit to a dealer or private seller. It includes the use of the internet to complete a sales ...

## April 2011

### The Car Market - Out of Recession? - UK

The closure of the government-funded scrappage scheme will have made the end of 2010 feel like a recession for carmakers. Following a brief recovery in sales, new car registrations began slipping back last year.