



January 2021

Future of Mobility: Incl Impact of COVID-19 - US

“While COVID-19 has negatively affected vehicle sales, including electric, hybrid and autonomous, neither the pandemic nor the recession has halted the future of mobility. Automakers are still continuing down the path of a safer, more sustainable automotive industry. In the coming years, the automotive industry will see the advent of ...

December 2020

Sedans versus Heavy Passenger: Incl Impact of COVID-19 - US

“Consumers don’t have much affinity for OEMs, but it is a different story when it comes to their vehicle type. Across vehicle types, the majority of consumers are considering sticking with their current vehicle type for their next purchase. Changes in the market are less driven by consumer demands and ...

November 2020

Auto Advertising: Incl Impact of COVID-19 - US

“Automakers invest too much money into their advertising strategy for their ads to be ineffective and lacking influence. According to Pathmatics, advertisers spent more than \$1.4 billion on digital auto ads in 2019. That’s a considerable amount of money to invest in campaigns that aren’t influencing consumers’ purchase intent ...

October 2020

Dealerships and Third-Party Car Buying: Incl Impact of COVID-19 - US

“Consumers are not impressed with the level of service automotive retailers provide. Dealerships have a strong hold on the market, but that’s mainly out of habit. The money and time required to attract new customers is



significant, especially during a pandemic. In the long run, providing a better customer experience ...

September 2020

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

"The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

Car Purchasing Process: Incl Impact of COVID-19 - US

"As if car buying wasn't stressful enough, consumers are now faced with the possibility of buying a vehicle during a global pandemic. Vehicle affordability and cleanliness are the two main factors that keep consumers up at night. While the impact of COVID-19 has negatively affected short and medium term vehicle ...

July 2020

Oil Change Retail: Incl Impact of COVID-19 - US

"As US consumers continue to grapple with the affects felt by COVID-19, the oil change industry watches as it remains largely unaffected – and even insulated from the global pandemic. Regardless of vehicle cost, size, type or towing capacity (save for electric vehicles) consumers cannot avoid getting their vehicle's oil ...

Marketing Auto to Gen Z and Millennials: Inc Impact of COVID-19 - US

"Young consumers are a mysterious, fickle group; or at least that's how they've been portrayed. Depending on the industry and who you ask, they're either a boon to the market or one Instagram post away from "killing" something beloved by previous generations. In reality, they aren't that complicated or unreasonable ...

March 2020

Female Car Consumers - US

"Female purchasing power is recognized across numerous industries: beauty, household, retail – the list goes on. But when it comes to making car purchases, women are made to feel as if their money and buying power doesn't matter as much as their male counterparts'. Despite perceptions that women aren't into ...

February 2020

Alternate Transportation - US



"Consumers have more alternative transportation methods than ever before. Whether it's utilizing a ridesharing service, taking public transportation or renting a shared scooter, there are more ways to get around without having to utilize a personal vehicle. While alternate transportation isn't readily available to all consumers, and not all consumers ...

January 2020

Creating Loyalty in Automotive - US

"Consumer loyalty is prevalent in other industries, whether it's consumers shelling out \$500 for a Dyson vacuum or the diehards that only shop at Trader Joe's. Consumer loyalty, while not always obvious, is still alive and well for some brands. And despite the many songs that have been written about ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto