



December 2013

Motorcycles - US

“After suffering a calamitous drop in sales during the recession, motorcycle sales are still in decline. The latest crises hitting the industry are more demographic than macroeconomic, with the motorcycle industry struggling with its dependence on an aging male client base.”

November 2013

Luxury Cars - US

“Domestic luxury carmakers Cadillac and Lincoln are attempting to reclaim their former glory. Unfortunately, neither will get very far without the help of Millennial luxury car buyers who, as it stands now, seem more inclined to purchase European luxury makes.”

October 2013

New Cars - US

“For the first time since 1920, cities are growing faster than the suburbs, as Millennials shun their Boomer parents’ way of life for one with more density, fewer miles to travel, and a higher concentration of points-of-interest within walking distance. This demographic shift poses a headache for carmakers as Millennials ...