

December 2011

Tires and Rims - US

In this report, Mintel explores the tires and rims market in the U.S., and provides insight into the external and internal factors that influence tires and rims purchase, and trends within the tires and rims market. Mintel will also provide insight into what these various factors mean for future ...

DIY Auto Maintenance - US

This report explores the do it yourself automotive maintenance market in the U.S.

November 2011

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

In-Car Electronics: Entertainment and Navigation - US

This report explores the in-car electronics and entertainment market in the U.S. The report provides insight into the different factors which influence sales of automotive in-car electronics, navigation, safety, and security products and systems. It will also explore factors influencing trends in consumption and how different marketing campaigns and ...

September 2011

Oil Change Retail - US

This report provides insight into the different factors that influence those who work and do not work on their vehicle themselves, and how it influences the retail sector. This report also covers factors influencing trends in consumption and how different campaigns and innovations will affect sales in the automotive parts ...

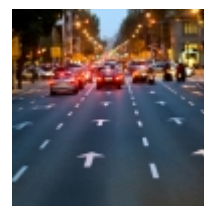
Hybrid and Electric Automobiles - US

Automotive manufacturers are greatly concerned about meeting the different government regulations pushing them towards green. In the U.S. Automotive Industry, CAFE is forcing automotive manufacturers to invest in alternative technology. CAFE standards are so influential on the automotive manufacturers that nearly every automotive manufacturer is producing an electric vehicle ...

July 2011

New Cars - US

This report explores the new vehicles market in the U.S. It provides insight into the external and internal factors affecting new vehicle sales, consumption and developing trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but ...



June 2011

Used Cars and Light Trucks - US

The automotive industry makes up one of the biggest segments of the U.S. economy, and used cars make an important contribution to this sector, with an estimated \$331.5 billion in sales in 2010. Whether sold directly by individuals, through dealers focused on used cars, or new car dealers ...

Airlines - US

Airlines have managed to rebound from 2009 lows, but another downswing looks to be just around the corner. The industry is under increasing pressure to generate new forms of value-add and revenue, but strong price sensitivity in both the personal and business travel sectors make revenue growth difficult. Careful management ...

Small Cars - US

This report explores the small car market in the U.S. It provides insight into the external and internal factors affecting small car sales, usage, promotional campaigns and industry innovations. It provides an in-depth examination of the small car market for industry retailers, brands and marketers interested in pursuing opportunities ...

April 2011

SUVs and Crossovers - US

This report explores the SUV and crossover market in the U.S. It provides insight into the external and internal factors affecting SUV/crossover sales, consumption and developing trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include ...

Digital Media Marketing in the Automotive Industry - US

This report explores the use of digital media marketing in the automotive industry. It provides insight into the external and internal factors affecting trends and technology innovations in digital media marketing and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

March 2011

Car Rental - US

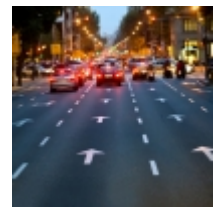
This report explores the car rental market in the U.S. It provides insight into the external and internal factors affecting rentals and trends, and what those factors mean for future rentals, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited ...

January 2011

Car Buying - US



Automotive - USA



This report explores the automotive retail market in the U.S. It provides insight into the external market and internal/industry factors affecting new vehicle sales, consumption and dealership trends—and what they mean for future sales, promotional campaigns, and industry innovations within dealership groups. Specific questions that are answered in ...