



## March 2010

### Automotive Sponsorships and Lifestyle Marketing - US

Automotive sponsorships can drive sales, according to Mintel's exclusive consumer research, so automakers are advised to leverage this marketing tactic to their advantage. However, doing so requires an understanding of what appeals to consumers.

### Under the Hood - US

This report explores how and where automotive parts in the front end of the vehicle are sold. It provides insight into the external and internal factors affecting sales, consumption, and trends, and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

## January 2010

### Car Buying - US

This report explores the automotive retail market in the US. It provides insight into the external and internal factors affecting new and used vehicle sales, consumption, and driver trends and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this report include ...