



September 2014

New Cars - US

“With five consecutive years of strong sales in the books, the search for new buyers is heating up among automakers. Marketers have an opportunity to find audiences of buyers who have previously not been a primary focus. Women car buyers, owners of vehicles in need of replacement, and traditional used-car ...

August 2014

Certified Pre-owned Cars - US

“While CPO vehicle sales have seen tremendous growth over the past few years, they still only constitute about 14% of used car sales at franchise auto dealers. Factory-CPO vehicles suffer from poor consumer awareness and aren’t very well differentiated from dealer CPO programs.”

July 2014

Family Car Buying - US

“New family car sales are outpacing the general market due to an ongoing influx of first-time Millennial buyers who are beginning to form married couple families. Millennials have a slightly different take on the family car than non-Millennials do, by wanting a vehicle that is not only versatile but also ...