

January 2020

Pick-ups - US

"Pickup trucks are one of those iconic American vehicles that whether you own one or not, you're bound to have an opinion on the segment as well as those that buy them. Despite concerted efforts to shed the stereotypes that have followed pickups for years, they persist. Pickup truck manufacturers ...

November 2019

Tires - US

"Consumers are much more likely to listen to a professional when it comes to selecting tires for their vehicle. Tires aren't a top of mind purchase for the majority of consumers, and for the most part, tires aren't an issue for consumers until they become an issue. When problems do ...

October 2019

Luxury Cars - US

"Despite being a segment synonymous with power and style, consumers have seemingly lost interest in luxury vehicles. Generally speaking, consumers struggle to see luxury vehicles as good quality, even if they're made with superior materials. And when it comes to classifying what makes a luxury vehicle, the brand of the ...

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