



June 2016

Car Sharing - US

"Advances in technology and changes in consumer behavior have produced an emergence of car sharing services and products in select markets in the US. Car sharing participants have different profiles, motivations, and lifestyles than nonusers. Understanding these customers and their motivations will allow car sharing services to expand their customer ...

May 2016

Motorcycles - US

"The market for new motorcycle sales is one of great challenge. The industry is also challenged by an aging core group of owners, with those over the age of 55 slowly giving up on motorcycling, and efforts to draw women into the market less effective than the industry might desire ...

Car Purchasing Process - US

Over 55 million new and used vehicles were sold in 2015 and many consumers are still eager to buy in the coming year. Yet the landscape is shifting, and the consumer attitudes that led to strong sales over the past five years are unlikely to be repeated. Two main market ...