



December 2015

Auto Service, Maintenance and Repair - US

"While growth in the auto service and repair market is slow and steady, many factors are changing the dynamics of how overall revenues are distributed. Dealerships continue to gain an advantage due to free maintenance programs, while independents and others can push back by updating the image of their technicians ...

November 2015

Tires - US

The tire market is a mix of old and new. While the retail tire market still requires consumers to visit a brick and mortar store, the Internet makes researching both tire brands and repair shops easier than it ever was in the past. Today's consumer has plenty of options when ...

October 2015

Luxury Cars - US

"With an economy that is returning to stability and slowly growing again after a prolonged recession, the automotive market, from new cars to used cars to CPO (certified pre-owned) cars, is booming. That includes the luxury car market, as consumers are regaining the confidence to spend, and some of that ...

September 2015

New Cars - US

The new car market is booming, fueled by pent-up demand as the economy continues its post-recession growth. The constant addition of new tech, safety, and convenience features are an additional market driver beckoning consumers into new cars. Leasing, too, has grown, as buyers look to get into new cars more ...

August 2015

Certified Pre-owned Cars - US



The certified pre-owned car market is small but growing. Certified pre-owned (CPO) cars are used cars that have been certified by a manufacturer or dealership. Certification means that these vehicles are in very good or excellent condition and have passed an inspection by a trained technician, and it often means ...

July 2015

Perceptions of Auto Brands, Trust, Loyalty - US

A series of major recalls has rocked the automotive industry throughout this decade, and no company or brand has been spared. Consumer perceptions of the industry have been affected by the recalls, but there are ways brands can adapt to changing consumer perceptions and loyalties.

June 2015

Marketing Cars to Millennials and Gen X - US

"Millennials are a driving force in the automotive market. Despite a perception that Millennials don't buy cars, there are plenty of Millennials out there – and plenty of them either own cars or are interested in owning cars. Millennials are urban, cash-strapped, and tech-savvy; and they're also at the start ...

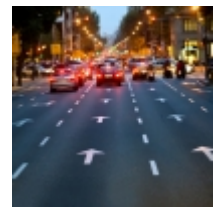
April 2015

Car Purchasing Process - US

"With so many buyers using their cars for personal reasons, it makes sense to market the car as more than just a commuter-coddler. Proving that your car, truck, or SUV is versatile while loaded with the tech drivers' desire is a good way to take advantage of market growth." ...

February 2015

Automotive Innovations - US



“User convenience and driver distraction collide as smartphones become more and more a part of the in-car experience. Safety comes first for consumers, even in an area of increasing access to in-car apps and smartphone integration.”

– **Tim Healey, Research Analyst – Automotive**

January 2015

DIY Auto Maintenance - US

“Only 11% of respondents are doing their own work on cars. Given the complexity of modern vehicles and a general lack of interest in DIY work as a hobby, DIY marketers face an uphill battle. However, there is room for expanding this market and encouraging more DIY behavior. Online tools ...