



## April 2011

### Digital Media Marketing in the Automotive Industry - US

This report explores the use of digital media marketing in the automotive industry. It provides insight into the external and internal factors affecting trends and technology innovations in digital media marketing and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

## March 2011

### Car Rental - US

This report explores the car rental market in the U.S. It provides insight into the external and internal factors affecting rentals and trends, and what those factors mean for future rentals, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited ...

## January 2011

### Car Buying - US

This report explores the automotive retail market in the U.S. It provides insight into the external market and internal/industry factors affecting new vehicle sales, consumption and dealership trends—and what they mean for future sales, promotional campaigns, and industry innovations within dealership groups. Specific questions that are answered in ...