



## June 2017

### Perceptions of Auto Brands - US

"Brand perception for automotive companies is critical to success since consumers are so infrequently in the market for a vehicle. Past experiences, reputation, and word of mouth are crucial factors that play a role in shaping consumers' choices before they even decide on what to purchase. For success in the ...

## May 2017

### Car Purchasing Process - US

"Purchasing a car is an extremely important decision for most Americans, as it is typically the second most expensive purchase consumers make after their homes. The automotive marketplace is filled with options for consumers to consider: which brand, body style, specific model, new or used, all at an affordable price ...

## April 2017

### Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

### Automotive Innovations - US

"The automotive industry has seen a flurry of recent technological advancements that improve safety, connectivity, and convenience for consumers. The industry has made advancements in autonomous ability that advances safety and implements preventative protection measures. Features like forward collision avoidance, lane-keeping assist, and adaptive cruise control have made their way ...