



## January 2021

### Future of Mobility: Incl Impact of COVID-19 - US

“While COVID-19 has negatively affected vehicle sales, including electric, hybrid and autonomous, neither the pandemic nor the recession has halted the future of mobility. Automakers are still continuing down the path of a safer, more sustainable automotive industry. In the coming years, the automotive industry will see the advent of ...

## December 2020

### Sedans versus Heavy Passenger: Incl Impact of COVID-19 - US

“Consumers don’t have much affinity for OEMs, but it is a different story when it comes to their vehicle type. Across vehicle types, the majority of consumers are considering sticking with their current vehicle type for their next purchase. Changes in the market are less driven by consumer demands and ...

## November 2020

### Auto Advertising: Incl Impact of COVID-19 - US

“Automakers invest too much money into their advertising strategy for their ads to be ineffective and lacking influence. According to Pathmatics, advertisers spent more than \$1.4 billion on digital auto ads in 2019. That’s a considerable amount of money to invest in campaigns that aren’t influencing consumers’ purchase intent ...