

Black Consumers and the Car Purchasing Process - US - June 2014

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“Encouraging Black consumers to visit a car dealership is the step that can advance the car-buying process toward purchase. Marketers need to form their message to give Black consumers a clear call to action to experience new vehicles in-person. General incentives may work, but specific messaging will also be effective on certain demographics.”

– Colin Bird, Automotive Analyst

This report looks at the following areas:

- What efforts can get Blacks to the car dealership?
- Are Black women key decision makers?
- Are young Blacks too tech-savvy for the traditional dealership experience?

Black consumers are becoming more educated and earning a higher level of household income, causing them to become an even more important and sizable portion of the new vehicle market. The buying power of Black consumers has grown rapidly over the past 30 years and now outpaces the rise in buying power of Whites and that of all races combined. This improvement in the financial foundation of Black consumers has a positive effect on their ability to afford vehicles and is changing their needs and car buying experience.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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