

Car Purchasing Process - US - April 2016

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Over 55 million new and used vehicles were sold in 2015 and many consumers are still eager to buy in the coming year. Yet the landscape is shifting, and the consumer attitudes that led to strong sales over the past five years are unlikely to be repeated. Two main market drivers, pent-up demand/vehicle replacement and desire for fuel efficiency, are less important to consumers in the current market.

This report looks at the following areas:

- Car sales continue strength and reach prerecession levels
- Replacement of old vehicle drives demand but trend is waning
- Falling gas prices alter car buying demands

Readers of this Report will learn how consumers view the car purchasing process and the major factors that influence their decisions to buy a car. New opportunities and marketing strategies are covered with a focus on consumer attitudes and potential for new demand. Attitudes based on demographics are explored in detail to show how marketers might best position services to specific segments of the market.

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DID YOU KNOW?

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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