

## Luxury Cars - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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The luxury car market is an extremely competitive market and ranges from 5-10% of the overall new car market. Luxury vehicles are typically more expensive and equipped with the latest features and technology and appeal to consumers who want the latest and greatest for their vehicle. Finding opportunities in the market and delivering marketing content that appeals to the strengths of the brand and desires of the consumer should lead to success.

This report looks at the following areas:

- Recent surge in off-lease vehicles could impact decision to opt for new
- Affordability still a concern for many consumers
- Consumers don't have a favorite luxury brand
- Luxury cars considered high maintenance
- Regular makes are increasingly competing with luxury makes on features

Luxury cars are a unique commodity for a unique consumer base. They appeal to consumers for a multitude of reasons: the luxurious amenities, better performance, and the image driving a luxury car provides. These motivations range in importance to each individual consumer, and brands have strengths that appeal to these consumers. The luxury car market is extremely competitive within its own segment and also sees competition from entry-level brands in terms of features, performance, and comfort.

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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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