

Luxury Cars - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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"Luxury brands will need to gain market share for growth in a stagnant market, and Millennials will be the key demographic for success. Brands will need to not only compete with each other but also compete with entry-level brands as they become increasingly sophisticated and advanced driver safety systems gain widespread adoption across all brands."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- **Luxury auto market landscape**
- **Car shoppers most likely to consider a luxury vehicle**
- **How the top luxury brands perceived by consumers**

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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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