

## Perceptions of Auto Brands - US - June 2019

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"In order to evolve, automakers will need to find their space as a lifestyle brand and start marketing as such. Regardless of gender, race, income or education level, consumers view their relationship with brands very differently as opposed to how they did years ago."

**- Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

- Look to unconventional partnerships to tap into new markets
- Consumers are looking to deeply connect with brands

With the help of various media channels, brand perception has shifted over the years. Consumers no longer see brands as all-knowing, they now have the opportunity to question them, mold them and challenge them into what they feel the brand should be.

Auto brands are no exception to consumer feedback, especially given the investment required of any vehicle purchase. Consumers are looking to connect with auto brands in ways they haven't sought previously; they're looking for auto brands to fit into their chosen lifestyle. There has not been a better time for the automotive industry to evolve from a conduit to final vehicle purchase to a lifestyle brand that consumers will both emotionally and fiscally invest in.

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