



# Marketing Auto to Gen Z and Millennials: Inc Impact of COVID-19 – US – May 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the auto market.
- The effects of a US and global recession on the auto industry
- How Gen Z and Millennial consumers approach car buying
- How to create awareness for new vehicles for these demographics

The colloquial phrase "what a time to be alive" has never felt more relevant than now. Brands are being challenged to connect with consumers on an emotional level that's never really been seen before. Gen Z and Millennial consumers have been demanding brands to be better and become more humanized for years, but in light of COVID-19, auto brands will have to push themselves more than ever before to meet young consumers' expectations.

The radical changes observed in current marketing tactics are here to stay. Long after the COVID-19 pandemic chapter comes to a close, young consumers will still maintain high expectations for automakers and will only purchase from those who meet them.



"Young consumers are a mysterious, fickle group; or at least that's how they've been portrayed. Depending on the industry and who you ask, they're either a boon to the market or one Instagram post away from "killing" something beloved by previous generations."

– Hannah Keshishian,  
Automotive Analyst

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