"With an economy that is returning to stability and slowly growing again after a prolonged recession, the automotive market, from new cars to used cars to CPO (certified pre-owned) cars, is booming. That includes the luxury car market, as consumers are regaining the confidence to spend, and some of that money is being spent on high-end goods."

- Tim Healey, Automotive Analyst

This report looks at the following areas:

- Brand identity is key
- Growing loan balances could crimp consumers
- Comfort is weighing high on consumer minds
- Consumers have money to spend

This report covers the sale of new domestic and imported luxury vehicles and consumer attitudes and activity around luxury vehicles. Vehicle segments represent those involving both traditional luxury vehicle makers and nontraditional luxury vehicle makers.

Sales figures throughout this report apply to new (not used) luxury cars, and are unit volume figures as reported by the manufacturers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.
Luxury Cars - US - October 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.
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To be luxury, consumers must think luxury

Going small and (relatively) cheap seems to be the best approach

Brands without luxury cachet are struggling to sell luxury models

Crossover SUVs and tech are on the horizon

Consumers define luxury cars by brand

Traditional players draw the most interest

Comfort matters

Customers are able to treat themselves – and they want to

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Consumers define luxury cars by brand over price

High-income earners focus on the brand

Those over 55 also use brand to define luxury cars

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Consumers want to treat themselves, finally feel they can afford luxury

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Hispanics and Blacks see luxury cars as a treat

Luxury cars perceived as being more comfortable, having more comfort features
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**Figure 17: Luxury car attitudes, May 2015**

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Hispanics have a preference for style

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**Price Sensitivity**

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