

New Cars - US - September 2016

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

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"Over the past seven years the new car market has experienced consistent growth as the US economy recovered from the Great Recession. The market's recovery from the Great Recession was remarkable. Mintel estimates slower growth for 2016 sales figures followed by a downturn in the automotive sales cycle before recovering to the recent sales levels."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- New car market to slow briefly before resuming growth
- Cheap gas helps fuel the light truck boom and dampen small car demand
- Recalls and scandals impact consumer perceptions and buying behavior

For the purposes of this Report, a "new car" will mean any newly assembled vehicle that has never been titled or registered before purchase and comes with a new vehicle warranty that initiates when the vehicle is sold.

"Car," as defined for the purposes of this Report, will stand for any of the following vehicles that are bought through retail avenues and are intended for noncommercial use only: subcompact, compact, midsize or full-sized sedans, hatchbacks, or convertibles; compact, midsize, or full-sized truck-based SUVs; compact, midsize, or full-sized car-based crossovers; minivans or MPVs; compact, midsize, or full-sized pickup trucks or vans; any type of hybrid electric, electric, or alternatively fueled vehicle; any type of luxury vehicle; any type of classic car; or any variation above, so long as it's for noncommercial usage.

Large trucks and recreational vehicles are not covered, regardless of usage type. The Report also excludes private, or by-owner, vehicle purchases, regardless of vehicle or usage type.

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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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Abbreviations

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