

## Perceptions of Auto Brands - US - June 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Brand perception for automotive companies is critical to success since consumers are so infrequently in the market for a vehicle. Past experiences, reputation, and word of mouth are crucial factors that play a role in shaping consumers' choices. For success in the marketplace, brands need to identify their strengths and weaknesses and address them to their target audience."  
**- Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- New vehicle sales expected to plateau for 2017
- Outside of top four, brands struggle in brand perception
- Diesel emission scandals erode trust in auto manufacturers

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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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