



January 2020

Pick-Ups - US

"Pickup trucks are one of those iconic American vehicles that whether you own one or not, you're bound to have an opinion on the segment as well as those that buy them. Despite concerted efforts to shed the stereotypes that have followed pickups for years, they persist. Pickup truck manufacturers ...

November 2019

Tires - US

"Consumers are much more likely to listen to a professional when it comes to selecting tires for their vehicle. Tires aren't a top of mind purchase for the majority of consumers, and for the most part, tires aren't an issue for consumers until they become an issue. When problems do ...

October 2019

Luxury Cars - US

"Despite being a segment synonymous with power and style, consumers have seemingly lost interest in luxury vehicles. Generally speaking, consumers struggle to see luxury vehicles as good quality, even if they're made with superior materials. And when it comes to classifying what makes a luxury vehicle, the brand of the ...

September 2019

New Cars - US

"While automakers might argue that there's nothing better than that new car smell, consumers need more convincing. With the overwhelming majority of consumers opting to purchase used vehicles as opposed to investing in the current model year, automakers have some soul searching to do. Consumers need more than campaigns that ...

July 2019



Car Purchasing Process - US

"Vehicle sales are slowing; average vehicle prices are increasing and consumers showing reticence toward the car purchasing process. Consumers need more than aggressive pricing and TV commercials to entice them into purchasing their next vehicle. Consumers currently view the car purchasing process as a necessary evil they must be subjected ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

June 2019

Perceptions of Auto Brands - US

"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. For automakers looking to build brand ...

May 2019

Automotive Innovations - US

"Whether consumers are ready or not, driverless cars are the future of the automotive industry. But given consumer reticence to adopt new automotive technology, OEMs and marketers will need to concentrate on long-term strategies, as opposed to short-term campaigns. Automakers need to educate consumers on the safety benefits of new ...

March 2019

Car Sharing, Ride Sharing, and Alternative Transportation - US

"Advances in technology have disrupted traditional transportation options such as public transportation, taxis, and even how consumers use their personal vehicles. Consumers can now easily hail a ride or book a car for the day using an app. This Report will examine consumers' attitudes and behaviors regarding the growing mobility ...

February 2019



Hybrid and Electric Cars - US

"Financial and environmental considerations are top concerns for Americans buying new cars. AEVs (alternative energy vehicles) have been heavily promoted by auto manufacturers and governments as a positive solution. Despite these efforts, hybrid and electric cars remain a niche market and represent just a small fraction of total vehicle sales ...

January 2019

Auto Service, Maintenance and Repair - US

"The automotive service and repair landscape is extremely competitive and fragmented. There are a variety of firms including quick lube chains, full-service dealership centers, local independent repair garages, and others competing over consumer spending. In order to be successful in the auto service and repair market, firms need to identify ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...