



January 2022

Alternate Transportation - US

“Most consumers look to alternate transportation as a compliment to vehicle ownership, rather than a replacement. However, this evolving part of the auto industry continues to introduce consumers to new and innovative services. As alternate transportation becomes increasingly available, affordable and convenient consumers will continue to look to these services ...

December 2021

Tires - US

“For the majority of consumers, tires aren’t at the top of their minds and are likely to stay that way until they encounter an issue. When issues arise, consumers are likely to lean on a retailer they trust to guide them through their purchasing process but not without doing their ...

November 2021

Interior of the Car - US

“Consumers have high expectations for the inside of their vehicles. They look for features that keep them comfortable and safe, as well as help create a more optimal experience and get more out of the car itself. Moving forward, automakers must continue to look for ways to evolve and enhance ...

October 2021

DIY Auto Maintenance - US

“While most consumers don’t do their own automotive projects, there is an increasing interest in performing smaller, simple projects. Brands and retailers should focus on educational content and highlighting the cost savings from DIY projects to empower and inspire consumers moving forward.”

– **Gabriel Sanchez, Automotive Analyst**