



December 2013

Motorcycles - US

“After suffering a calamitous drop in sales during the recession, motorcycle sales are still in decline. The latest crises hitting the industry are more demographic than macroeconomic, with the motorcycle industry struggling with its dependence on an aging male client base.”

November 2013

Luxury Cars - US

“Domestic luxury carmakers Cadillac and Lincoln are attempting to reclaim their former glory. Unfortunately, neither will get very far without the help of Millennial luxury car buyers who, as it stands now, seem more inclined to purchase European luxury makes.”

October 2013

New Cars - US

“For the first time since 1920, cities are growing faster than the suburbs, as Millennials shun their Boomer parents’ way of life for one with more density, fewer miles to travel, and a higher concentration of points-of-interest within walking distance. This demographic shift poses a headache for carmakers as Millennials ...

August 2013

In-Car Electronics: Entertainment and Navigation - US

“Those who haven’t shopped for a new car in the past 5 years may be surprised to find out that a technological coup has taken place on the vehicle dash. Gone are tactile controls and, in their stead, many automakers are now offering touchscreens with interactive controls that allow for ...

July 2013

Vehicle Financing - US



“As Americans suffer from upside down mortgage payments and from stagnating wages, there continues to be a large portion of “payment buyers” in the automotive lending sector; these are buyers who care more about their monthly payments than the net expense of the financing. These borrowers will benefit more from ...

May 2013

DIY Auto Maintenance - US

“The automotive aftermarket retailing industry faces two key long-term challenges, namely the increasing complexity of the automobile and the decreasing price differential between DIFM and DIY auto care.”

April 2013

Car Service: Maintenance and Repair - US

“The total amount of electronics and software coding in a modern vehicle now accounts for a significant portion of the car’s value. As mechanical automotive elements become more durable, the new frontier for automotive maintenance will be in the digital, rather than physical, space.”

March 2013

Tires and Rims - US

“For the first time since World War II, Americans are driving less. While the tire industry is currently benefiting from the release of pent-up demand, the aging population and the subsequent lack of enthusiasm from young people to drive could end up impacting tire sales if these two groups buy ...

February 2013

Car Buying - US

“The aging of one of the country’s largest generations, Baby Boomers, will have a lasting impact on the automotive market, especially because Millennials and Generation X are not taking to automobiles or the open



Automotive - USA



road in as great as numbers as Boomers did. The silver lining here is that Boomers ...