



June 2015

Marketing Cars to Millennials and Gen X - US

"Millennials are a driving force in the automotive market. Despite a perception that Millennials don't buy cars, there are plenty of Millennials out there – and plenty of them either own cars or are interested in owning cars. Millennials are urban, cash-strapped, and tech-savvy; and they're also at the start ...

April 2015

Car Purchasing Process - US

"With so many buyers using their cars for personal reasons, it makes sense to market the car as more than just a commuter-coddler. Proving that your car, truck, or SUV is versatile while loaded with the tech drivers' desire is a good way to take advantage of market growth." ...