



December 2010

Vehicle Financing - US

This report explores the vehicle financing market in the U.S. It provides insight into the external and internal factors affecting vehicle sales, financing options and trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are ...

November 2010

Wireless Connectivity Inside Cars - US

This report explores the wireless information and entertainment platforms inside vehicles. It provides insight into the external and internal factors affecting their development and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the ...

October 2010

Car Service and Maintenance Repair - US

This report explores the Car Maintenance and Service Repair market in the U.S. It provides insight into the external and internal factors affecting service and repair sales, consumption, marketing trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this ...

September 2010

Car Batteries - US

This report explores the vehicle battery market in the U.S. It provides insight into the external and internal factors affecting car and truck battery sales, consumption and consumer trends, in addition to what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in ...

Automotive Accessories - US

This report explores consumer behavior regarding the purchase and use of automotive accessories inside and outside the vehicle. It provides insight into the factors affecting consumer purchasing behavior and how they will impact future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but ...



August 2010

Tires and Rims - US

This report explores the replacement and original equipment tire market in the U.S. It provides insight into the external and internal factors affecting tire sales, consumption, trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but ...

June 2010

Luxury Vehicles - US

This report explores the luxury automotive market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, trends and what these may mean for future sales, promotional campaigns and industry innovations.

Car Rental - US

This report explores the car rental market in the US. It provides insight into the external and internal factors affecting rentals, consumption and trends (and what they mean for future sales), promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to ...

May 2010

New Cars - US

This report explores the new car market in the US. It provides insight into the external and internal factors affecting new car sales. Additionally, it looks at purchasing and consumer trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this ...

March 2010

Automotive Sponsorships and Lifestyle Marketing - US

Imports Versus Domestic - US

This report explores the import and domestic automotive market in the US. It provides insight into the external and internal factors affecting import and domestic automotive and truck sales, consumption and trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in ...

Airlines - US

This report explores the airlines in the US, focusing on domestic flights but also including foreign travel originating in or arriving to US destinations. It provides insight into the external and internal factors affecting domestic travel sales, consumption and consumer trends, and how these trends affect branding and future sales ...

Under the Hood - US



Automotive - USA



Automotive sponsorships can drive sales, according to Mintel's exclusive consumer research, so automakers are advised to leverage this marketing tactic to their advantage. However, doing so requires an understanding of what appeals to consumers.

This report explores how and where automotive parts in the front end of the vehicle are sold. It provides insight into the external and internal factors affecting sales, consumption, and trends, and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

January 2010

Car Buying - US

This report explores the automotive retail market in the US. It provides insight into the external and internal factors affecting new and used vehicle sales, consumption, and driver trends and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this report include ...