



## March 2021

### Luxury Vehicles - US

“Luxury automotive has undergone an evolution over the past few years. What was once a pinnacle of older class and style, now caters to a younger consumer base seeking sustainable, tech-forward and stylish vehicles. That said, luxury vehicles still have a serious issue in terms of perceived value and will ...

### Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

## February 2021

### Role of Transportation - US

“The role of transportation in consumers’ lives is always evolving. Consumers currently favor their personal vehicles out of fear of contracting COVID-19, underscoring their emotional need to feel safe and clean when deciding how to get around. On the other hand, alternate transportation providers’ ridership and usage rates have generally ...

### Vehicle Financing - US

“Vehicle financing was already stressful prior to the pandemic; the added layers of high unemployment rates and increasing financial concerns have amplified consumers’ feelings of confusion and being overwhelmed by the process. However, through the advent of emerging technology and an industry-wide shift to offer more digital customer experiences, financial ...