



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