



March 2014

Car Purchasing Process - US

“As new and used car sales plateau again, as is expected in the Mintel forecast, auto manufacturers, car dealers, and marketers looking to grow their brands will have no choice but to cannibalize sales from their competitors. This will highlight the importance of effective targeting of first-time car buyers, or ...

February 2014

Compact Cars and Crossovers - US

“Compact cars and crossovers are getting unprecedented attention from desperate consumer groups who are looking for fuel efficient vehicles that are easy to navigate in a dense urban environment. New compact car and crossover intenders include wealthier Baby Boomers and growing Hispanic families. How to cater to this more diverse ...

January 2014

Hybrid and Electric Cars - US

“The hybrid and electric car market is growing at breakneck speeds, but there’s some concern that this is mostly driven by government distortions, vis-à-vis the new CAFE program and by the California Air Resources Board. Without robust market demand, this segment, particularly plug-in hybrids and all-electric vehicles, remains at ...