

Deloitte 2010 Automotive Survey
“Gen Y: Making the Short List”

- **Top 3 Features When Choosing a Car**
 - Gas mileage (12.2%)
 - Affordability/Price (6.9%)
 - Exterior styling/looks (5.5%)
- **Brand Loyalty**
 - 42.1% expect to be driving the same brand in five years, up a little more than 15% from the 2008 survey where only 27% said they expect to be driving the same vehicle brand
 - As the economy slowly rebounds, so do SUVs, nearly 1 in 4 respondents from this year’s survey said they will be driving an SUV in five years
 - Although 65 percent of Gen Y consumers report that they don’t have the same vehicle their parents drive (or drove in the past), as a whole, this generation’s vehicle brand preferences are not too different from that of their boomer parents. Among the top ten brands currently driven by Gen Y, eight also appear on the list of what their parents are currently driving.
- **Vehicle Brand and Origin**
 - 44% would prefer to purchase a vehicle from a brand that did not accept federal bail-out funds
 - 36.6% would consider buying a vehicle from a company that is or has recently been in bankruptcy
- **Domestic vs. Foreign Brands**
 - 43.3% of respondents say it is important to buy an American vehicle brand, compared to 39.7% who say it’s not important
 - “Made in the USA” label still carries weight; more than 52% say it’s important that the vehicle be manufactured in an American factory regardless of brand
- **Environmental Considerations**
 - 73.2% of respondents agree the environment is an extremely important factor when purchasing a vehicle
 - 49.8% of respondents say the type of vehicle they drive directly affects the environment
 - Most respondents said they were willing to pay more for a vehicle that was either environmentally friendly or one that saves money on energy costs
 - Nearly 60% of respondents say the relationship between the U.S. and oil producing nations is a factor when purchasing a vehicle
- **Vehicle Shopping**
 - 64.4% of respondents do *not* get their information on a vehicle brand or model from social networking sites and 58.2% of purchasers do *not* look for vehicle advice on blogs or other social media forums before purchase
 - However, the majority of respondents (79.9%) do use Google or Yahoo! to search for information on vehicles
 - Gen Y consumers are largely unsatisfied with the overall dealership experience. No haggle is the preferred method of doing business with them; 85% of respondents would prefer to know the final selling price upfront and more than 60% of Gen Y would prefer to skip pricing negotiations altogether with a salesperson. Additionally, the majority say they are anxious when a dealership salesperson approaches them and would prefer to have the sales process occur over the internet without any face-to-face interaction.
- **Vehicle Affordability and Value**
 - Gen Y typically thinks newer is better but not with cars. More than 63% of respondents believe used vehicles are a greater value than new vehicles and they’re more than three times as likely to purchase used over new
 - Even though smaller cars traditionally tend to be less expensive, Gen Y consumers say they will be trading in their two-door coupes and hatchbacks for SUVs, luxury crossovers and sedans in the next five years.
- **Jobs in the Auto Industry**
 - Roughly 50.3% of respondents said the idea of working in the U.S. auto industry was not appealing to them. However, that’s a significant improvement when compared to last year’s survey results which revealed that nearly 70% of Gen Y consumers would not be interested in working in the auto industry