

Fact Sheet

Deloitte Survey “Connecting with Gen Y: Making Cars Cool Again” Facts & Figures Sheet

- Top 2 factors when choosing a car
 - a. Safety
 - b. Comfort
- Top 3 reasons a vehicle is considered “cool”
 - a. Exterior styling
 - b. Affordability
 - c. Environmentally friendly
- Cost vs. Quality
 - a. Almost two-thirds of respondents, 63%, see the cost of a vehicle as an indicator of quality
- Decision factors
 - a. Roughly 90% of respondents rated gas mileage, affordability, and performance as extremely or very important factors in the decision to buy or lease a vehicle
 - b. Women rated gas mileage, storage, and environmentally-friendly production
 - c. Men gave higher ratings to leg room and horsepower
- Environmental considerations
 - a. Most respondents said they were willing to pay more for a vehicle that was either environmentally-friendly or had been produced in an environmentally-friendly factory
 - b. Roughly two-thirds of respondents said that buying a car makes them think more about the impact on the environment
- USA vs. Foreign brands
 - a. 49% of respondents preferred foreign vehicle brands, compared to only one-quarter who prefer U.S. brand
- Brand loyalty
 - a. 27% expect to be driving the same brand in five years, stating that their current brand had a range of models to accommodate their future needs and that it is affordable
 - b. 28% do not expect to be driving the same brand, stating that their current vehicle was all they could afford or that it had been given to them
 - c. 45% are not sure whether they would be driving the same brand, stating that the decision would depend on their personal finances, their lifestyle, and the available incentives
- Auto industry appeal
 - a. Roughly 70% of respondents said the idea of working in the U.S. auto industry was not appealing to them