

Global Luxury Transportation: A Tale of Two Vehicles

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Abstracts

This report explores the changes taking place in the luxury car market, which saw yet another year of strong growth. Thanks to a combination of wealth expansion and changing consumer habits, the industry has seen greater opportunities across a wide range of geographies in all corners of the globe. Stronger demand for luxury experiences, digital innovation and issues surrounding sustainability is also encouraging leading manufactures to expand their offering to reach new demographics and markets.

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