

Reborn in the USA: The Resurgence of the US Light Vehicle Market

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Abstracts

Light vehicle sales in the USA are on the cusp of recovering to pre-crisis levels. With an estimated 20 million sales lost over the period from 2008 to 2013 and consumers becoming less debt-averse, the outlook is broadly positive. However, there are critical demographic and societal changes afoot which will invariably result in segmentation shifts.

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Contents

Introduction
Scope and Key Findings
The US Light Vehicle Market
Segmentation and Demographics
Review

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