



A PASSION FOR MOTORING

For Global Business Influencers (GBI), the word 'motoring' means more than the expensive vehicles they have parked in their driveways. Whilst owning luxury cars showcases their interest to others, their passion is also demonstrated in the cars they intend to buy, the sports they follow, and the cars they own as investments.

35%
are interested
in motoring



23%
are F1 fans

Interest in motoring is commonplace among GBIs and almost a quarter are fans of F1. This represents an opportunity for consumer and B2B brands (e.g. Rolex; The Official Timepiece of F1 and DHL) to reach an audience with large amounts of disposable income, who are also business decision makers in control of huge financial budgets.



Their interest is supported by high levels of ownership and intent to purchase. Cars aren't just symbols of status; for this financially savvy audience, they represent an opportunity for investment too. Just over a third of GBI's invest in cars, compared to over a quarter who invest in jewellery, which is the next most popular luxury investment.



So, we know there's a high level of interest when it comes motoring, but what are the purchase drivers?

- **Sustainability:** GBI's are becoming more conscious of the impact their spending has on the planet. BMW, Jaguar and Porsche have all manufactured plug-in hybrids, allowing GBI's to express their motoring passion whilst reducing their carbon footprint.
- **Personalisation:** As consumer needs become more focussed on individuality, GBI's might look to artificial intelligence (AI) for added personalisation. AI has been a revelation in-home and in-car looks to be its next destination. Voice-assistants will plan our fastest route to work, playing our favourite album on the way.
- **Exclusivity:** In the year where Bugatti celebrates its 110th anniversary, the French automaker has sold its most expensive car ever. La Voiture Noire was purchased for US\$18.7 million (after tax). Although only a few will be in the market for a multi-million dollar Bugatti, for GBI's, owning something that few others can, plays a huge role in their purchase decision making.

Motoring is embedded throughout the Global Business Influencers' lives and if you want to reach those who have a real passion for motoring and will spend big, think about using GBI.

If you'd like to learn more please contact [Reece Carpenter](#) or [James Torr](#).



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