

IPSOS: YOUR INDUSTRY PARTNER IN MOBILITY BUYER BEHAVIOR TRENDS AND INSIGHT.

As the automotive industry changes, customer-focused research is a necessity for mobility manufacturers to remain competitive. The syndicated Ipsos New Vehicle Customer Study (NVCS) keeps pace with the ever-evolving marketplace by providing comprehensive insight on the latest mobility choice, experience, and loyalty trends.

NEW VEHICLE PURCHASES

- Reasons for purchase
- Feature ratings
- Vehicle image
- Share of garage
- Dealership experience
- Cross-shopping
- Conquest & loyalty
- Psychographics

MARKET DYNAMICS

- Reasons for rejecting
- Reasons for avoidance
- Disposed vehicles
- Transaction pricing
- Accessories
- Mobile app
- Test drive
- Vehicle financing

HOT TOPICS

- EV Consideration
- EV range actual performance
- EV barriers to entry
- EV charging experience
- EV migration
- EV incentives
- Subscription models
- Cultural background

NVCS provides manufacturers, dealer groups, advertising agencies, and other marketing agencies with actionable, timely, and impactful insight based on the latest automotive buying trends, allowing them to stay competitive in an ever-changing hyper-competitive marketplace.

For more information, please contact:

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