

# NEWSWORTHY TRENDS

## *Newsworthy Trends*

### **Car-Shopping Survey**

(NAPSA)—Even though the American auto industry is experiencing some economic uncertainty, customers continue to positively rate their car-buying experience.

According to a survey of new-car buyers, shoppers, nonshoppers and media, sponsored by Automotive Retailing Today:

- 91 percent of new-car purchasers were satisfied (extremely, very or somewhat) with their pur-



**For most consumers, buying a new car remains a satisfying experience.**

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chase experience. In most cases, consumers only visited multiple dealerships to compare prices;

- Minority vs. nonminority overall shopping experiences remain positive, with minorities beginning to surpass nonminorities, 85 percent versus 84 percent;

- There is improved satisfaction with financing, particularly among minorities; and

- Women rate the purchase experience highly (92 percent extremely, very or somewhat satisfied with their overall experience) and exhibit confidence in buying vehicles.

For more survey results, visit [www.autoretailing.org](http://www.autoretailing.org).