

# newsworthy trends

## Baby Boomers Staying In Youthful State Of Mind

(NAPSA)—According to a new national survey, baby boomers believe the current definition simply does not adequately define them. As the largest generation of Americans in history—78 million—boomers have redefined every stage of their lives and continue to do so into later adulthood.

Results of the survey indicate that 85 percent of boomers (42 to 58 years old) are in solid agreement that they are “growing up, not old.” They are young at heart and creating a new model of adulthood.

One individual who saw this revelation coming is Michael J. Weiss, an award-winning journalist, marketing consultant, author, lecturer and an expert on American demographics and consumer trends.

“Baby boomers want to be defined by their attitude, activities and life accomplishments,” notes Weiss. “Instead of age defining them, baby boomers are redefining age. This is the first generation in American history that’s fighting the battle of growing old. Boomers have always seen themselves as younger than their chronological age—always younger and hipper than their more conventional parents.”

Boomers, with \$750 billion in spending power, have already re-energized businesses from food and cosmetics to pharmaceuticals and biotechnology. The next shift that Weiss predicts will be in the automotive industry.

“As parents, boomers helped to create the minivan and SUV mar-



**The new Amanti was designed specifically for baby boomers' need for affordable luxury.**

kets,” he says. “Now they are starting to empty nest. Their kids are off at college and they are beginning to make decisions based on their needs. In fact, those over 50 buy half of all luxury cars and 41 percent of all new cars.”

This statistic is not lost on Kia Motors America, which designed the new Amanti to provide the affordable luxury baby boomers are seeking. It’s a breakthrough model for the company, both in terms of styling and its positioning.

“Our survey shows us that boomers don’t want to be defined by age, rather by their state of mind,” says Kia Motors America President and CEO Peter M. Butterfield. “We designed our new Amanti for this group who wants a car that offers style, safety and comfort and appreciates getting a lot of value for their money.”

Responding to the groundswell from boomers, the automaker is taking its survey results and launching a national grassroots campaign to send a message to dictionary publishers that it is time to change the definition of “baby boomer.”