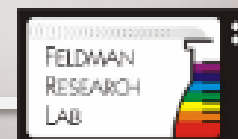
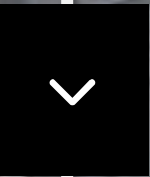


AUTO PURCHASE TRIGGERS

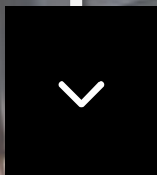
New Canadian Auto Market
Research from Feldman Research Lab &
Canadian Broadcast Sales




TOP 3

AUTO DISSATISFACTION

- 1 Outdated technology
- 2 Fuel Efficiency
- 3 Costly Repairs



A photograph of a person driving a red car, seen from the side. The driver's hands are on the steering wheel. The car's interior, including the dashboard and a gear shift, is visible. A large, semi-transparent black rectangle is overlaid on the center of the image, containing text. In the top right corner of this rectangle, there is a small black square with a white downward-pointing chevron.

24%
of current cars
on the road
are 10+ years old.






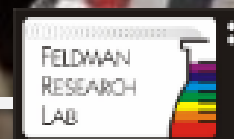
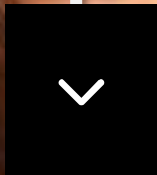
49%

**of current gas-powered
vehicle owners will
consider a gas vehicle first
as their next purchase**





46%
of car owners
consider a new car
purchase while driving





59%

of potential new
car purchasers listen
to radio while driving

WANT
MORE
INFO?

