

## **Survey Reveals Millennials Have a Love Affair with their Cars**

**New AutoTrader research uncovers deep bond between man and machine**

ATLANTA, Feb. 12, 2015 /PRNewswire/ -- Love is in the air this Valentine's Day, and not between who you might think. Nearly a third of Millennials surveyed say they have "a love affair" with their vehicle, according to new research from AutoTrader.com. The recent survey also revealed men are significantly more likely than women to have these passionate feelings about their vehicle, with 27 percent of men describing the relationship as a "love affair" compared to only 18 percent of women.

"Americans spend a great deal of time in their cars, they're literally the vehicle that enable our lives," said Isabelle Helms, vice president of Research and Market Intelligence for Cox Automotive. "It makes sense that many people would feel a strong bond toward their car and cherish that relationship."

Nearly half of those surveyed believe their car to be an extension of themselves, and one-fifth have felt so bonded with their car they gave it a name. Millennials were far more likely to have named a car than older drivers, with nearly 30 percent of Millennials saying they've named a car, compared to only 16 percent of Baby Boomers. The process of finding that special vehicle is also something the majority of consumers enjoy, and Millennials led the way in this area as well. More than 60 percent of Millennials enjoy browsing the dealer's lot, compared to 53 percent of Generation Xers and 49 percent of Baby Boomers.

"Our research continues to debunk the persistent stereotype that Millennials don't care about cars," Helms said. "We've found that younger car shoppers do feel an emotional connection with vehicles and driving, and it's definitely something that dealers and manufacturers can tap into."

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Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

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