

## Auto-Motives Consumer Segmentation



Over 90% of Americans already own or lease vehicles, and more than 80% of Americans will be in the market to buy or lease a new car or truck within the next year.

The MRI-Simmons Auto-Motives segmentation delivers the mindset of America's drivers and enables marketers to identify valuable target segments, based on consumer attitudes and opinions about vehicles and driving.

### The Auto-Motives Segmentation consists of five distinct groups:

- **Main Streets:** Main Streets' driving behaviors are actually quite pedestrian. From their viewpoint, a car is simply a method of getting from Point A to Point B and not much more. They are purpose-driven drivers; to them, a car is just a car.
- **Rough Terrains:** They love speed and performance and are less concerned with safety features. They know about the latest advances in auto technology and are exuberant about power. They tend to favor SUVs, which match their active lifestyles.
- **Cul-de-Sacs:** Practical drivers who say that function and comfort are the true sources of value in a car. They tend to choose vehicles for practical qualities rather than performance. You can often find them taking long car trips on their vacations.
- **Boulevards:** They like new cars with luxury features and all the bells and whistles. They get enjoyment from driving, love their American-made vehicles, and take pride in their car, seeing it as a reflection of their lifestyle and their image.
- **City Streets:** This group likes to change cars frequently; their vehicle is part of their identity. They choose their vehicle for its status and image, rather than any practical qualities or performance. They also use their car for both work and pleasure.

To learn more, contact us at +1 866 256 4468 or [info.ms@mrissimmons.com](mailto:info.ms@mrissimmons.com)