

AAA Members and Automotive

✓78% of AAA Members

most important is quality and workmanship in vehicle

✓66% of AAA Members

look forward to technology advances in new vehicles

✓69% of AAA Members

typically look at several brands when shopping

✓54% of AAA Members

✓say rebates and incentives strongly influence their decision

✓76% of AAA Members

say safety is first when buying a new vehicle

✓66% of AAA Members

recommend a vehicle when they find one they like

✓65% of AAA Members

research and compare as many vehicles as possible before purchase

Own or Lease:

	Non-AAA Member	AAA Member
Any Vehicle	85%	95%
Own	80%	91%
Number Owned: 1-3	74%	82%
4 vehicles	8%	10%
5 plus vehicles	4%	5%
Lease	8%	6%

Currently Own:

Dodge	11%	10%
Honda	12%	17%
Toyota	14%	20%
Chevrolet	21%	20%
Ford	22%	24%
Nissan	7%	9%

If making purchase decision today:

Nissan	2%	2%
Dodge	3%	2%
Honda	4%	6%
Toyota	6%	8%
Chevrolet	7%	6%
Ford	9%	10%



How likely in the next 12 months are you to:

	Non-AAA Member	AAA Member
Buy new vehicle	16%	16%
Pre-owned, Used	24%	22%
Lease	6%	6%

Automotive Attitude:

Basic and Functional	23%	18%
Transportation only	18%	20%
Luxury and Style	19%	18%
Green and Suitable	14%	18%
Green and Trendy	25%	19%



Source: 2013 GfK MRI Doublebase

Contact Information: