

Male New-Car Shoppers Prefer Luxury Automakers While Females Favor Import Brands, Reports Kelley Blue Book

Men More Likely To Consider Lincoln, Women Prefer Volvo According to KBB.com

IRVINE, Calif., Aug. 20, 2013 /PRNewswire/ -- When it comes to buying a new car, men and women have different car shopping characteristics according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information. Research from Kelley Blue Book Market Intelligence based on KBB.com traffic and survey data of more than 13,000 U.S. adults show men are more likely to consider a vehicle from domestic American manufacturers or European luxury brands, while female new-car shoppers are more likely to consider a vehicle from an import automaker.

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Traffic data from KBB.com reveals men are 174 percent more likely to shop for a [new Lincoln model](#) compared to women on the site. On the other hand, women are 119 percent more likely to shop for a [new Volvo model](#) compared to men.

"Like comparing apples to oranges, men and women have different factors of importance when choosing a vehicle, influencing their brand research based on qualities that matter the most to them," said Diana Duque-Miranda, senior manager for Kelley Blue Book Market Intelligence. "For instance, older men gravitate toward Lincoln as many of them grew up with the long-standing automaker as an aspirational brand. Conversely, more women are attracted to Volvo than male shoppers, and more likely to consider Asian manufacturers like Honda, Acura and Nissan that are traditionally known for high safety ratings, as KBB.com research shows 76 percent of women look for safety features in their next new-vehicle purchase compared to 61 percent of men¹."

Top 10 Brands among Male New-Car Shoppers

Make	Increased Likelihood of Men to Shop the Brand Compared to Women on KBB.com*
Lincoln	174%
Audi	147%
Jaguar	128%
Scion	128%
Cadillac	119%
Chrysler	106%
Buick	96%
Mercedes-Benz	37%
Smart	37%
GMC	30%

*Data sourced from KBB.com January 2013 – June 2013.

"Brands with a rich heritage, such as Lincoln, Buick, Cadillac and Mercedes-Benz, tend to draw the attention of older men more than younger men or even women," said Arthur Henry, manager of Kelley Blue Book Market Intelligence. "Brands that promote themselves as being 'rugged' tend to draw the interest of men of all ages, as 28 percent of men are more likely to shop for a new vehicle that have this factor compared to 19 percent of women¹. For example, GMC attracts those who work in manual labor industries, including construction."

Furthermore, 33 percent of men are more likely to place greater importance on exterior styling compared to 26 percent of women¹, as significantly more men research the brands that are known for bold styling like Audi and Jaguar.

Top 10 Brands among Female New-Car Shoppers

Make	Increased Likelihood of Women to Shop the Brand Compared to Men on KBB.com*
Volvo	119%
Infiniti	97%
FIAT	82%
Acura	61%
Nissan	57%
Mitsubishi	46%
Honda	37%
Dodge	23%
Kia	19%
Mazda	16%

*Data sourced from KBB.com January 2013 – June 2013.

"Women car shoppers are much more financially conscious than men, as 72 percent of women are more likely to consider affordability in their next purchase compared to 50 percent of men¹," said Miranda. "Women are more likely to consider a brand known for value compared to men new-car shoppers, which translates to more women shopping Honda, Kia and Mazda for more bang for their buck."

In addition to factors like safety and affordability, 67 percent of women are more likely to consider a fuel-efficient vehicle compared to 48 percent of men.¹ Subsequently, women are more likely to consider fuel-efficient brands like FIAT, Acura, Nissan, Honda, Kia and Mazda compared to men shoppers.

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¹ Kelley Blue Book Market Intelligence BrandWatch Study Q1 2013

About Kelley Blue Book (www.kbb.com)

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