



Are Traditional Automotive Segments Gone Forever?

([PRWEB](#)) November 4, 2000 -- Traditional automotive segments are being replaced by smaller, specialized vehicle clusters, according to research compiled by Visual Forecasts LLC, a Detroit-based automotive analysis firm. The recent introductions of vehicles like the Chrysler PT Cruiser, Ford Escape, and Honda Insight have helped accelerate the breakup of traditional vehicle segments, providing consumers with new vehicle definitions to choose from. In addition, the research shows that selected manufacturers have established strong brand identities that should help them appeal to buyers in all life stages. These findings are among those contained in the ModelMap 2001 report from Visual Forecasts.

The report examines over 100 categories of automotive data, covering vehicle exterior, interior, drivetrain, and brand attributes. Extensive statistical analysis is summarized in a report detailing the competitive relationships existing within the US automotive market.

The results confirm that the market is continuing to fragment into smaller, more specialized product groups. "We found 38 competitive clusters across 270 models," states Ken Cherven, Automotive Analyst at Visual Forecasts. "While fragmentation is certainly occurring, we also found that several clusters are dominated by a single brand. This confirms that strong, consistent branding can coexist with market fragmentation, and may even serve as a guide for consumers faced with ever expanding choices."

The full report, featuring over 300 pages of summarized analysis, is geared to automotive professionals in the forecasting, analysis, and marketing areas, and is available for an annual subscription of \$5,000, including update reports in February and June. ModelMap 2001 is available in either a printed version or on CD-ROM, using the popular Adobe Acrobat format. To place an order, or to download a report sample, please visit Visual Forecasts at www.visualforecasts.com. Orders and information are also available by calling (313) 821-8105, or faxing (313) 821-8107.

Visual Forecasts LLC is a Detroit-based automotive analysis firm specializing in vehicle forecasting and positioning. The company mission is to provide a fresh look at new vehicle forecasting and related automotive issues, helping customers to make better decisions.



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