

U.S. AND CANADIAN AUTO MARKET COMPETITIVE ANALYSIS—FOR CHINESE AUTO OEMS

October 2025

A Valuable Auto Competitive Intel Resource for U.S. & Canada

Learn more about the competition for market share

Relying on internal data alone can't show you the whole picture in a volatile and ever-changing market

Ipsos' New Vehicle Customer Study (NVCS)

can be your extensive analysis tool to understand the U.S. and Canadian auto markets to develop future market entry strategies and priorities. You will see precisely why customers are purchasing/leasing their new vehicles,

how much they are paying, what other vehicles they considered, likelihood to purchase EVs in the future and extensive demographics. You can also compare EV/PHEV purchasers/lessees with ICE vehicles. This data can help you plan for potential seismic shifts in these markets, such as for features (i.e., new technology) and online purchasing—trends that threaten to expand exponentially in the future. With data available, trending analyses are easy.

Unlock the doors to the U.S. automotive market and ensure your brand's success with our comprehensive New Vehicle Customer Study. Tailored for forward-thinking Chinese OEMs eager to join and excel in the competitive U.S. landscape, our study provides invaluable insights into consumer behavior, preferences, and market trends.

Let's connect to explore how our data-driven insights can inform your market entry strategy.

Our approach will **bring you:**

Your Challenge & Opportunity

Navigating the Competitive Auto Landscape

The auto markets in the U.S. and Canada are very competitive. Understanding the new vehicle customers in both markets is vital to successful market entry, no matter when you anticipate it taking place. With our decades of tracking data, you can look at how other manufacturers' market entries took place and learn from their success and failures. Deep, actionable understanding of the customer's entire shopping journey is critical information.

Unlocking Key Insights

Go Inside the Dealership F&I Office

The New Vehicle Customer Study (NVCS) provides an unparalleled view into the moments that determine why the customers chose their vehicle. This isn't just behavior and attitudinal data; it's a detailed map of the consumer's behavior and preferences. With this study, you can:

- Pinpoint Your True Competitors
- Analyze Real-World Factors in their final decision (i.e., dealership influence, financing terms)
- Decode the "Why"

Your Strategic Advantage

Build a Data-Driven Market Entry Strategy

This isn't just data; it's a roadmap to successful market entry, to drive market share and profitability. We will partner with you to transform these insights into a winning strategy that allows you to:

- Identify different consumer trends by region within the two countries
- Optimize Your Channel Marketing Strategy
- Anticipate Market Shifts
- Drive immediate market impact and shopping consideration in the U.S. and Canada

The **New Vehicle Customer Study (NVCS)** provides current and comprehensive data on the latest mobility buying trends, empowering subscribers to stay competitive in a changing market.

80%+

of OEMs subscribe and provide feedback, making our study and content more inclusive to the needs of the entire industry.



NVCS Advantages

1

Study conducted for 50+ years, offering unrivaled current and historical mobility benchmarking data.

2

1,000 data points available on each customer gives our study the depth to provide actionable information on key mobility topics.

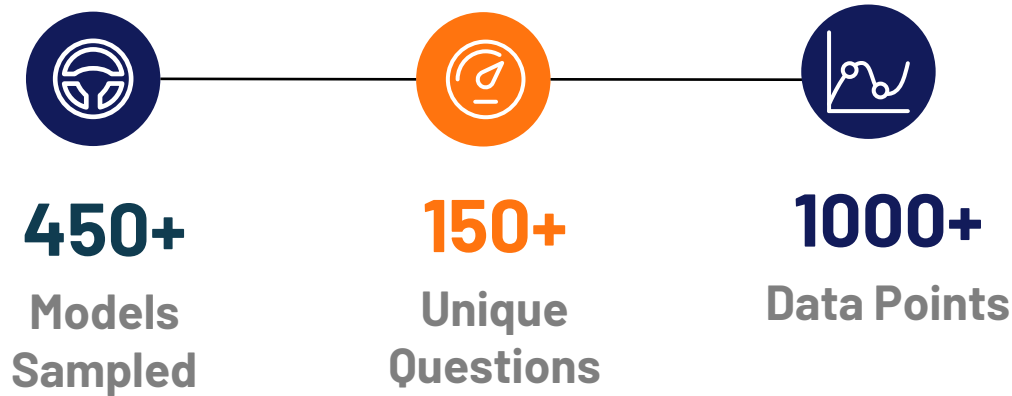
3

New EV companies are choosing the NVCS for their research needs. We are offering more EV data points between the NVCS and Automotive Mobility Powertrain Study (AMPS).

4

Academia, think tanks, and government agencies use and contribute content recommendations. NVCS takes an all-inclusive approach to mobility research.

Ipsos NVCS Survey At A Glance



Purchase Satisfaction – Image – Usage – Finance – Dealer – Accessories – Sources of Information	Loyalty Disposed – Defection – Share of Garage – Vehicle Details
Consideration Most seriously considered – Second considered – Image – Rejection	Demographics Age – Gender – Income – Education – Location – Lifestage – Hobbies



THANK YOU

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