

# LUXURY SEGMENT CROSS-SHOPPING

SHOPPERS DEMONSTRATE BROAD CONSIDERATION SETS, FUELING CROSS-SEGMENT COMPETITION

When considering their next vehicle purchase, consumers shop across an average of **4 alternate segments**, including new and used options

Aside from cross-shopping other car segments, **luxury car shoppers** look to two or more **SUV segments**, typically viewing both new and used options


Shoppers' attention extends beyond the category – shoppers across all six luxury segments also compare to product offerings in **non-luxury segments**

Luxury SUV shoppers cross-consider multiple luxury car alternatives – midsize and large SUV shoppers view used options in all three luxury car segments

## TOP 5 NEW & USED SEGMENTS CROSS-SHOPPED










SHOPPERS OF THESE SEGMENTS	ALSO VIEW	LUXURY CARS			LUXURY SUVs			NON-LUXURY CARS				NON-LUXURY SUVs			
		Luxury Entry-Level	Luxury Midsize	Luxury Fullsize	Luxury Compact	Luxury Midsize	Luxury Large	Subcompact	Compact	Midsize	Fullsize	Subcompact	Compact	Midsize	Fullsize
LUXURY ENTRY-LEVEL CAR	new		●		●	●				●				●	
	used		●	●	●	●				●					
LUXURY MIDSIZE CAR	new	●		●	●	●				●					
	used	●		●		●				●				●	
LUXURY FULLSIZE CAR	new	●	●		●	●	●								
	used	●	●			●	●			●					
LUXURY COMPACT SUV	new	●	●			●							●	●	
	used	●	●			●							●	●	
LUXURY MIDSIZE SUV	new	●			●		●						●	●	
	used	●	●	●	●									●	●
LUXURY LARGE SUV	new	●		●		●								●	●
	used	●	●	●		●								●	●

**CROSS-SEGMENT SHOPPING SAMPLE:**



SHOPPERS OF NEW Audi Q5/SQ5

**ALSO VIEW** →

<p>LUX ENTRY-LEVEL CAR</p>  <p>NEW/USED BMW 3 Series</p>  <p>NEW MB C-Class</p>	<p>LUX MIDSIZE CAR</p>  <p>USED BMW 5 Series</p>  <p>USED MB E-Class</p>	<p>LUX COMPACT SUV</p>  <p>NEW BMW X3</p>  <p>NEW MB GLA-Class</p>	<p>LUX MIDSIZE SUV</p>  <p>NEW/USED BMW X5</p>  <p>NEW Lexus RX</p>	<p>MIDSIZE SUV</p>  <p>NEW/USED Jeep Grand Cherokee</p>  <p>NEW Ford Explorer</p>
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