



US Light Vehicle Sales Could Top 20 Million by 2006

([PRWEB](#)) July 6, 2000 -- New vehicle sales in the US have a 33% chance to top 20 million units by the year 2006, according to findings released today by Visual Forecasts, a Detroit-based automotive research firm. As economic stability continues, the increase in consumers in the pivotal 45 to 64 year-old age group will continue to push new vehicle demand to unprecedented levels. A critical factor in this volume growth will be the ownership cycle - how fast new car buyers are returning to the market after a prior purchase. These findings, as well as many others, are presented in a new AutoHorizons report, titled "The Road to 20 Million: Understanding New Vehicle Demand in the U.S. Market", to be released on July 15, 2000.

The report analyzes a wide range of economic and demographic variables, and determines which combination of these variables is likely to drive new vehicle demand in the coming decade. Industry trends dating to 1980 were examined statistically in order to detect the subtle changes that have affected the automotive market over the last 20 years.

Surprisingly, 1999 may not have been the impressive year many observers claim, despite the record 16.8 million units sold. "About 6.9 of every 100 adults purchased or leased a new vehicle in 1999," according to Ken Cherven, Automotive Analyst at Visual Forecasts. "This figure ranks behind 1986, 1985, and 1988 as the best rates of the last 20 years. Higher sales in 1999 were primarily a function of the increase in adult population. A return to 1986 buy rates would have led to sales of 18 million units."

The full report, complete with charts and graphics, will be available beginning July 15th, and can be purchased for \$695 in one of three formats: printed, CD-ROM, and Web download. Both the CD-ROM and download versions are in the industry standard Adobe .pdf 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) 571-2184, or faxing (313) 571-2198.

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. Visual Forecasts AutoHorizons reports are produced quarterly, and will address topics that are critical to the future of the automotive industry.



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