



Online consumers have been actively drawn to the auto lending space

*Research and Markets have announced the addition of the **Auto Lending: Channel Preference and Customer Segmentation** report to their offering.*

([PRWEB](#)) December 20, 2003 --Online consumers have been actively drawn to the auto lending space. Lenders should understand what segment profile is most active and what downside potential may exist from aggressively marketing to consumers in this segment.

Key Questions

Which channel do consumers prefer to use when applying for loans?

What is the demographic composition of the pool of consumers who research and apply for auto loans online?

Which group of consumers is more actively searching for auto financing online: those searching for new cars or those searching for used cars?

For a complete index of this report click on <http://www.researchandmarkets.com/reports/41680>

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