

Boomers Going The Distance

2018 Consumer Insights on the Driving Experience

Free As A Bird

85% of Boomers feel their vehicle gives them a sense of freedom

78% say it's key to their independence



Go Green Or Go Home!

At **45%**, Boomers with a car are the most likely to say their vehicle reflects their commitment to the environment

Millennials

33%



GenX

35%

Sing Like Nobody's Listening



87% of Boomers say their car is a better place to sing their favorite songs than the shower

#cartech

72% of Boomers say car tech makes driving more enjoyable

77% say it makes driving safer



In Mechanics We Trust



75% of Boomers have a trusted mechanic

82% value their mechanic's reputation over price

Millennials

67%

GenX

68%

71%

76%

Budget Buster

56% of Boomers have been hit with a car repair bill that wrecked their budget

