

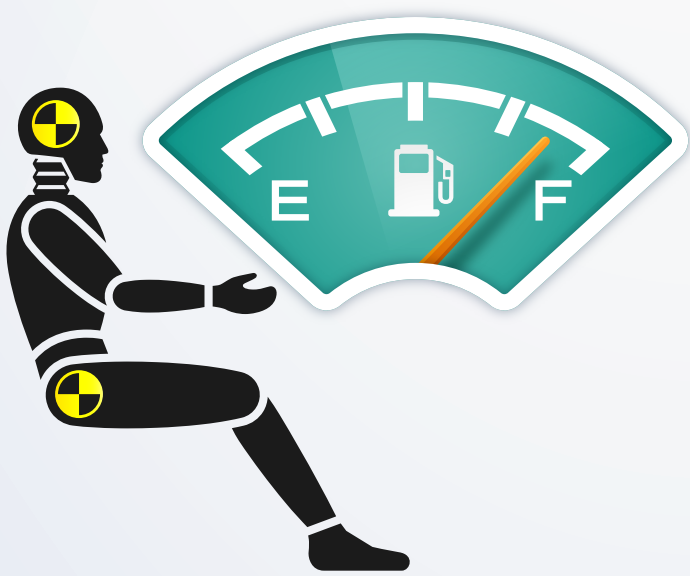
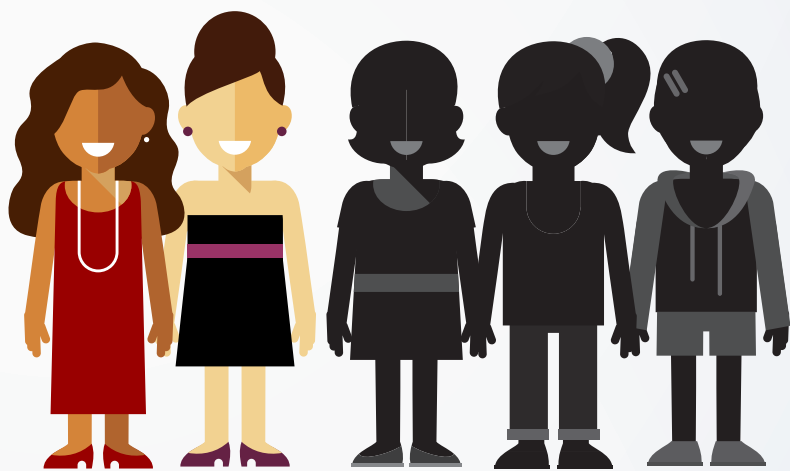
# Savvy Latinas on Wheels: The Truth About Her Automotive Preferences

Contrary to popular belief, **MOST (63%) LATINAS** ages 20-39 **DON'T FEEL IT'S IMPORTANT FOR CAR SALESPEOPLE TO SPEAK SPANISH.** Only 17% feel this is very important.



Latinas are not in the market for family vans. **ONLY 6% OF LATINAS** ages 20-39 **WANT THEIR NEXT VEHICLE TO BE A VAN.** More than a third (34%) prefer SUVs, and nearly a third (32%) prefer sedans.

They know their business. **2-IN-5 (40%) OF LATINAS** in a relationship **FEEL THEY KNOW MORE ABOUT THE CAR-BUYING PROCESS THAN THEIR SIGNIFICANT OTHER.** Among college-educated Latinas, this figure rises to nearly half (48%).



Unlike many other young consumers, **LATINAS** aged 20-29 **PRIORITIZE FUEL EFFICIENCY (60%) AND SAFETY (57%) OVER TECHNOLOGY** features when buying a car.

**THEY ARE READY TO BUY: 55% OF LATINAS** IN THEIR 20s, and **53% OF THOSE IN THEIR 30s,** say they expect to purchase a car within the next year.



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