

PART 1

**SIZE DOES MATTER!
AS DO COLOR, CAR BRAND AND ALLOY WHEELS...**



There is a more or less generally accepted opinion that the next generation attaches less importance to the status of the car



And that the love for the car will be replaced by another interesting toy: our cell phone



CAN WE HAVE BOTH?

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Possible answer: No! They are incompatible!



My answer:



And we will!



SO AGAIN... THE PROPOSITION

The next generation attach less importance to the status of the car



My intention today is to create reasonable doubt

FIRST ARGUMENT

It is very difficult to predict the future anyway



SECOND ARGUMENT

The status value of the car at the moment is high and there is a high dependence of the car these days .





Red: Sexy, speedy, high energy and dynamic.

Black: Empowered, not easily manipulated, loves elegance, appreciates classics.

Silver: Elegant, loves futuristic looks, cool.

Gold: Intelligent, warm, loves comfort and will pay for it.

White: Fastidious.

Light blue: Cool, calm, faithful, quiet.

Dark blue: Credible, confident, dependable.

Gray: Sober, corporate, practical, pragmatic.

Yellow: Sunny disposition, joyful and young at heart.

Orange: Fun-loving, talkative, fickle and trendy.

Light green: Trendy, whimsical, lively.

Dark green: Traditional, trustworthy, well-balanced.

Taupe/light brown: Timeless, basic and simple tastes.

Dark brown: Down-to-earth, no nonsense.

Purple: Creative, individualistic, original.

(theautochannel)



Are Cars Still Status Symbols?

Yes, they still mean freedom, excitement and status
56.06%

No, the costs are too high and there are more important things. 17.98%

Maybe, it depends where you live. 24.9%

Other (in comments) 1.07%

Treehugger, 2009



THIRD ARGUMENT

Cars appeal to basic needs and instincts, which go far beyond trends and hypes





FOURTH ARGUMENT

The next generation attaches more importance on status and 'shining'



Young people today are increasingly focused on status. Also materialism is more important than ever.

The young people are looking at what products are used by celebrities. It is also important to the extent to which the product is popular in the circle. A wrong product does affect the social status.



Harris Interactive about
young people between 8 and 18 year



James Bond-acteur Daniel Craig



Nicolas Cage

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Paris Hilton



Justin Bieber

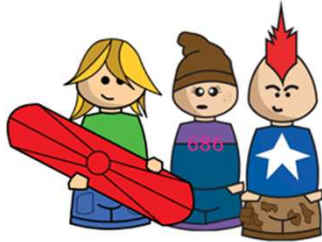
And ... they're not 18 yet



SIXT ARGUMENT

The conclusions of my own research (2011)





WHO I AM AND WHERE I AM GOING

We investigated the influences of demographic and lifestyle variables in society on mobility

- Aging
- Growth and shrinkage
- Increase of immigrants
- The new generation
- Different lifestyles

Prognosis based on our research:

- The status value of the car will rise;
- The popularity of the car will increase;
- Public transport and cycling are in danger;
- Travelling will become more and more a challenge (faster, fast combinations);
- Convenience will become more important.



For example: immigrants

1. Cycling often has a bad image;
2. Relatively high use of public transport (in the cities);
3. Suburbanisation → substantial decrease of cycling;
4. Social position improves → increase in (individual) car use



CLOSING ARGUMENT



Young, Wild, and Free

FINAL JUDGEMENT

And now ladies and gentlemen 'of the jury', I therefore put it to you that there is reasonable doubt in this case



I rest my case