

## Social Media: Automotive - UK - June 2012

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“When buying a car in these cash-strapped times, people want to be absolutely certain that they are investing in the right vehicle. The internet has become an indispensable tool in the car buying process. Reliability of information is prized highly as people gather data and opinion online to arm themselves with the facts before stepping foot in the showroom.”

– **Alexandra Richmond, Senior Consumer and Lifestyles Analyst**

### In this report we answer the key questions:

- How do people use the internet to discuss or contact car brands?
- Why do people interact with car brands?
- How enthused and involved are consumers with the automotive market?
- What do people do before buying a new car?
- Which automotive brands have the most online mentions?
- What success stories exist within the automotive social media space?

Mintel’s Social Media Intelligence report on automotives listens to and analyses social media conversations, interpreting and providing insight on what people are talking about online. It also tracks the engagement between consumers and automotive makes and models in the social media space, as well as advertising themes.

The report looks at how the internet is used to share thoughts and opinions on automotives as well as to inform purchasing decisions, develop perceptions of brands, discuss customer service and resolve car maintenance issues.

To better understand online conversation surrounding automotives, Mintel tracks online mentions of the most advertised brands in the market. The brands have been selected using Nielsen Media Research above-the-line spend data within the last full calendar year.

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