

# Who is the Millennial Consumer?

born between  
**1980 - 2000**  
↓  
they number  
**75 Million**  
↓  
and will command  
**\$1.2 Trillion**  
in spending power by 2020.

Are They  
Buying Cars?

**YES!**

**18% 27%**

2013 2014

Millennial share of  
new-car registrations

## How Can You Reach the Millennial Car Shopper?

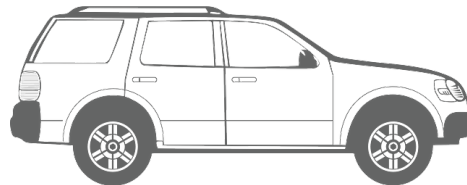
### 1. Optimize for Mobile

Nine in 10 25-to-34-year-olds own smartphones, which means Millennial shoppers will want to connect with you via mobile on your website, third-party sites, and social media.



### 2. Merchandise Practicality

The most popular vehicles among Millennial CarGurus users are SUVs, minivans and compact cars. This is a group that values practicality – so merchandise your inventory accordingly.



### 3. Promote Value

Use your marketing to promote deals and special offers. Many Millennials are saddled with student loan debt as they start their careers. They tend to seek out good deals.

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