



# Adsmovil

**U.S. Hispanic Mobile Users  
Automobile Preferences  
“Mi Carro Nuevo”  
Survey 2012**

[www.adsmovil.com](http://www.adsmovil.com)



## About Adsmovil

**Adsmovil** has pioneered the way brands and content owners interact with the U.S. Hispanic & Latin American audiences via their most valuable communication source, their mobile devices. We have the most comprehensive Mobile Advertising Network, incorporating dozens of publishing partners, such as GDA Group, Marca, Univision, Telemundo, Sprint, Boost and MetroPCS, to mention a few. Adsmovil boosts over 400 million Hispanic targeted mobile ad impressions per month and growing much faster than you can count.

**Adsmovil** reach Hispanics in U.S. and Latin America while they're on-the-go, on-the road, no matter where they are.

### What we do?

We help agencies, brands and marketers extend their reach to the mobile Hispanic audience. Adsmovil also helps advertisers to create strong brand awareness across our 100% Hispanic Premium Ad Network. Our Network allows our partners to go beyond traditional mobile buys and get the highest quality inventory. In our Network, your message is always where it can command attention.

### Some stats on our Network:

- 24% penetration in Latin America and 76% in US Hispanic Market
- More than 300 million total Pan-Regional monthly ad impressions
- 400 million Hispanic targeted mobile ad impressions per month





# Objectives and Methodology

The survey's main objective was to better understand the auto preferences of U.S. Hispanics mobile consumers.

- Research was conducted through mobile websites with users navigating Adsmovil's network of mobile sites

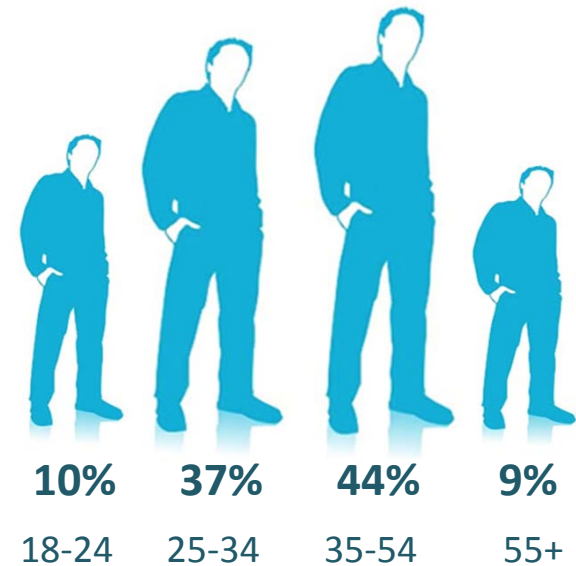
- Sample size of the survey: **1,516**

- Demographics:  **68%**  **32%**

All Hispanics

- Data collected – 30 days  
**08/03/2012 – 09/03/2012**

## Age Groups



# Toyota is the preferred car brand among the U.S. Hispanic Mobile Buyer

## Car Brand



24% preferred **Toyota**

U.S. Hispanics lean towards Japanese or American cars and **Toyota** leads among all brands with **24%**, followed by **Chevrolet 22%** and **Ford 20 %**

## Car Luxury Brand



27% preferred **BMW** as their luxury brand

Among luxury brands, **BMW** is the option with **27%** of the picks. **Mercedes** was a close second with **24%** of the votes.



40% of Hispanic mobile customers considered safety as the determining factor when buying a car

Determining Factor



Safety and gas economy are the two main factors taken into consideration by U.S. Hispanics when buying a new car with 40% and 35 %, respectively.

Customer Loyalty



U.S. Hispanics are loyal to their brands. 38% are planning to buy a car of the same brand as their current car.

# Price comparison and search for information are the two topics that drive mobile searches



Price comparison and search for information



**30%** make price comparisons online, while **36%** use their mobile devices to do the exercise.  
**20%** of Hispanics use their computers to look for information and **22%** search from their mobile phones.



## US Mobile Hispanics love their trocas! (pickup trucks).



**32%** of respondents are planning to purchase a pickup truck as their next vehicle.

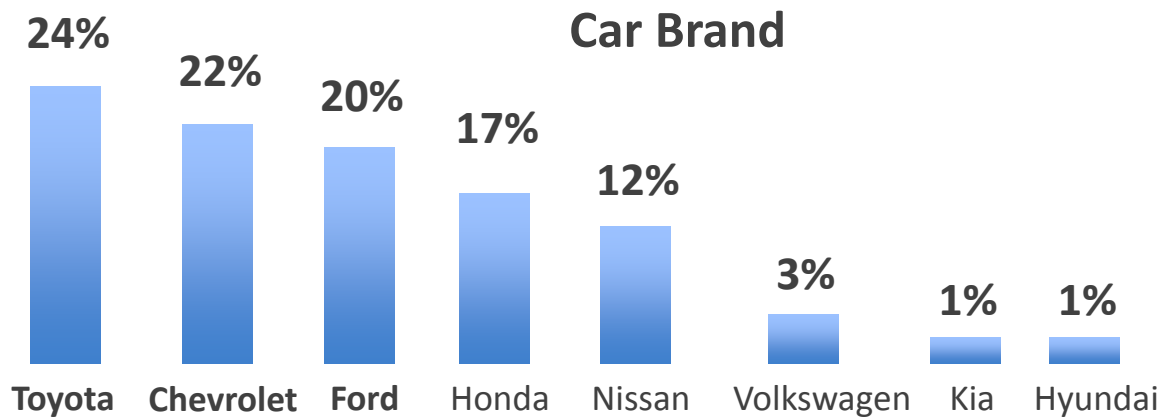
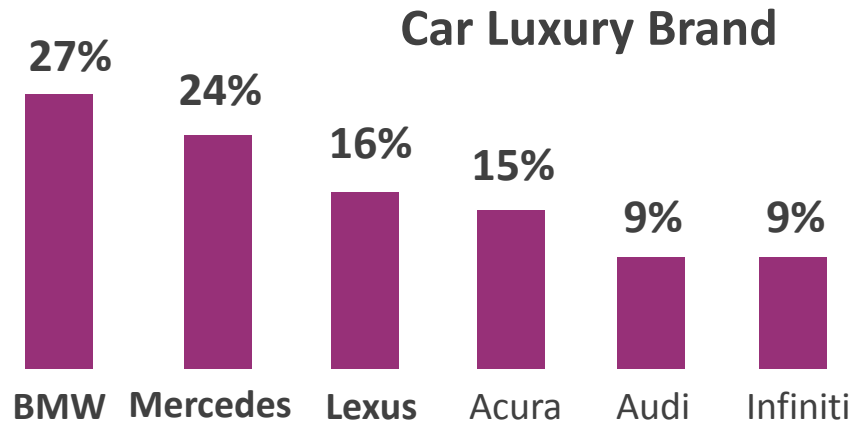
They are shying away from a large size cars with **only a 2% choosing a large sedan for their next purchase.**



**23%** of the respondents are planning to acquire a new car in the next 1 or 2 years, and **21%** within the next 10 to 12 months.



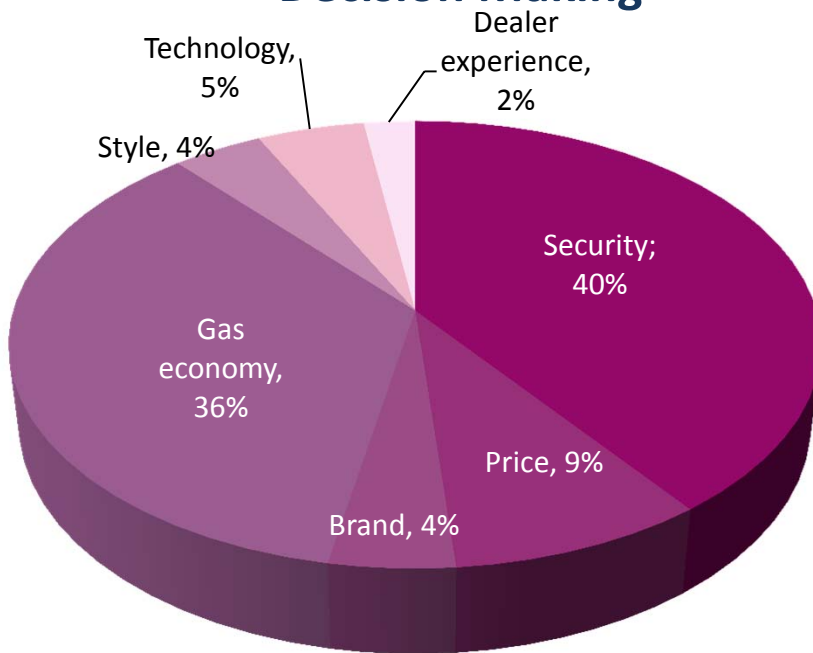
# BMW and Mercedes are the preferred luxury car brands among U.S. Hispanic Mobile customers



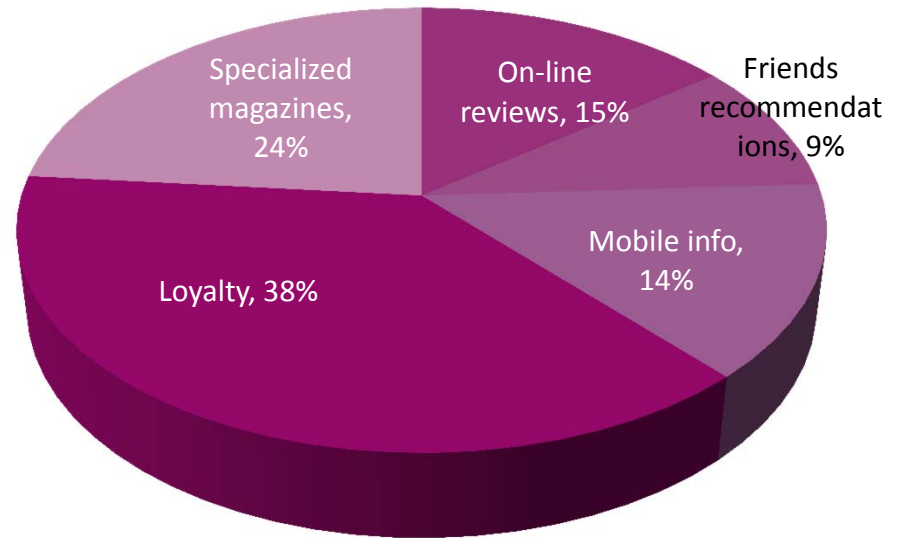


The **economy** and **gas prices** greatly influence Hispanics' decision when buying a new car

**Decision Making**

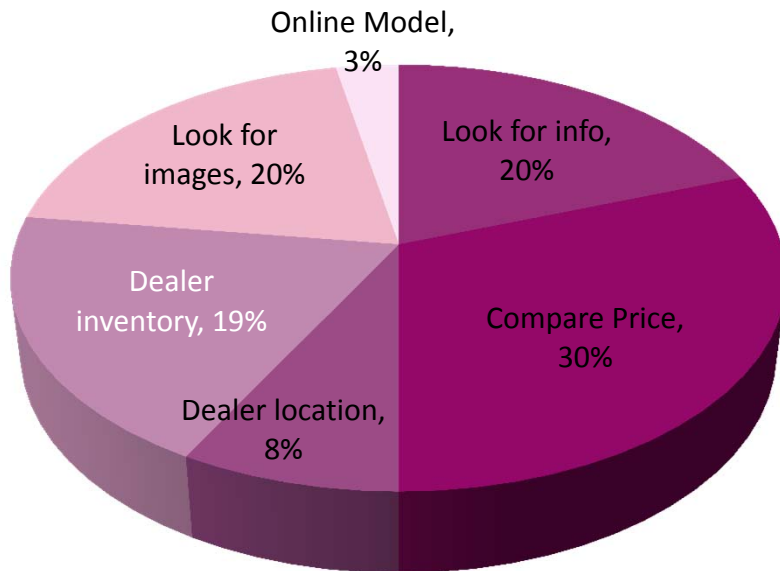


**Social Influences**

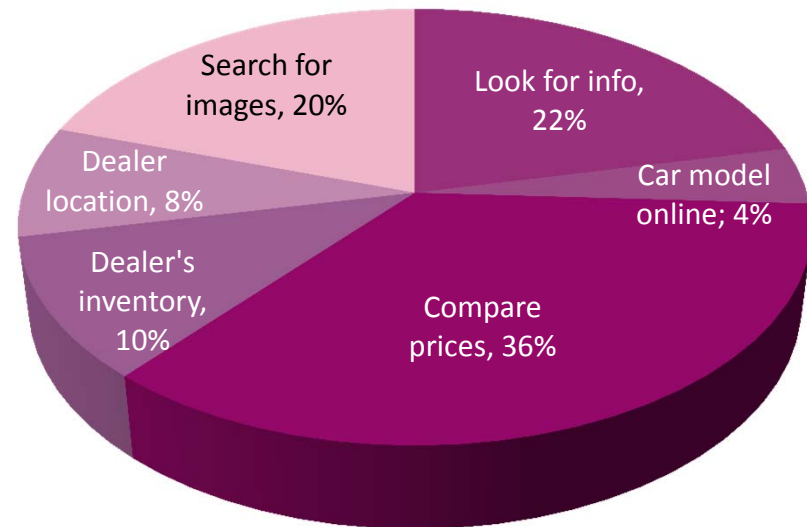


30% of Hispanics use both Online and Mobile searches to compare auto prices

Online Search



Mobile Search



## Conclusions

**Hispanic** consumers are smart car buyers. They rely upon their Mobile devices and Online searches to look for information, compare prices, and read specialized magazines before making any purchases.

They are **loyal consumers**. That's why they lean towards the same car make as their current auto.

The **economy** and **gas prices** make a greatly influence Hispanics when deciding which car to buy.



# Adsmovil

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