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Automobile Sales in Canada by Bgiles

Article published on July 31st 2012 | Technology

As fuel prices rise to record highs in Canada, the needs and desires of consumers seem to be undergoing many changes. Sales in the second half of the year have been slower than usual, compared with sales figures from the first half of the year. It has been apparent recently, that consumers have largely ignored the economic slump, but it seems they are becoming discouraged, as the declining market takes its toll on both car owners and car buyers.

From sales of cars and trucks, the Automotive Industry Crisis was part of the global financial decline. As a direct result of the Automotive Products Trade Agreement, known as the Auto Pact or the APTA, is the well-known trade agreement between Canada and the USA. The movement has removed tariffs on cars, trucks, buses, tires and automotive parts which benefits larger American car makers. There has been come conflict of opinion regarding this policy, as although only 3% of vehicles sold in Canada were made in the US, most of the parts were manufactured there meaning that Canada was in a large trade deficit with the states automobile sector.

The Canadian Automobile Association is a non-profit partnership who provides road side assistance, insurance services and other member benefits and discounts with other automotive companies, and as the leading advocate for Canada's motorist and travellers, is the first port of call for car owners, new drivers or people thinking of buying a car for the first time. The CAA also acts as a political body for any driver pursuing interests in urban planning or public transit and often lobby's on behalf of Canadian car owners across the country. The Automotive Products Trade Agreement has changed the way Canadian citizens buy cars, or indeed their proprieties when it comes to buying a car.

It seems that there is a very mixed idea about what is the most important aspect of a vehicle when choosing one. Many people in Canada, consider the build quality of a car, the most important thing, according to a recent reward survey, 21% of over 60's consider this to be most important, whilst 26% of this age group stated that the price would be the deciding factor in their choice purchase. The younger generations however have different priorities. 34% of under 21's said that when choosing a car, gas consumption was the most important factor, whilst only 10% said their decision would be based on safety recommendations, and 5% based on the car manufacturer by whom the car was manufactured.

Of everyone asked, the 51- 60's age group, said that a good price was their most favourable selling point when buying a car, with 26% of over 60's agreeing whilst 25% of 41- 50's, and 24% of 31-40 year olds consider cost as the most important factor. It seems that the impact of the recession is having a serious impact on people's priorities when choosing a car. Higher fuel prices may also be contributing to these statistics, with factors continuing to drive consumers in Canada into buying either cheaper vehicles or more gas efficient vehicles motors.

Article Source:
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Article Keywords:
Reward survey, Canadian automotive sales, Automotive Products Agreement, Canadian Automotive Policy

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