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11% Percent Growth in Ethnic Market from 2003 to 2006



New vehicle registrations among ethnic groups increased by nearly 11 percent from 2003 to 2006, according to data released by R. L. Polk & Co. Hispanics, Asians and African Americans are represented in the category. Polk also reports non-ethnic new vehicle registrations are down seven percent for the same timeframe.

"Auto manufacturers can no longer afford to ignore ethnic markets or assume that they will respond to mainstream marketing," said Mark Pauze, solutions consultant, for R. L. Polk & Co. "Manufacturers that focus on these markets and measure their progress are making important inroads with them. Polk works with many manufacturers to identify opportunities in the ethnic markets and to track their performance."

"By targeting minority customers with messages that resonate with their own unique heritage and culture, automakers and auto dealers can strengthen relationships, create deeper bonds with customers and sell more vehicles.

For more information at <<http://www.polk.com>>