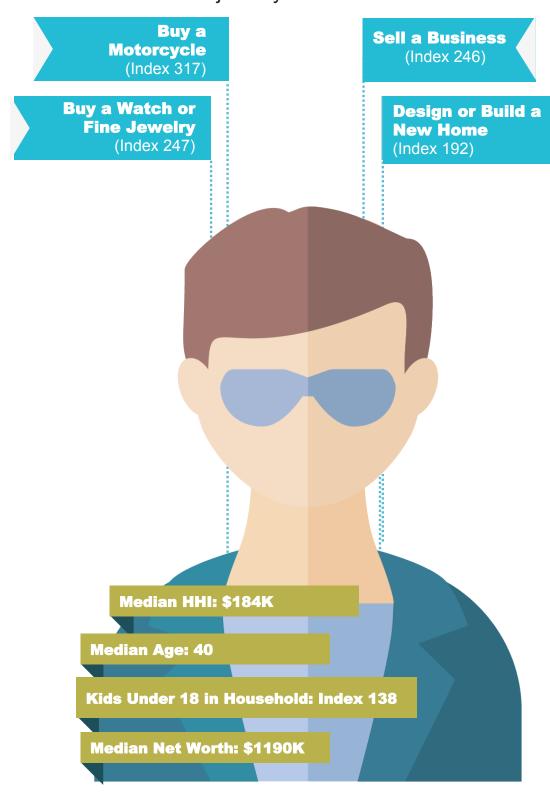
THE AUTO AFFLUENCER

The affluent Millennial and Gen-X guys who drive the automotive category.

Younger than the average affluent, **Auto Affluencers** have a high HHI, which they plan to spend on home, vehicles and jewelry in the next twelve months



They have ties to the **financial world** and resemble **Financial Affluencers** psychographically:



They are heavily **male**, diverse and overwhelmingly **Millennial and Gen-X**.

