

WHERE DO ENTHUSIASTS GO? *continued from page 16*

teens alike turn to hard print as guides for their lifestyles. Product reviews, articles, installation guides and advertisements still have an influential role in transmitting information.

Additionally, the benefit of tangible material—something physical to hold and see—is hard to replace. In the same manner, catalogs have not been dispossessed of their role. Enthusiasts of all types continue to regard these items as building blocks for their decisions. Not only do they create awareness visually, but also they often answer questions about application, installation and compatibility that give consumers the confidence to pursue an item.

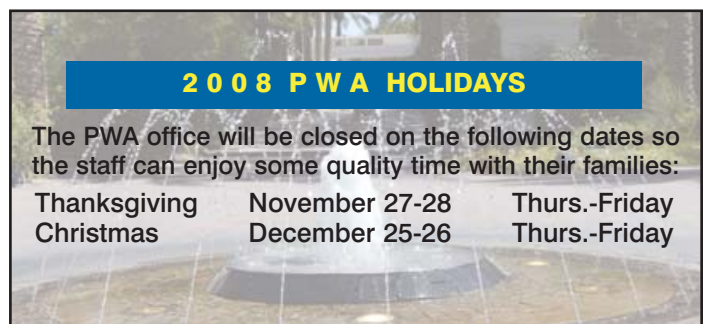
Differences do exist. For example, these resources are fairly more important to older enthusiasts. When considering the demographics of each niche, it is not surprising that people interested in muscle cars, street rods, customs and light trucks prefer traditional media. Be it for nostalgia, habit or accessibility, the older generations of hobbyists' side with print sources.

Conversely, younger generations, most notably in the compact-performance market, lean heavily towards Internet-related content. Granted, manufacturers have adapted well to the Internet and most have their catalogs available on their webpage. Thus it's not surprising that these resources are enjoyed across the board.

The difference, however, is that automotive forums have in large part replaced the "live" component for younger enthusiasts. Instead of seeking information from trusted peers and publications, they establish channels online to interact virtually and search for information from secondary sources.

Even car shows and events represent a minor discrepancy. Traditional enthusiasts use them as venues for resources more often than their younger peers. Some conventional car shows have shifted into lifestyle events with external elements that seek to entertain rather than inform, leaving their main impetus in an evolutionary role.

Source: *Automotive LifeStyle Survey, August 2008*



2008 PWA HOLIDAYS

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Thanksgiving	November 27-28	Thurs.-Friday
Christmas	December 25-26	Thurs.-Friday

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