

## Could famous car brands and colors in Bath city represent the UK car trends?

There are several upsides that not only automotive firms but also humanity could considerably receive from gathering and analyzing car brand and color data, including energy saving, company upselling, and road safety. According to the written article by SMMT News in 2023, the top ten selling car brands and colors in the UK were described as follows: Nissan was the leading car brand in the UK with the most two preferable colors, including grey and black. White Tesla was in third place, followed by the blue and red Nissan model, and the tenth position was the Bronze Toyota. Apart from the national trend, studying car brands and color insights in each specific local area could yield advantages in different aspects. This drives the research question of whether famous car brands and colors in the city of Bath could represent the national car trends from the SMMT News. This essay will describe how local car brands and colors could be considered valuable data that is worthwhile to be collected in aspects of improving stock management, more energy saving, and upselling in the automotive industry, and better road safety and traffic management.

Firstly, helping automotive organizations gain deeper customer insights could lead to much more company upselling, encouraging green energy, and aiding in future automotive design. If automotive companies study the popular car brands and colors in each local area specifically, it could aid in car inventory management to be prepared earlier to align with the trends in each area zone that might be dissimilar. Consequently, the occurrence of stock run-out could be reduced when releasing the new car model for sale. This could lead to quicker sales and improved customer satisfaction including customer loyalty which also results in increasing long-term profits. By avoiding the overproduction of out-of-trend car brands, resources could be conserved, contributing to sustainability and promoting green energy.

Another benefit is that researching the local preferences for car brands and colors plays a crucial role in enhancing road safety and traffic management. Accident rates are higher for black vehicles than lighter-colored cars due to the visibility challenge of dark colors in case of bad weather or low-light conditions [Connor, 2023]. Understanding car color trends could be beneficial in decision-making about traffic planning, road design, pedestrian crossings, and lighting against car color trends. For instance, installing more lights in areas with high dark car color trends than in areas with lighter color car trends.

In conclusion, studying color and brand insights in specific local areas could generate countless advantages for both society and automotive organizations, including increasing the company's profit, better stock management, reducing resource consumption, and preventing car accidents. Apart from that, if the local car trend is compared with the national car trend and the similarity is high, it is more likely that the strategy of the automotive industry, road safety plan, and traffic management against car brand and color would be effective in almost all UK areas. On the contrary, if the trends are totally different, the strategy should be specifically reviewed and revised according to each local area. From this range of benefits, it could emphasize the importance of researching, whether local preferences of car colors and brands in Bath City could accurately mirror the UK automotive trends, that could contribute a significant impact to the community and the automotive business.

## Reference

[1] Society of Motor Manufacturers and Traders, 2023. *Colours put in the shade as grey matters most to UK car buyers* [Online]. Available from: <https://www.smmmt.co.uk/2023/01/colours-put-in-the-shade-as-grey-matters-most-to-uk-car-buyers/> [Accessed 18 Oct 2023].

[2] Michael O'Connor, 2023. *Car Colors: What's the Safest and Most Dangerous* [Online]. Available from: <https://www.autolist.com/guides/safest-car-color> [Accessed 20 Oct 2023].