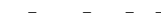
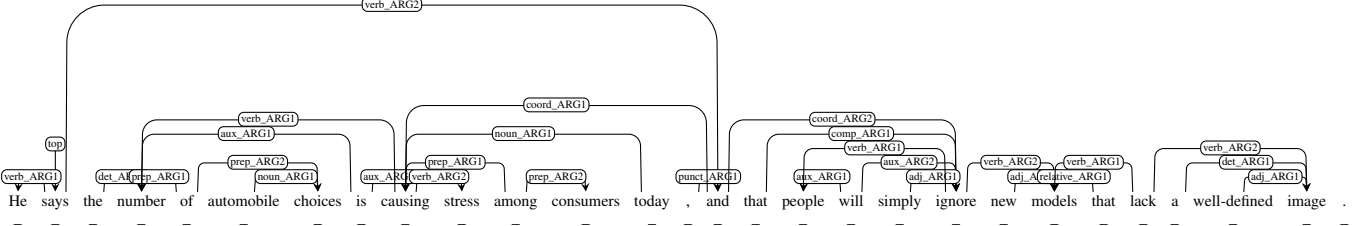


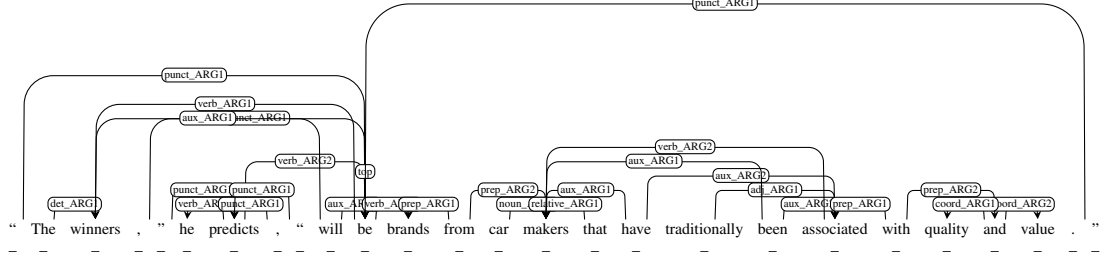
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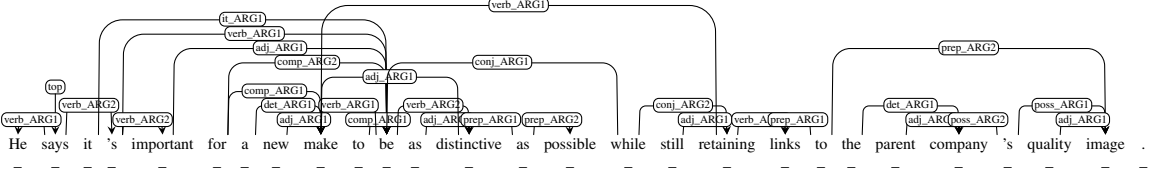
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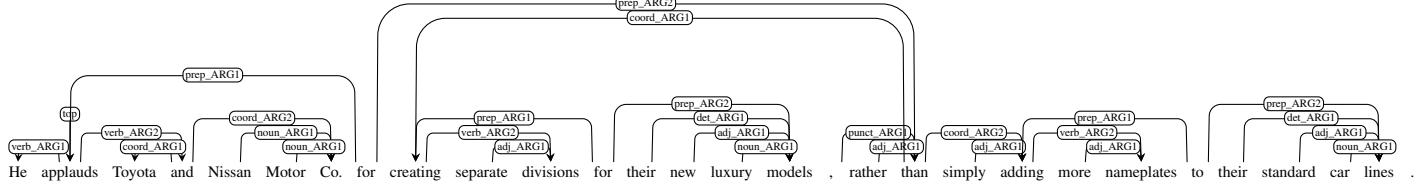
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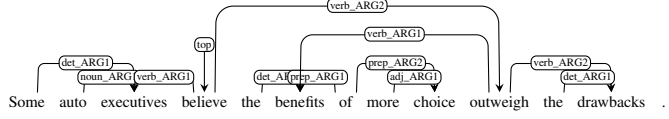
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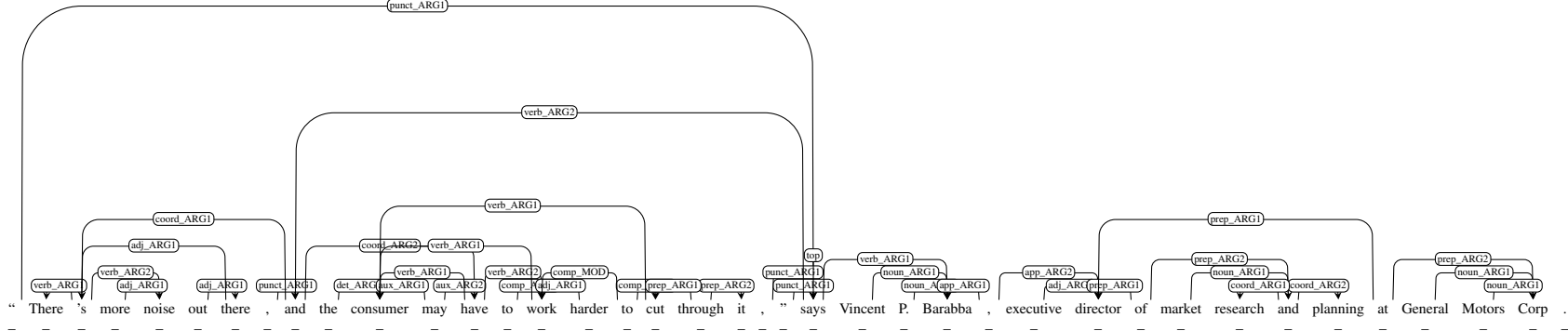
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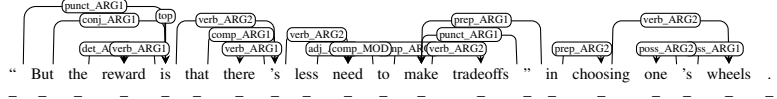
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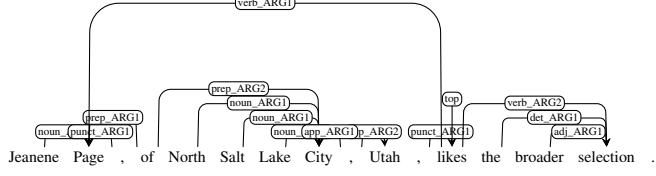
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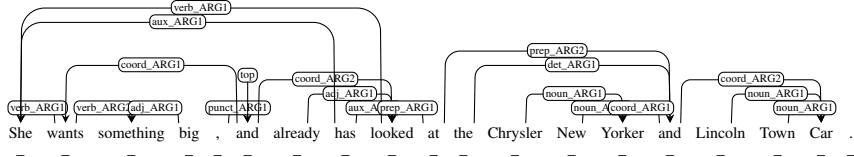
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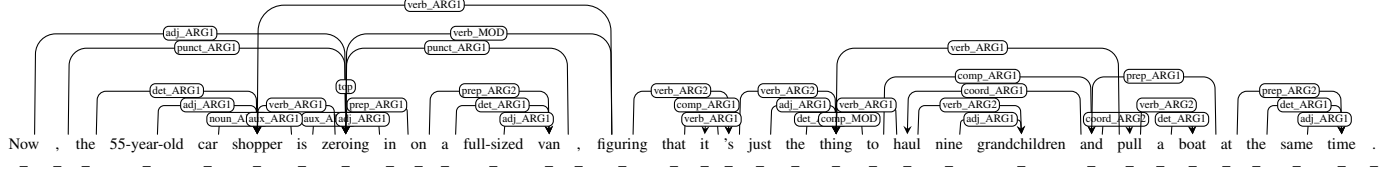
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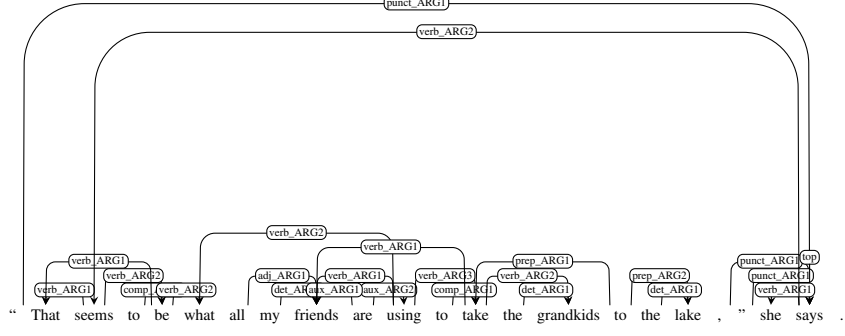
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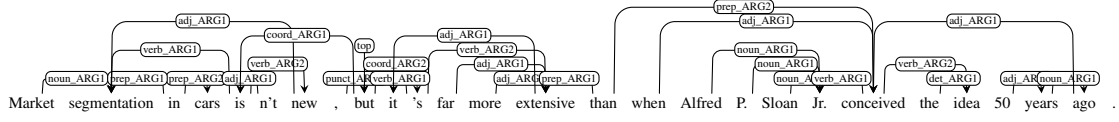
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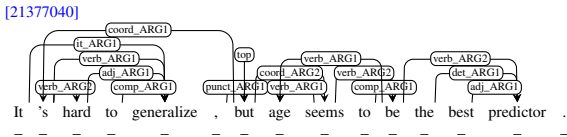
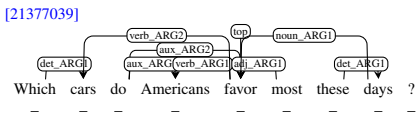
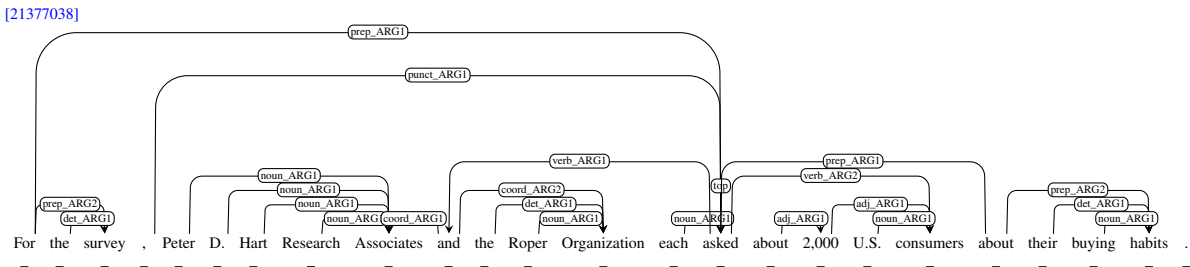
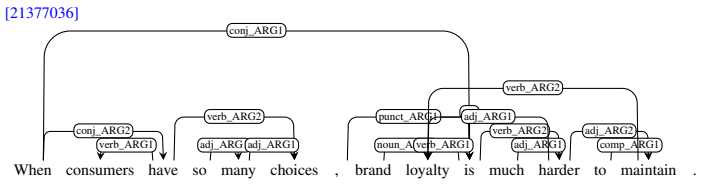
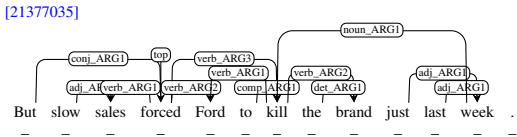
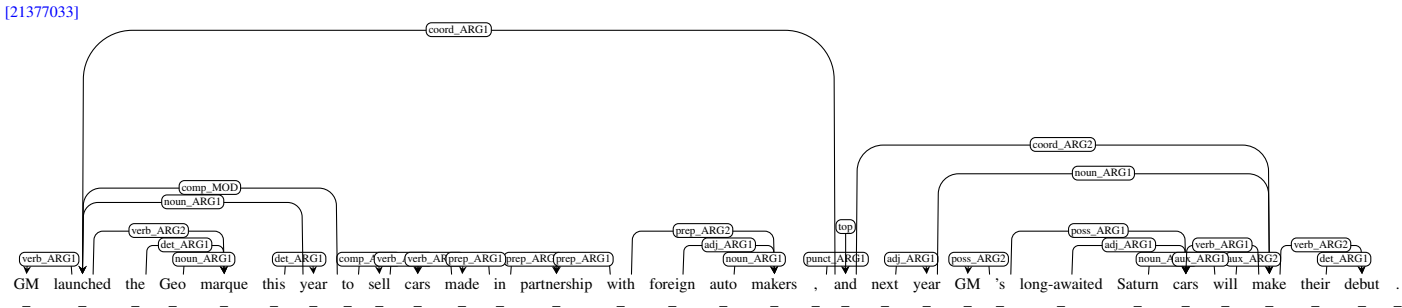
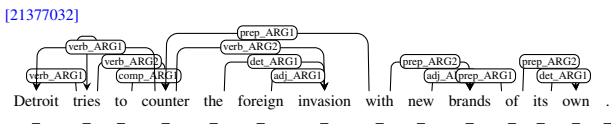
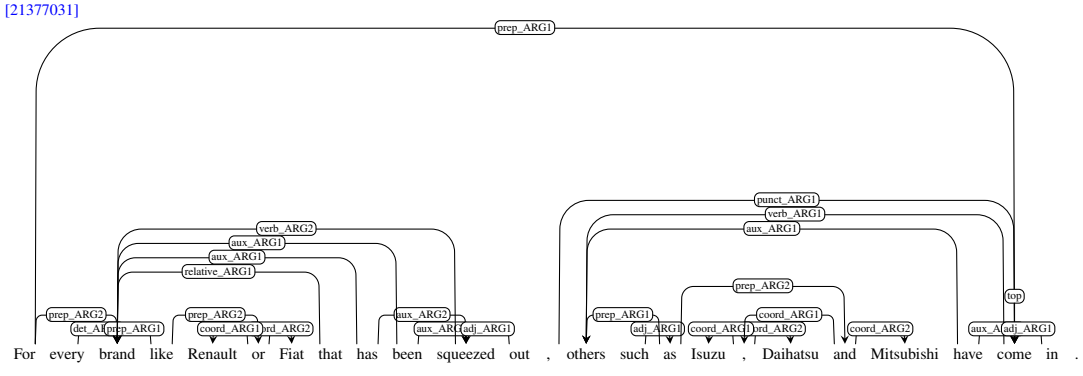
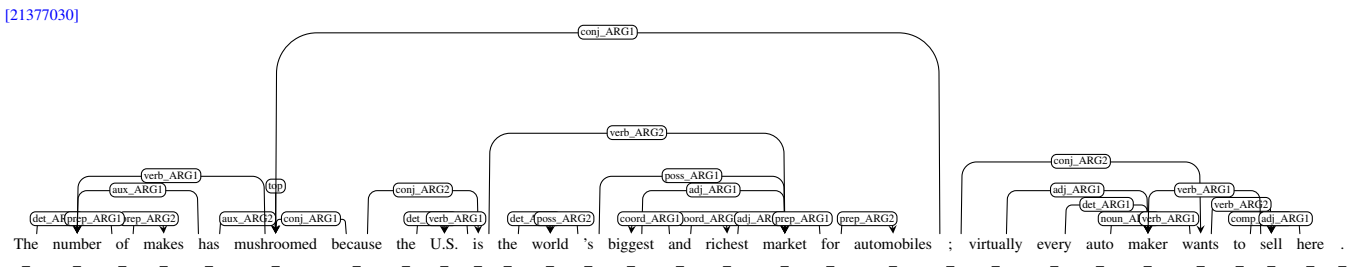
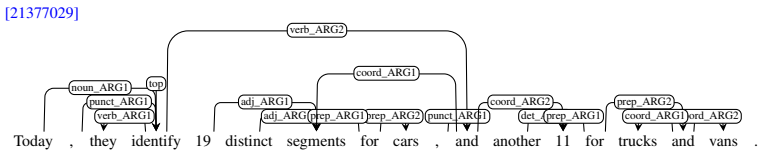
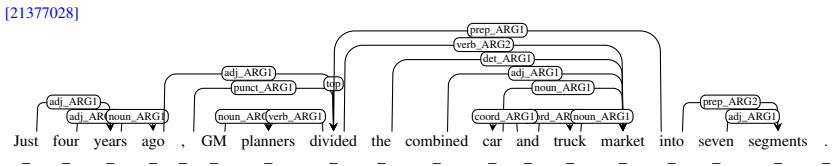
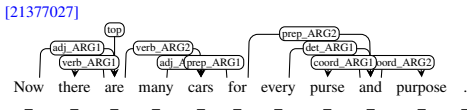
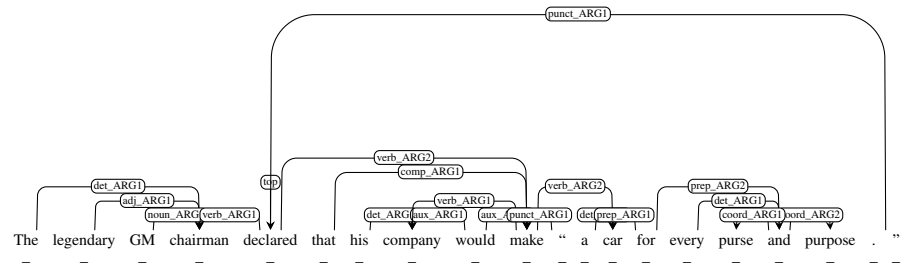
[21377024]



[21377025]



[21377026]



Adults under age 30 like sports cars , luxury cars , convertibles and imports far more than their elders do .

[21377042]

Three of every 10 buyers under 30 would prefer to buy a sports car , compared with just 16 % of adults 30 and over , according to the Journal survey .

[21377043]

Young consumers prefer luxury cars by a 37 % to 28 % margin - even though older buyers , because of their incomes , are more likely to actually purchase a luxury car .

[21377044]

Perhaps most striking , 35 % of households headed by people aged 18 to 44 have at least one foreign car .

[21377046]

Generally , imports appeal most to Americans who live in the West and are well-educated , affluent and , especially , young .

[21377047]

" For many baby boomers , buying a domestic car is a totally foreign experience , " says Christopher Cedergren , auto-market analyst with J.D. Power & Co. of Agoura Hills , Calif .

[21377048]

Such preferences persist even though many Americans believe differences between imported and domestic cars are diminishing .

[21377049]

Only 58 % of Americans now believe that foreign cars get better gas mileage than domestic models , the Journal survey found , down from 68 % in 1987 .

[21377050]

Some 46 % give foreign cars higher quality ratings , down from 50 % two years ago .

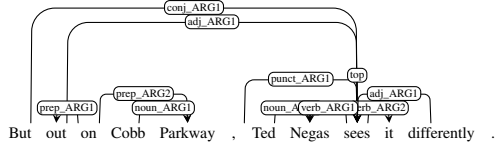
[21377051]

On the other hand , only 42 % say foreign cars are less comfortable than U.S. models , down from 55 % in 1987 .

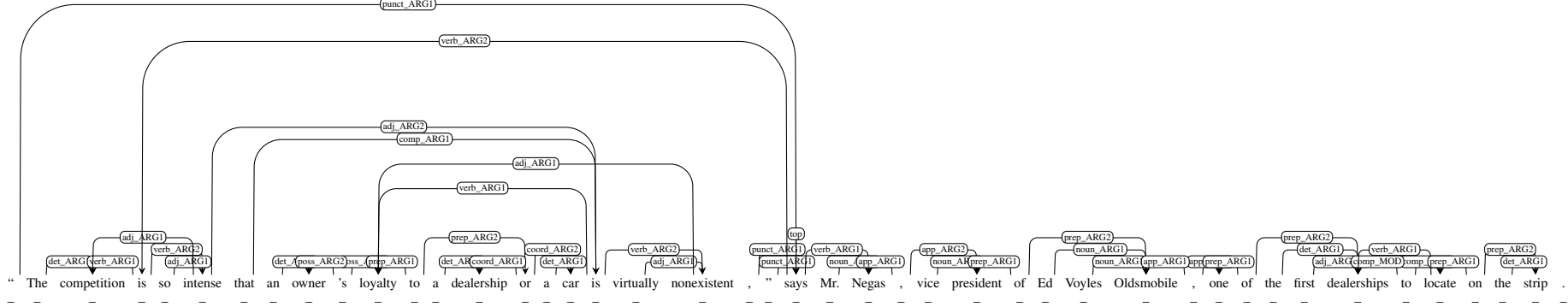
[21377053]

" Once buying habits are formed , they're very hard to break , " declares Thomas Mignanelli , executive vice president for Nissan 's U.S. sales operations .

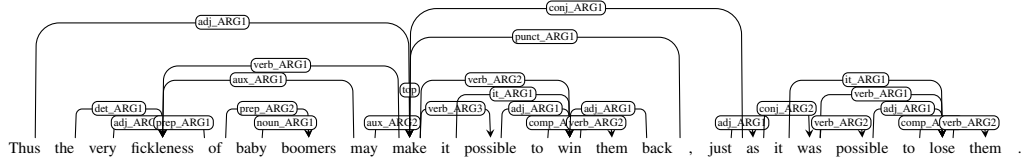
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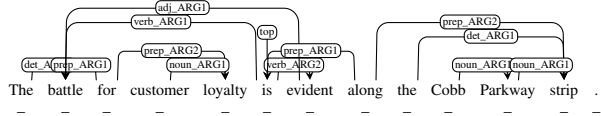
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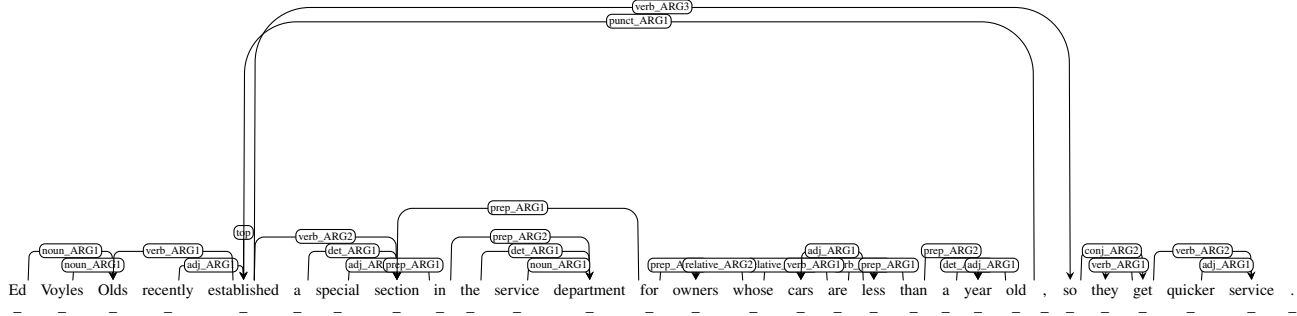
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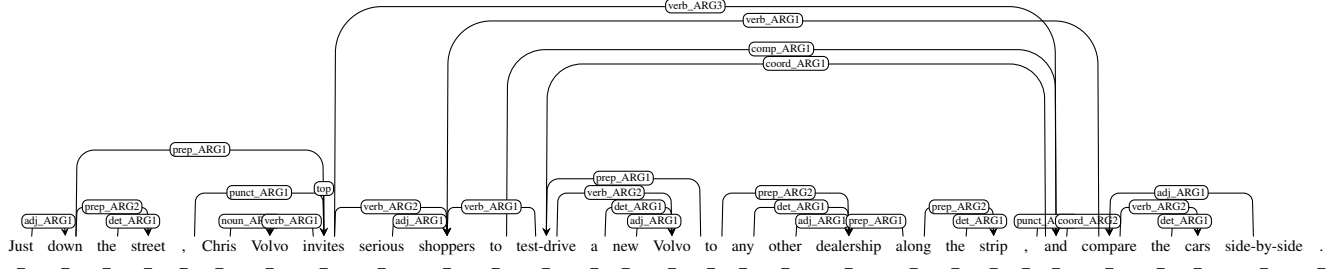
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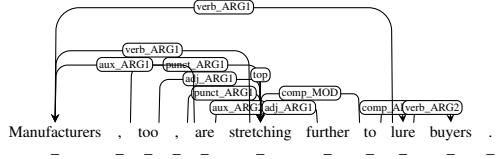
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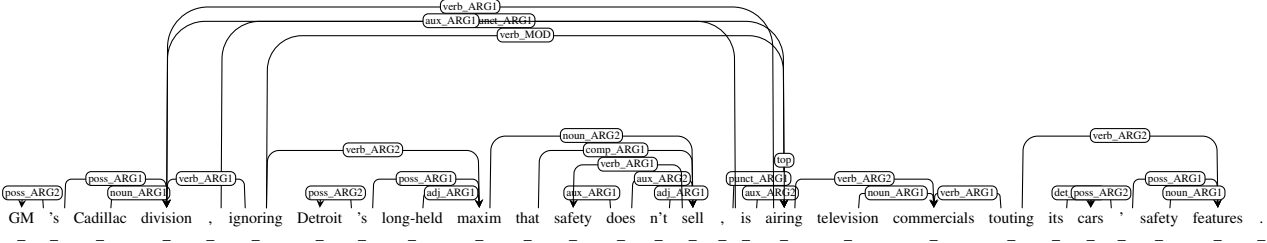
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[21377060]



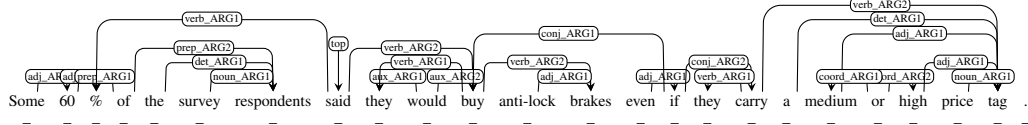
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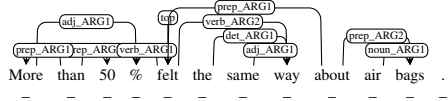
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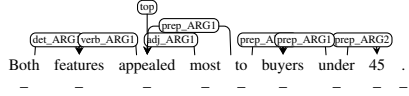
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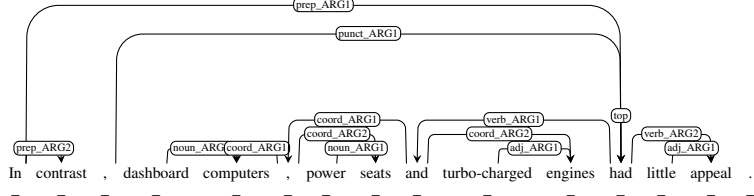
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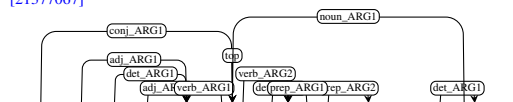
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[21377066]

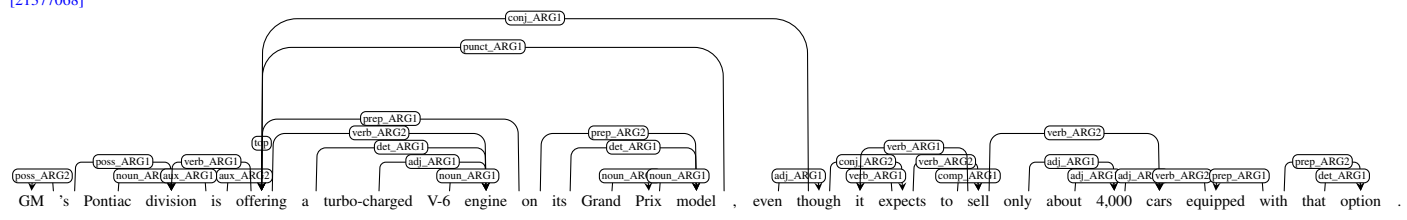


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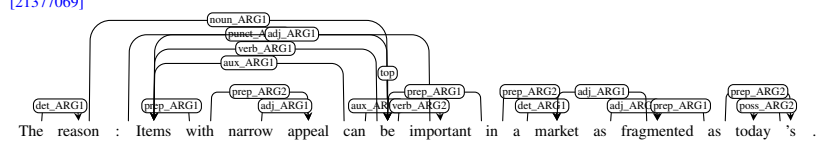
But even a little appeal has a lot of attraction these days .

[21377068]



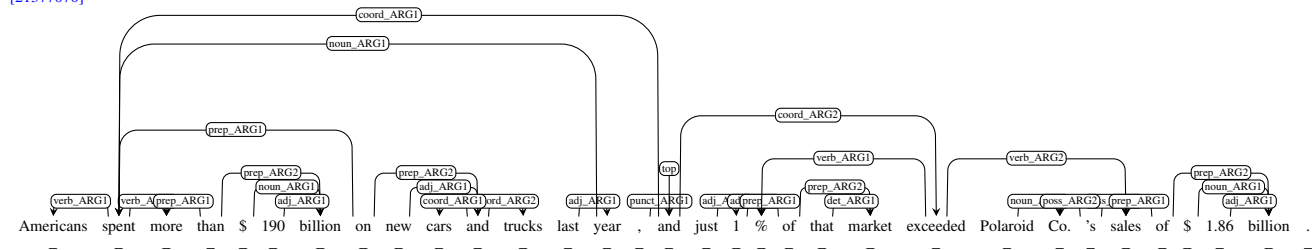
GM's Pontiac division is offering a turbo-charged V-6 engine on its Grand Prix model, even though it expects to sell only about 4,000 cars equipped with that option.

[21377069]



The reason : Items with narrow appeal can be important in a market as fragmented as today's .

[21377070]



Americans spent more than \$ 190 billion on new cars and trucks last year , and just 1 % of that market exceeded Polaroid Co. 's sales of \$ 1.86 billion .