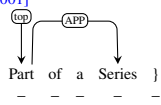
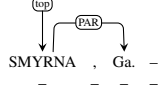


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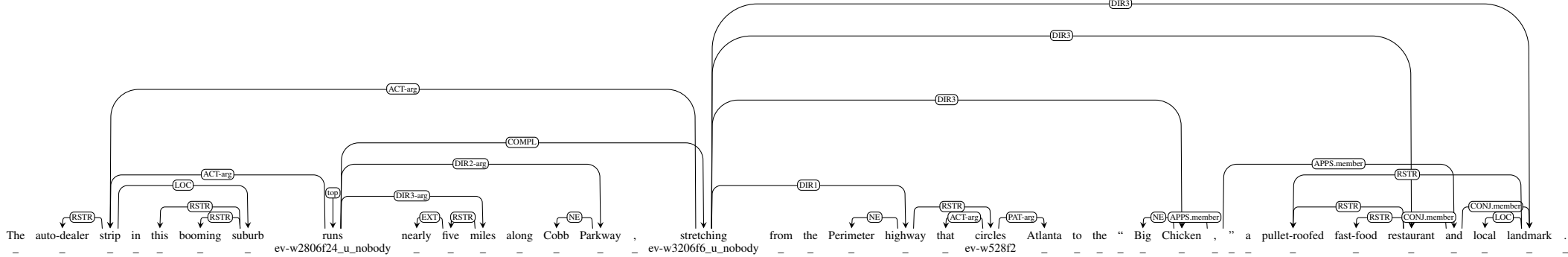
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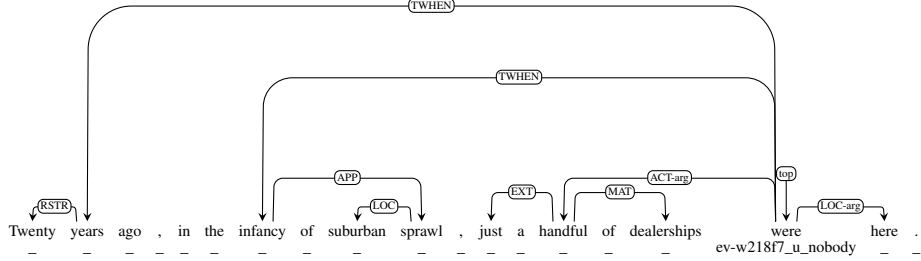
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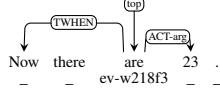
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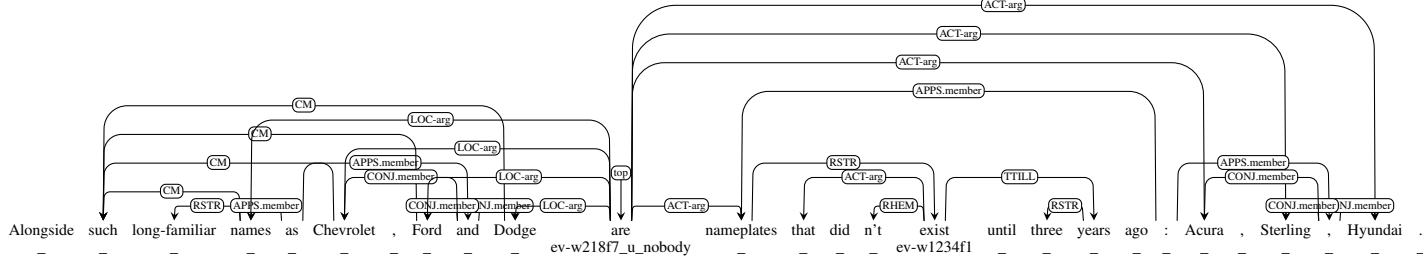
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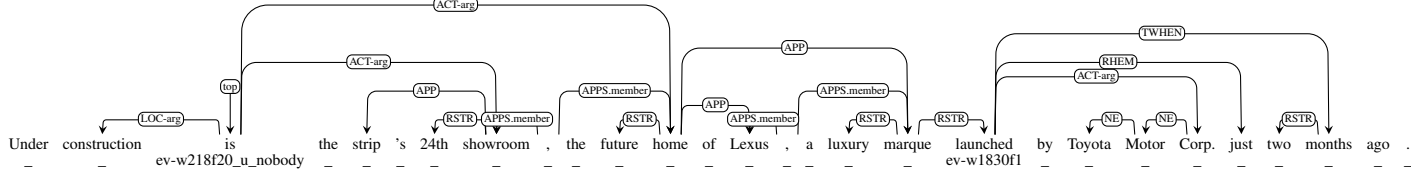
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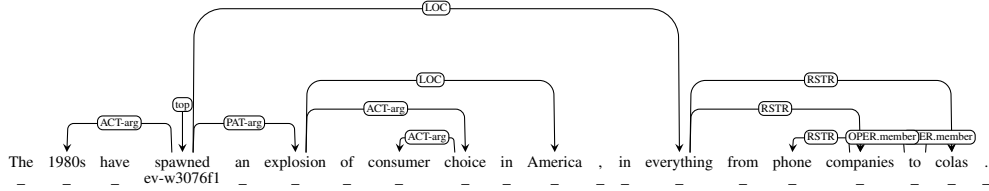
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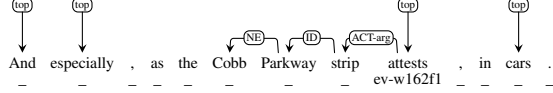
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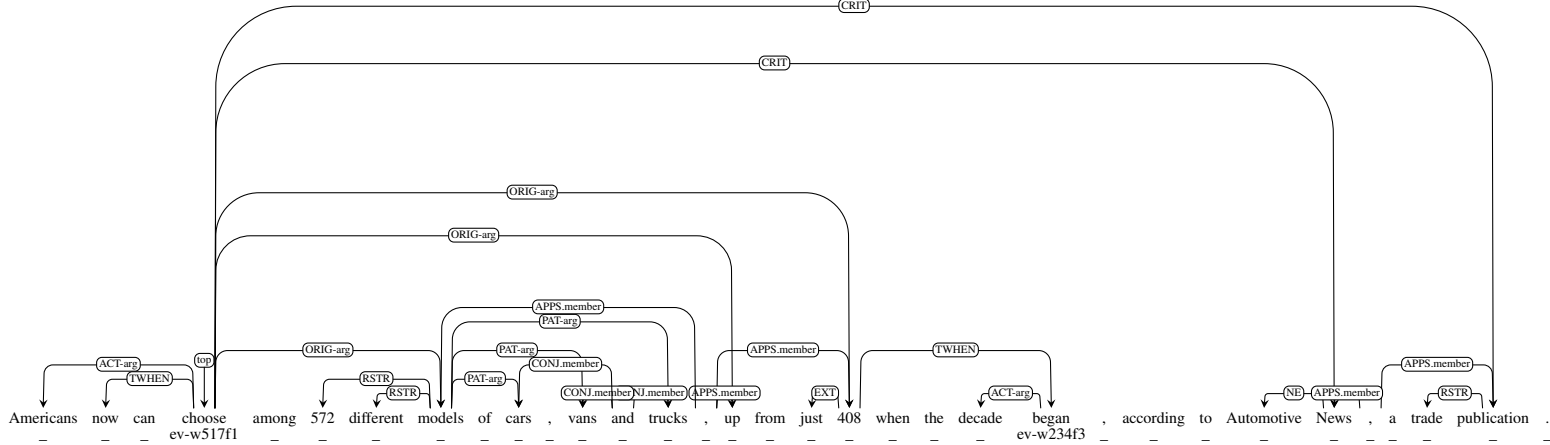
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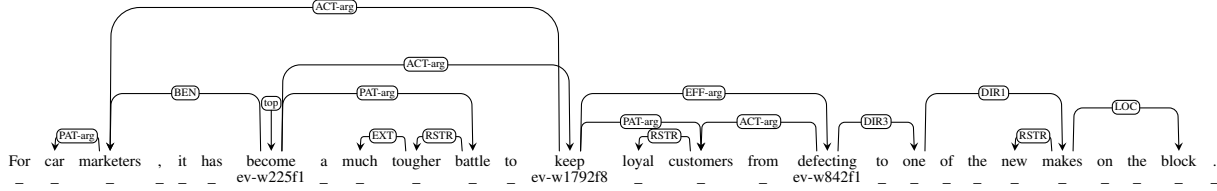
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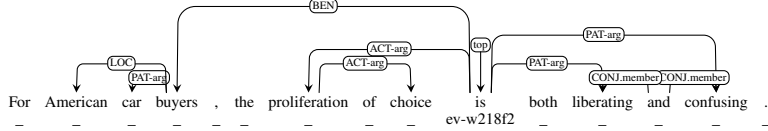
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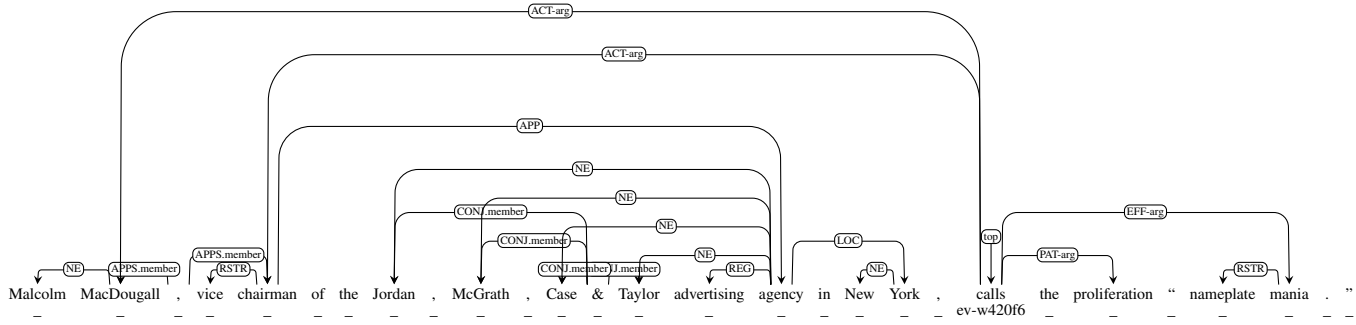
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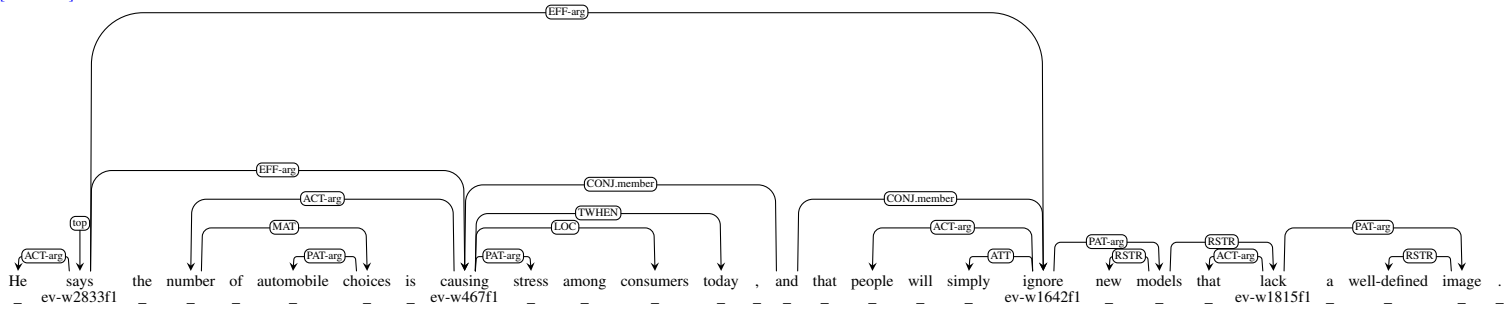
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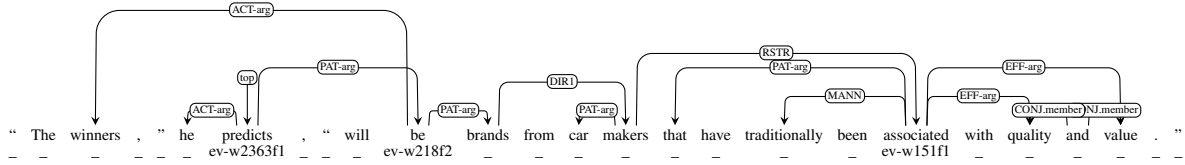
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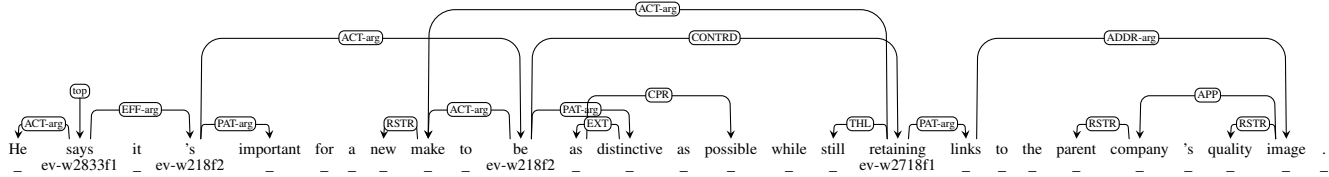
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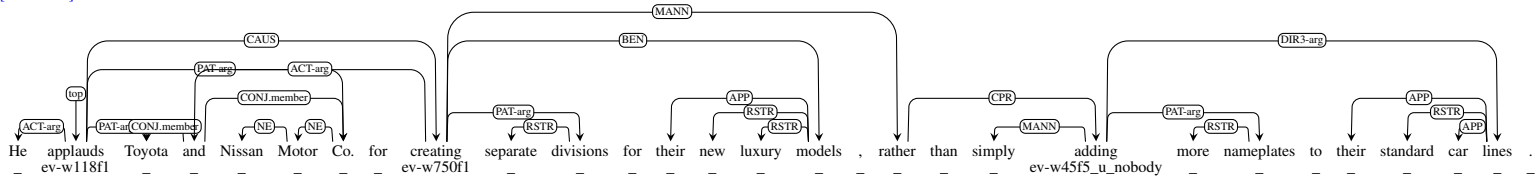
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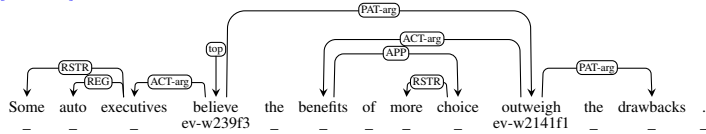
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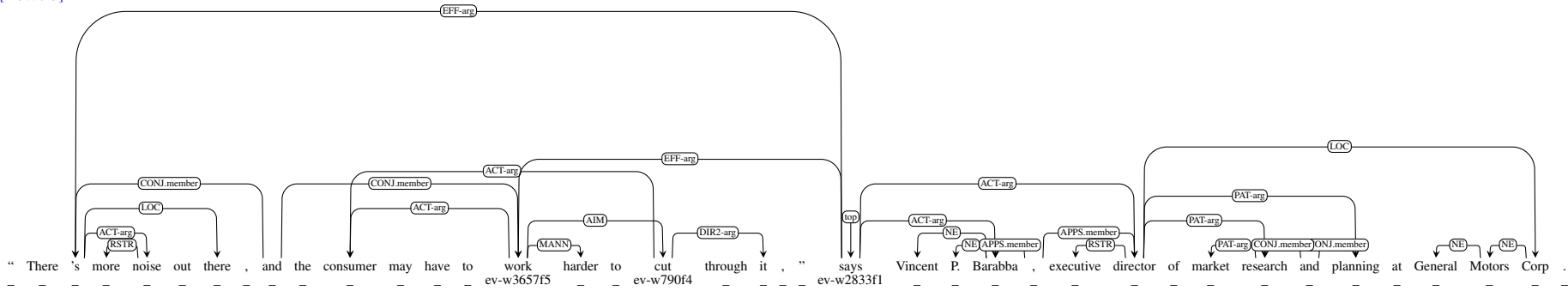
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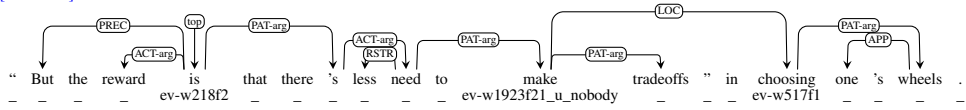
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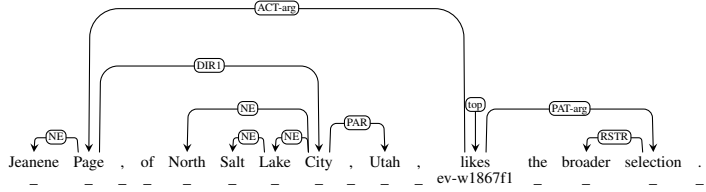
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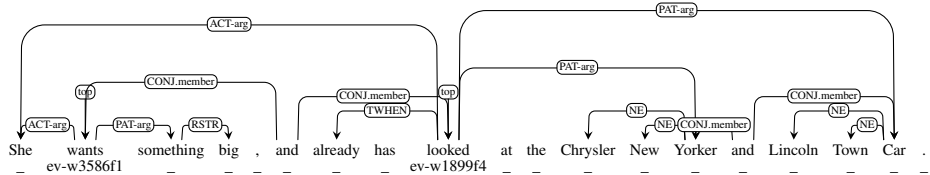
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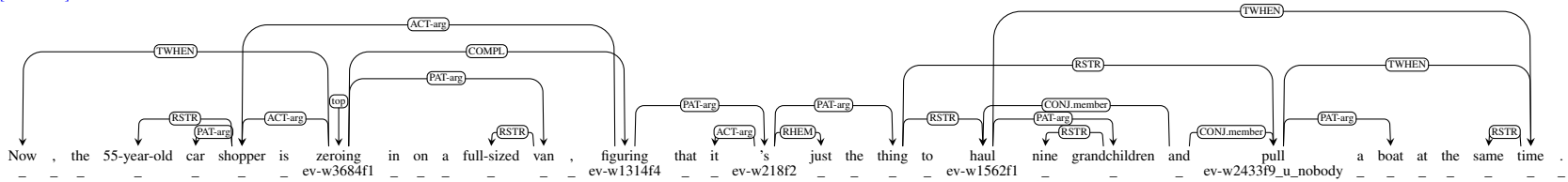
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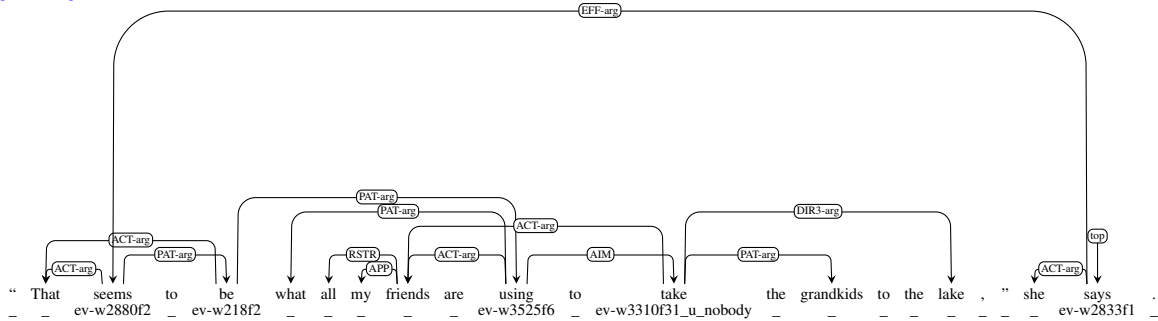
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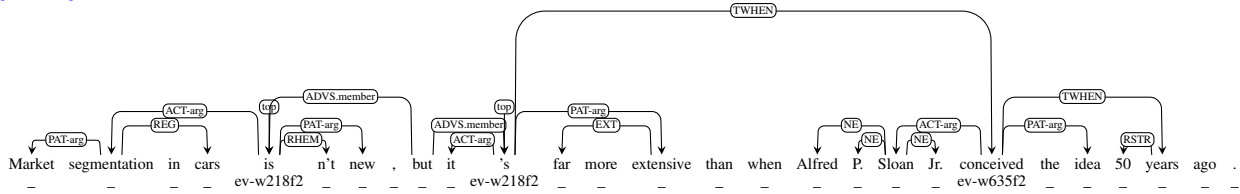
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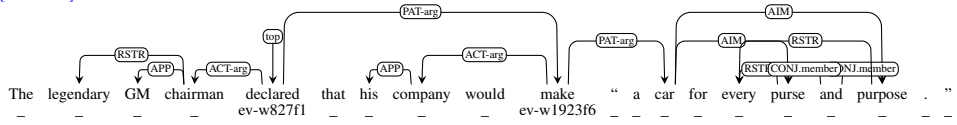
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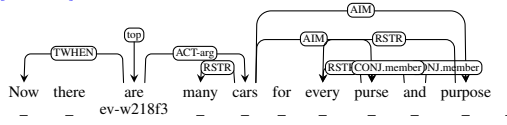
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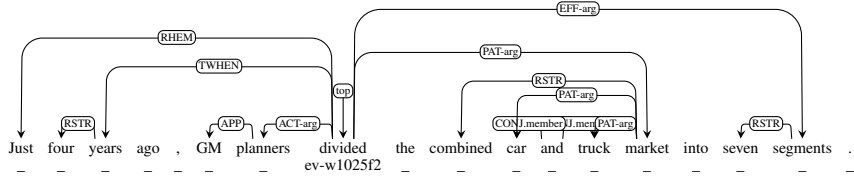
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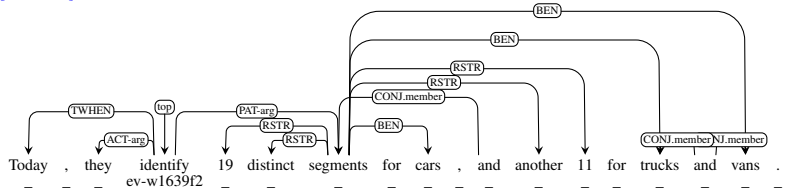
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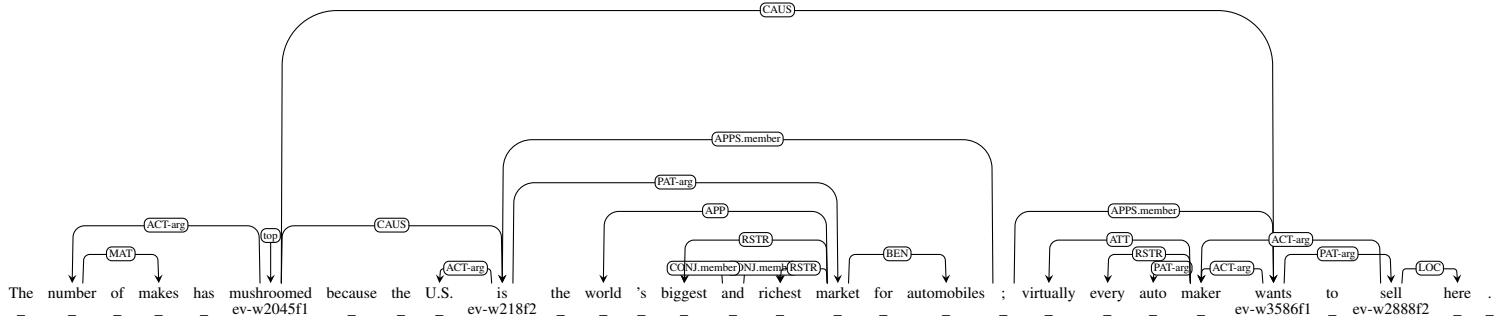
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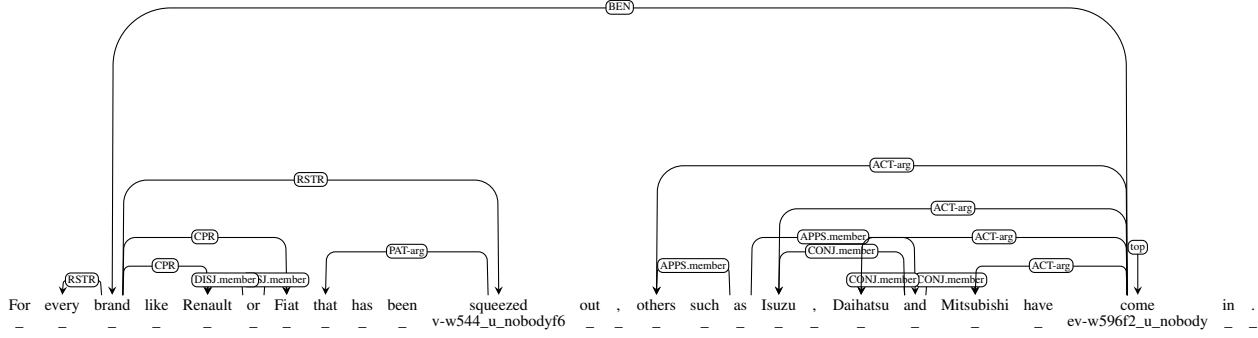
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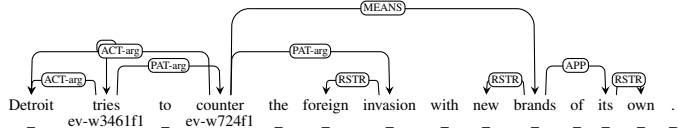
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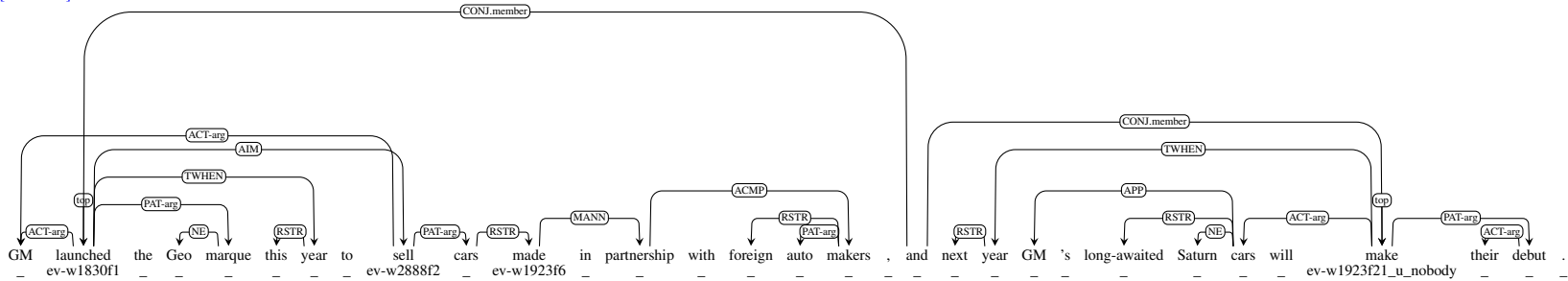
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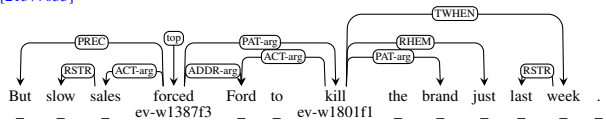
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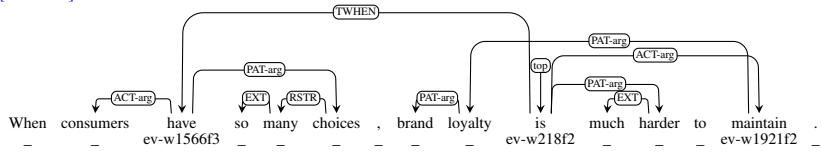
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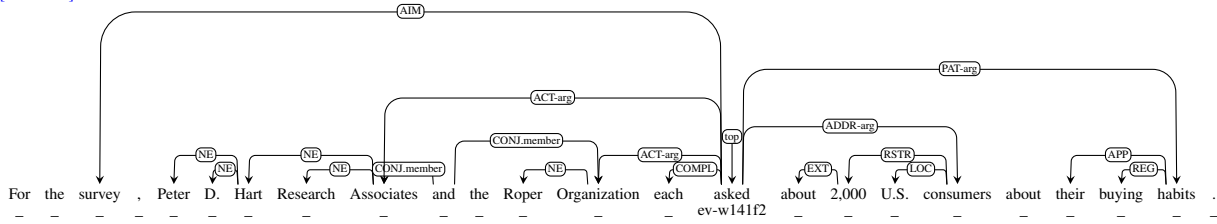
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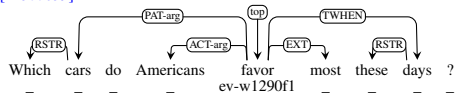
[21377036]



[21377038]



[21377039]



[21377040]

It's hard to generalize, but age seems to be the best predictor.

ev-w218f2 - - - ev-w1452f1 - - - ev-w2880f2 - - - ev-w218f2 - - -

[21377041]

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

ev-w1867f1 - - -

[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.

ev-w2365f1 - - - ev-w410f1 - - -

[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.

ev-w2365f1 - - - ev-w2443f1 - - -

[21377044]

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

ev-w1568f1 - - - ev-w1566f3 - - -

[21377046]

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

ev-w114f3 - - - ev-w1880f5 - - - ev-w218f2 - - -

[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.

ev-w410f1 - - - ev-w218f2 - - - ev-w2833f1 - - -

[21377048]

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

ev-w2252f1 - - - ev-w239f3 - - - ev-w937f2 - - -

[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.

ev-w239f3 - - - ev-w1455f11 - - - ev-w1327f1 - - -

[21377050]

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

ev-w1465f6 - - -

[21377051]

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

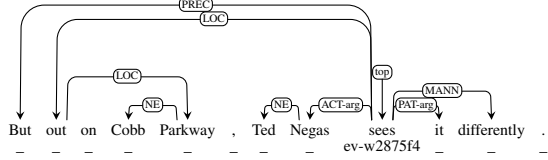
ev-w2833f1 - - - ev-w218f2 - - -

[21377053]

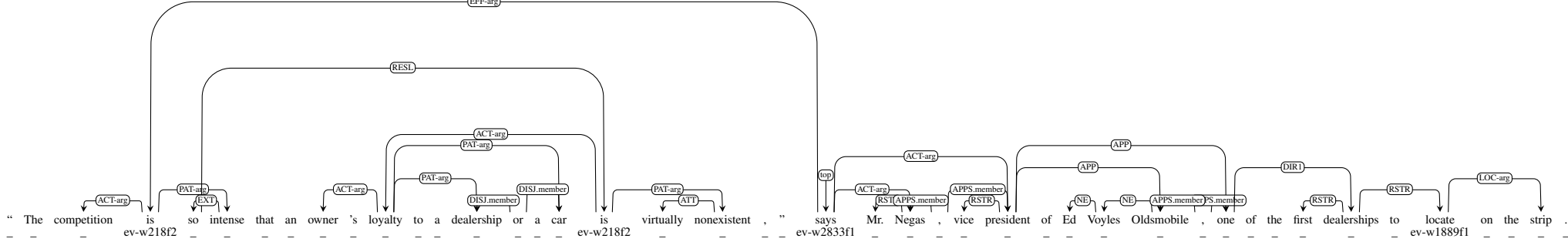
" Once buying habits are formed, they're very hard to break," declares Thomas Mignanelli, executive vice president for Nissan's U.S. sales operations.

ev-w1398f2 - - - ev-w218f2 - - - ev-w345f1 - - - ev-w827f1 - - -

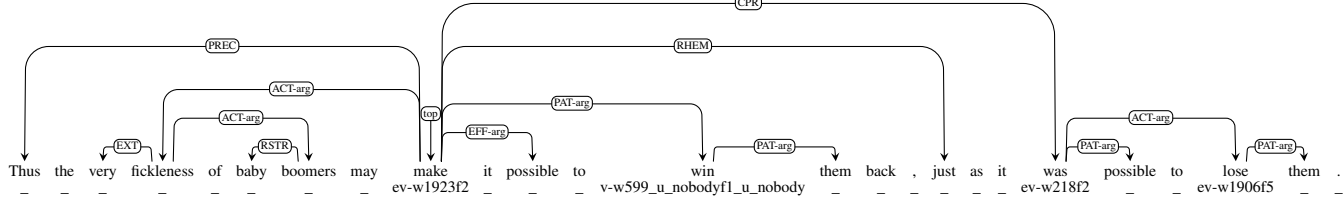
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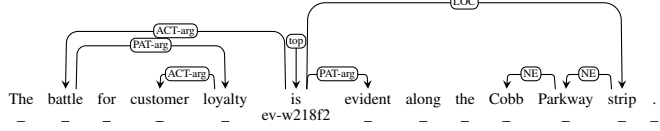
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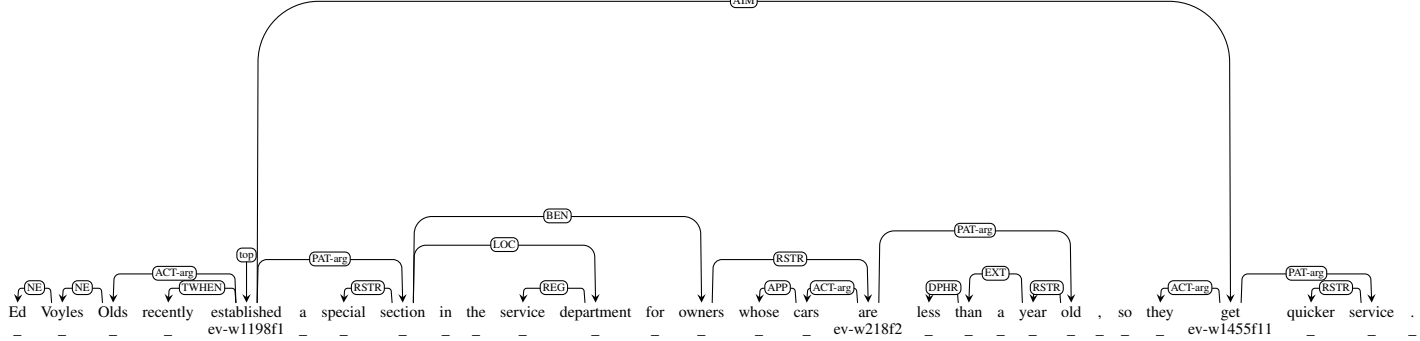
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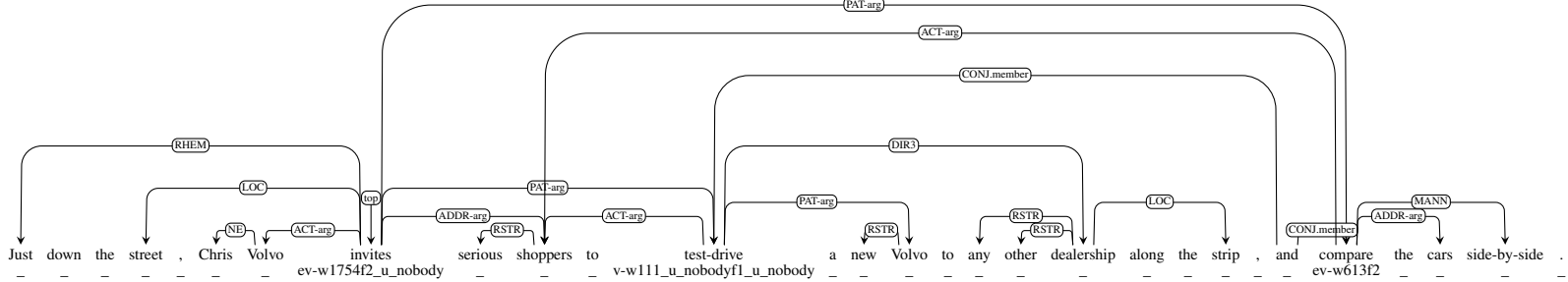
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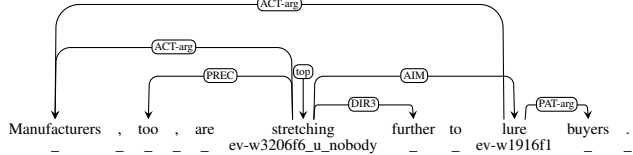
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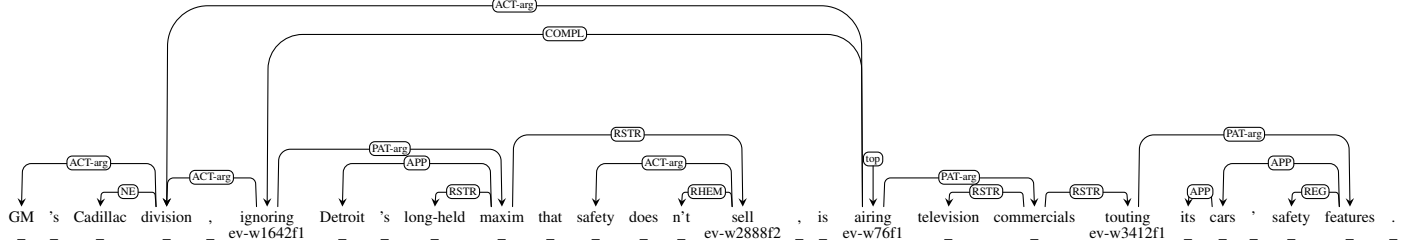
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[21377060]



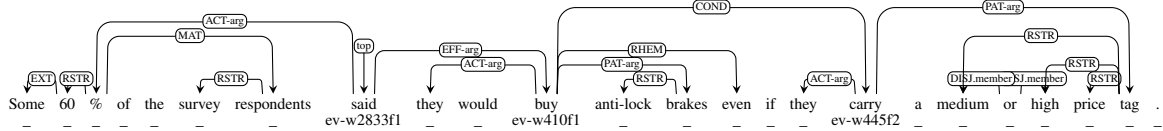
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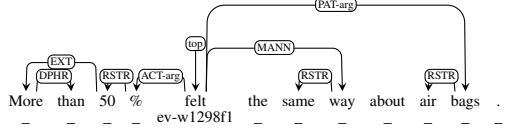
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[21377063]



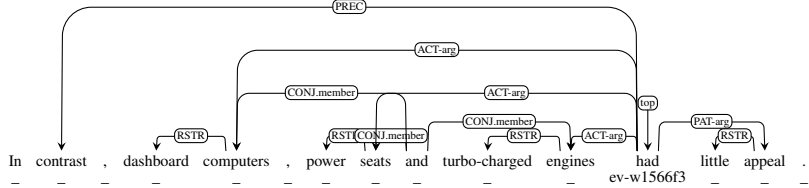
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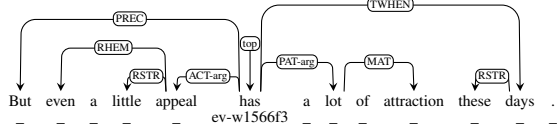
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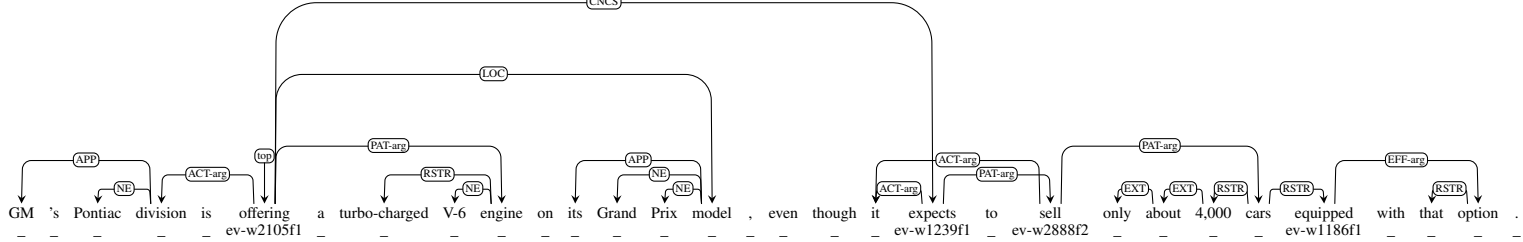
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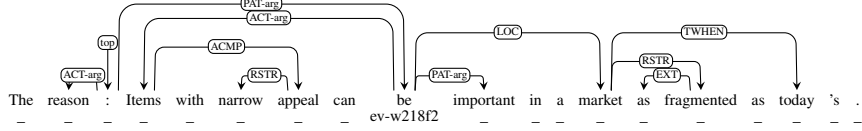
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[21377068]



[21377069]



[21377070]

