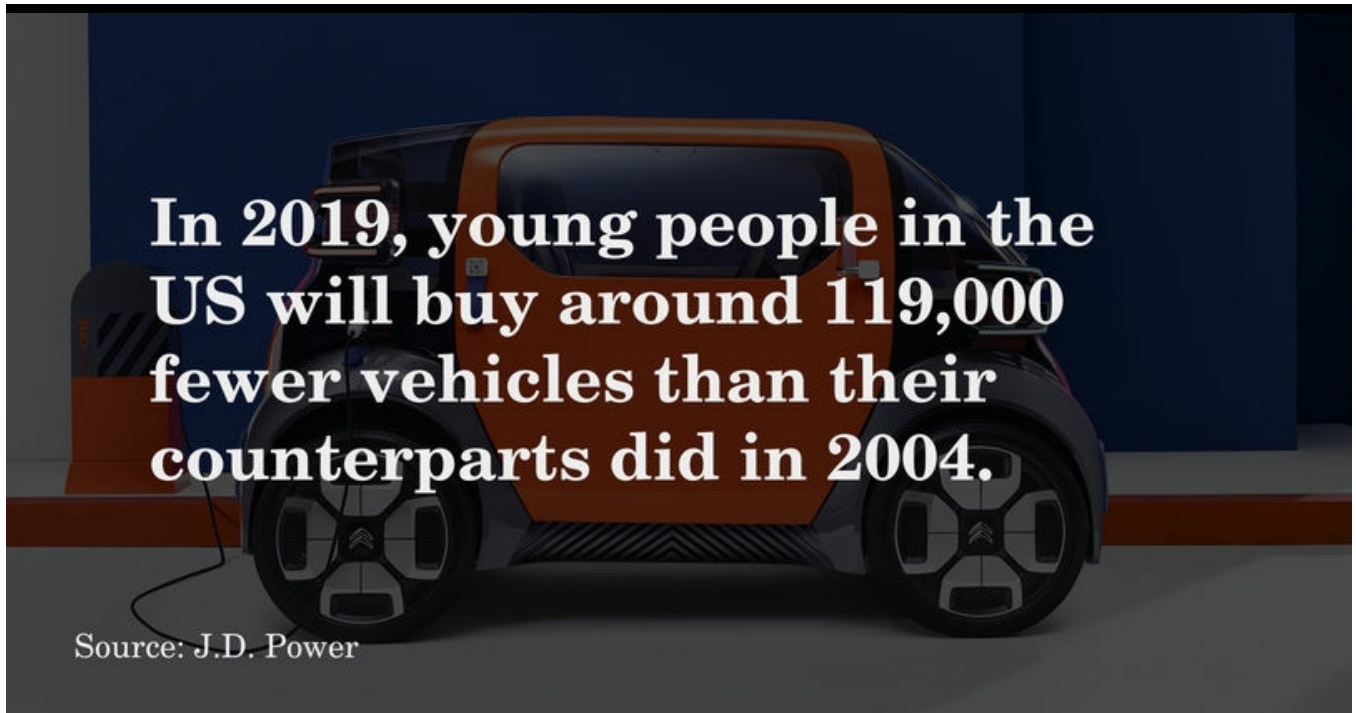


# STAT: GENERATION Z AREN'T MOVED BY NEW CARS

By Livvy Houghton and Alex Hawkins

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Sales of new vehicles in the US are slowing as more young people delay purchasing their first car, or simply don't buy one at all. Of those who do buy a car, many more are opting for used vehicles, according car review platform **JD Power**. Compared with Millennials in 2004, the company estimates that Generation Z will purchase about 120,000 fewer new vehicles this year.

Cost is seen as the main barrier, with the average price paid for a new vehicle rising from £19,606 (\$25,490, €22,756) a decade ago to £25,032 (\$32,544, €29,053) in 2018. Now, to appeal to younger consumers, car-makers are developing smaller vehicles at lower price points. Citroen, for example, recently unveiled **an ultra-compact concept car** that can be driven without a licence.