

The US Automotive Market

The US car market is absolutely massive !

And growing: in 1970 there were 200 million cars in the world, in 2000 there were almost 600 million. It is estimated that today there are more than 800 million cars on the road.

The 2003 Bureau of Transportation Statistics reported 107 million households in the US with 1.9 cars, trucks or sport utility vehicles and 1.8 drivers per household. That's 204 million vehicles and 191 million drivers.

Imagine, cars now outnumber drivers.

Now consider that there are over 50,000 different colors on the road today - and that's before the varying effects of ultraviolet fading. This makes for a vast array of color matching permutations.