

Labor Day Savings!

This year, celebrate Labor Day with more than just picnics and parades – celebrate with the new San Antonio Express-News Labor Day Savings section! Labor Day is the end of summer, and San Antonio is looking forward to cooler days. Take advantage of this special section publishing in the Monday, September 6th, edition of the Express-News and drive your automotive sales into the start of fall!

- 163,500 households plan to buy a new or used vehicle in the next 12 months.
 - New vehicles 78,800 households (11% of MSA households)
 - Used vehicles 90,500 household (13% of MSA households)
- Each weekday, the San Antonio Express-News reaches 35% of those planning to buy new or used vehicles.

Most are willing to drive some distance when buying a car:

- 51% of new vehicle buyers drove 10-29 miles to buy their last new vehicle and 19% drove 30+ miles.
- 39% of used vehicle buyers drove 10-29 miles to buy their last used vehicle and 23% drove 30+ miles.
- Major reasons for choosing a dealership for their last purchase? Both new and used vehicle buyers say “Price/Value” and “Reputation of Dealer” are the top two reasons.

Source: Scarborough Research, 2009; MSA Adults 18+

DEADLINES

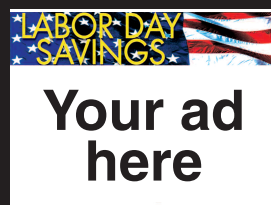
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FORMAT

Broadsheet



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