

Appraiser Blog

The Most Popular Car Models Across Generations



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A recent report by S&P Global Mobility has revealed the most popular car models across different age demographics in the United States. While we are aware of the top-selling vehicles in the country, this study provides insight into the preferences of various generations. It's no surprise that people in different stages of life may be attracted to different types of vehicles, and the data collected by S&P Global Mobility highlights these generational trends.



According to the report, **Generation Z (aged 18-24)** favors the Toyota Camry, followed by the Toyota RAV4, Toyota Corolla, Honda Civic, and Chevrolet Silverado. Meanwhile, **younger millennials (aged 25-34)** prefer the Toyota RAV4, Chevrolet Silverado, Ford F-150, Jeep Grand Cherokee, and Ram 1500.

As for **older millennials (aged 35-44)**, they tend to gravitate toward the Chevrolet Silverado, Ford F-150, Tesla Model Y, Ram 1500, and Toyota RAV4.

Generation X (aged 45-54) shows a similar preference to older millennials, with the Chevrolet Silverado as their top pick, followed by the Ford F-150, Ram 1500, Toyota RAV4, and Tesla Model Y.

Younger baby boomers (aged 55-64) have a soft spot for the iconic Ford F-150 and the rugged Chevrolet Silverado. However, they also have a taste for the versatile Toyota RAV4, the powerful Ram 1500, and the reliable Honda CR-V.

Meanwhile, **older baby boomers (aged 65-74)** are more drawn to the Toyota RAV4 and the Honda CR-V, perhaps seeking a more comfortable and practical driving experience. But they still hold onto their love for the classic Ford F-Series, as well as the tough and durable Chevrolet Silverado and the sleek Chevrolet Equinox.

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Last but not least, the **pre-boomer generation (aged 75 and older)** have a specific liking for the Chevrolet Equinox due to its comfort and spacious interior, followed by the Honda CR-V, Toyota RAV4, Ford F-150, and Chevrolet Silverado, highlighting their preference for practicality and reliability.

Overall, this report sheds light on the car models that different age groups in the United States tend to favor. While some models remain popular across all age groups, the data collected by S&P Global Mobility suggest that certain preferences are unique to specific generations. Understanding these trends can help automakers tailor their marketing strategies and product offerings to better meet the needs and preferences of different age demographics.