

Spark is 'Igniting' Interest of Youthful Chevy Customers

GM's recent sales figures are showing that the Chevrolet Spark has caught on with young car buyers.

According to statements released to the media, Chevrolet said that early buyer data for the Chevrolet Spark shows that 29 percent of buyers are under 35, more than half are coming from non-General Motors' brands, and price is a big selling point.

According to Chevy Spark early buyer data, Spark owners are "the next-generation customer" and the Spark is "igniting" the interest of some of Chevrolet's youngest buyers, with 29 percent of customers under 35.

Nearly 54 percent of Spark purchases are conquest sales – buyers who are new to the brand. More than one in five buyers of the mini car is coming from an import car brand.

The majority of buyers are female – 51 percent of Sparks are purchased by women, more than any other Chevrolet vehicle.

Data shows that 23 percent of Spark owners are choosing Salsa Red, making it the Spark's most popular exterior color. Jalapeno Green and Denim Blue are the second- and third-most-popular Spark colors.



2013 Chevrolet Spark

Data also shows that buyers are seeking value and fuel economy. Early Spark owners indicate their most important reasons for purchasing a Spark were fuel economy and price to value.

Chevrolet dealers have sold more than 12,000 Sparks since it went on sale in the summer of 2012. Originally launched in 18 markets, the Spark will be available in all 50 states in 2013.

GM spokespeople said the 2013 Chevrolet Spark, a four-passenger, five-door hatchback, was "designed to challenge what's possible in the mini-car segment. Spark is the only car in its segment to provide MyLink Radio – a seven-inch color touch screen radio for displaying smartphone-based music, videos, photos and contacts for hands-free calling."



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