

NEWS BRIEFS

Audi, millennial customers, luxury French automakers and China – News briefs

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By STAFF REPORTS

Today in luxury marketing:

Audi outpaces all other German luxury brands with a 26.5 percent jump in September sales
Audi today reported its 21st consecutive month of record performance with sales of 12,302 new vehicles representing a 26.5 percent increase above the old mark set in September 2011, according to Auto Spies.



[Click here to read the entire story on Auto Spies](#)

Luxury brands are dangerously close to losing a generation of customers

Luxury companies are complacently selling to their established customers while ignoring the next generation of millennials, reports Business Insider.

[Click here to read the entire story on Business Insider](#)

French begin new luxury car drive

Despite France's long list of luxury brands, from Veuve Clicquot Champagne to Chanel couture house to Falcon business jets, the country has struggled for more than a half

century to break into the luxury car market that is now dominated by a quartet of German auto brands: BMW, Daimler AG's Mercedes-Benz, Volkswagen AG's Audi and Porsche. On a shiny black stage at the Paris motor show this week, start-up Exagon Motors displayed its baby: The Furtive eGT, France's most luxurious automobile, said The Wall Street Journal.

[Click here to read the entire story on The Wall Street Journal](#)

[Luxury stocks out of fashion as China loses steam](#)

European luxury stocks, once a must-have for portfolio managers seeking to avoid the European economic doldrums and get exposure to surging China sales, are falling out of favor, hit by concerns about slowing growth there, per Reuters.

[Click here to read the entire story on Reuters](#)

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