

# Why SUVs Continue To Reign the Realm of Car Buying

## **What is an SUV?**

An SUV is short for sports utility vehicle. There are a wide variety of options to choose from when deciding which SUV to purchase. More millennial-aged buyers have emerged and are purchasing SUVs. Millennials are growing up and buying more suburban homes and opting for sports utility vehicles.

## **Why are SUVs so popular?**

SUVs have become popular for a number of reasons. The vehicle type has a characteristic style and is known for how effectively it carries a large amount of cargo and passengers. Plus, it has towing capabilities which comes in handy when traveling. Ford Motors has found that adults aged 35 to 44 are the largest growing group of SUV buyers. The main buyers of SUVs overall are in the Gen X group. A shift has begun where millennials are moving into the prime years to have families. Ford Motors states that the sales of both large and small SUVs are growing at 11% and 4% respectively.

According to Jack Nerad of Kelly Blue Book, the popularity of SUVs can be attributed to the unique perspective they offer. SUV passengers are in an elevated seating position that allows a greater view of the road including the rest of the surroundings. People are creatures of habit. Once high seating becomes the everyday normal, it's hard to get back into a sedan that's low to the ground.

The rise in SUV popularity has forced luxury giants like Jaguar, Maserati, and Lamborghini to create SUVs. The Lamborghini Urus SUV packs a punch with 650 hp in its V8 engine. It is rumored that this car manufacturer is looking to create the world's fastest SUV. Lamborghini just may succeed. Buyers will be able to get their hands on the 2019 Urus for less than \$200,000.

Nerad believes that Porsche has focused its efforts on becoming an SUV company. Looking at Porsche's latest models, this may be true. Porsche has released a breed of hybrid vehicles which has become most of the company's sales volume. Countries like China and India have been slower to adapt to SUVs. It's countries like this that help ensure sedans don't become an extinct species.

## **Why do people buy SUVs?**

For people and families that need a vehicle which combines passenger seating and pulling capacity, an SUV is the ideal choice. People feel safer inside an SUV because of their size and weight. People that love camping and enjoy the great outdoors will find an SUV far more

convenient for travel and function. No doubt, SUVs have a greater capacity to carry a wide variety of cargo; equipment, tools, and groceries. Oftentimes, geography leads people to choose a sports utility vehicle. Living in an area with rougher weather conditions such as a great deal of snow and rain, leads many people to stick with an SUV.

SUVs go offroad in great style and they can fulfill almost any need that is required of a them. They're attractive and will be in demand for some time to come despite the fluctuating price of gas. SUVs are being build more efficiently and most are equipped with a good gas mileage that would be satisfactory for most people. SUVs are an attractive form of transportation that will be popular for many years to come because it provides both form and function.

The United States definitely takes the cake when it comes to determining where the large vehicle purchases are happening. SUVs continue to be more popular in the US than the UK. People are more than likely to find SUV owners in any spaces in the US that have large open land such as farms. There's no reason to cart around cement and dirt in a nice sedan, why not use the SUV? This line of thinking is the reason that many people still choose to purchase an SUV despite the economy.