In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the automotive sector.

**95%**
Of automotive end-buyers who use promo products are satisfied with the ROI they receive.

**Almost Half (48%)** plan to increase their promo spending in 2024.

**8 in 10** would recommend promo products to similar companies.

**Most important benefits a distributor can provide to automotive end-buyers**

- Better Targeted Products: 61%
- Saving Time: 59%
- More Value: 58%
- New Products: 52%
- Saving Money: 45%
- Get Products Faster: 43%
- Doing All the Work: 35%

**Goals of automotive end-buyers when giving out promo**

- Increase brand awareness: 71%
- Thank employees and customers: 67%
- Increase sales: 63%
- Increase loyalty: 60%
- Lead generation: 36%

**70%**
Of automotive end-buyers who use promo say it’s very important to their companies’ marketing strategy.

**The percentage of their marketing budget that auto end-buyers spend on promo**

42%

**Most important features considered by automotive end-buyers when purchasing promo**

- Durability/Quality: 39%
- Style: 10%
- Price: 23%
- Functionality: 13%
- Sustainability: 9%
- Made in USA: 5%
- Social Responsibility: 1%

**Who do automotive end-buyers give promo products to?**

- Current Customers: 93%
- Prospects: 69%
- Employees: 67%

**69%**
Would pay for a premium for promo products that are made in the USA.

**A third** of automotive end-buyers who use promo purchased tech products in 2023 – more than any other end-buyer market surveyed by ASI.

**More than 8 in 10** auto end-buyers who use promo purchased apparel in 2023.