Since 2003, the market share of CUVs has grown from 10% to 35%, while all other vehicle classes (except small cars) have lost market share. This major market shift could have significant implications for fuel economy standards and future vehicle sales.

**Affordability**

*43%* of consumers identified cost as the most important factor when purchasing a car.

**Efficiency**

The cost of a CUV is, on average, in excess of $10,000 less than the similarly sized SUVs.

**Utility**

CUVs offer attributes similar to that of an SUV while having a ride quality similar to a mid-size car.

Since 2012, average fuel economy for CUVs increased from 22 MPG to 27 MPG.

**The market shift toward CUVs is likely to continue**

More than 90 different CUV models were offered in 2017.

Read the full report here: FUELSINSTITUTE.ORG