

FASHION TRENDS IN THE CAR MARKET

The history of the development of the car market began with the launch of the first car in 1886, which had three wheels, a 1.7 liter engine, 0.75 hp, electric ignition, a two-speed gearbox. Fashion trends began to be traced immediately at the stage of car design. In 1885 it was designed by K. Benz. It had a 985 cm³ engine, which consumers considered insufficient.

In the modern automotive world, there is a huge selection of not just good, but excellent cars. The car market changes very quickly, but there are also models that remain relevant and popular through the years. The choice is represented by completely different models from different manufacturers in different countries, different builds, colors from everyday cars with seemingly simple controls to sports cars that develop huge speeds in a matter of seconds.

The list of the most popular cars is compiled based on the number of sales for a certain period of time, for example, a quarter, half a year, a year, etc. Sales data are provided by manufacturers themselves, retailers, insurance companies, etc.

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When choosing a car, they rely on the following parameters:

- Car model. The popularity in the market. In the modern world fashion no longer relies only on equipment, color and appearance, it must emphasize the special status of the owner.

- Appearance of the car. To emphasize the status, the owner first of all pays attention to the type of car: a design solution for the body, wheels and tires on wheels, headlights, bumpers, interior, body kits, splitters, radiator grilles. If at the first viewing of a car about which nothing is known, sympathy is caused, then this also says a lot.

- Body type. When choosing a body, special attention should be paid to such things as the volume of the passenger compartment and trunk (capacity), the ability to move on low-quality roads (patency), the landing of the car, a solid appearance, and good visibility for the driver.

- Vehicle color. According to some car dealerships, buyers actually rely on fashion trends in color palettes. For example, before a large automobile compa-

ny like Ford Motor Company used only black and white colors in car coloring, believing that this was quite enough, but very quickly the situation on the market began to change and it was necessary to quickly begin to respond to consumer requests. Axalta, the world's largest automotive coating company, has named the trendiest color for 2021 a shade called Electro Light. It is "definitely a refreshing green-yellow hue with inspired bold, modern flavors, echoing style, energy and flair, this color combines sporty design elements with functional performance and offers great versatility when paired with black color accents or a matte finish for a variety of mobile applications, evoking a sense of stability, happiness and security. Electro Light is at the top of today's color trends, waiting for new technological advances. Consumers are looking for a breakthrough color, and Electro Light demonstrates this while taking a progressive approach to automotive styling and design", - says Axalta[1].

- Engine and electrical equipment of the car. Electronics and software are the most expensive in new cars, and engines are constantly increasing in power. We can say that a modern car is a computer on wheels. Service station masters often say that if the engine is in order, then they will do the rest. At present, new fashionable cars of popular well-known brands are equipped with turbocharged engines. This is justified by their cost-effectiveness and greater safety. Prestigious brands present technical innovations, but do not say that the car can react to something sharper in some aspects, become more expensive to fix and less reliable. All fancy cars have a touch screen on the center console. It is also worth noting that there is a high automotive fashion - these are concepts and other cars that are produced and produced in small quantities. Basically, they have a completely individual appearance, and due to the fact that there are few of them, they always remain fashionable. There are also fashionable mass models. Due to the fact that there are a lot of them and they are relatively inexpensive, no matter how beautiful they are, their fashion is coming.

Statistics on the most popular cars in the Republic of Belarus are annually given on October 31 (the Day of the Motorist and Road Worker) by the National Statistical Committee of the Republic of Belarus. In 2021, such cars were already announced, as well as rare cars that are in the personal estate of citizens of the Republic of Belarus.

The most common is Volkswagen AG. For the period from January 1, 2020 to December 31, 2020 422,815 registered vehicles were sold. Their slogans and comments on cars in themselves urge motorists to think and buy a car from this concern. Examples include slogans such as: "Your seventh sense" about the Volkswagen Passat, "More late hours for us, safer for you"- about the Volkswagen Golf, there are also slogans aimed at specific groups of people, such as: "I carry everything with me! – about Volkswagen Golf Plus and Volkswagen Touran, roomy family cars, "Help to gain momentum!" - about

commercial vehicles (vans) Volkswagen and others [2]. For consumers of the products of this concern, one of the reasons for purchasing it is the factor price - quality - appearance. It also attracts inexpensive after-sales service, additional insurance.

In second place in terms of the most popular cars in the Republic is Lada (VAZ). The sold quantity exceeds 380 thousand pieces. The most purchased car is Lada Vesta. Third place is occupied by Opel with 226,529 units.

If we talk about the production of cars on the territory of the Republic of Belarus, then this is BELGI. This concern is rapidly gaining popularity. The percentage of sales compared to the previous year increased by more than 30 percent. The company offers good preferential loans, as well as good independent models for their money. This car can be called fashionable for a number of reasons, such as the constant updating and expansion of the model range, the acceptance of orders for a new electric car from Geely has begun. Compared to the old one, it appears to be a separate sub-brand, which also increases its prestige. There are already more than 2.5 electric cars in Belarus and their number is growing rapidly [3].

Recently in the CIS countries there has been a decrease in the number of car sales. This is due to a change in the cost of cars as they rise in price by at least 20%. As a result it turns out that in many respects the acquisition and popularity of the car depends on the price. The most affordable at the beginning of 2021 were Lada, Kia and Hyundai. Audi, Mercedes and BMW are seen in the premium segment.

1. [] – : https://auto.24tv.ua/ru/nazvan_avtomobilnyj_cvet_2021_goda_n27110 – : 15.03.2022.
2. [] – : <http://voxfree.narod.ru/slogan/car.html> – : 16.03.2022.
3. [] – : <https://sputnik.by/20211031/belstat-nazval-samyepopulyarnye-avtomobili-u-belorusov-1057582888.html> - : 20.03.2022.