

ZERO TO SEXY IN 60 SECONDS

autoTRADER.ca

autoTRADER.ca surveyed Canadians nationwide to learn more about the role of the vehicle in the age of modern dating, and found Canadians are racier than many might think.

75%

of Canadians confess to having been physically intimate in their cars



41%

Reported engaging in intimate activities in a car on multiple occasions

74%

of Canadians would definitely consider being intimate in a car, if they knew their partner was into it

Something boomers and millennials can agree on

When it comes to being intimate in a vehicle, Boomers (aged 55+) are reportedly more experienced, yet their millennial counterparts (aged 18-34) aren't far behind

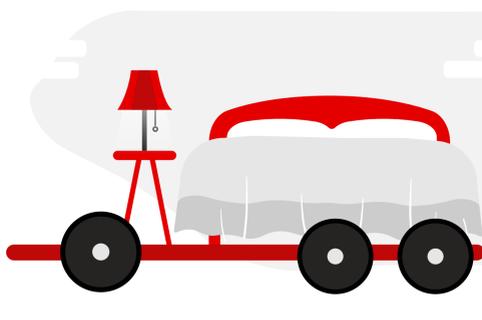


Bedroom on wheels?

Millennials say 'yes please'

In today's time-crunched, 'communal-living-is-the-norm' culture: 36% of respondents said they value the "convenience factor" of it all.

Another 38% of Canadians (and 42% of Millennials) report that the car gives them a way to escape from family or roommates to enjoy some privacy and to get alone time with their partner.



What Revs Canadians' Engines?

When it comes to vehicles that are most likely to get Canadians in the mood, smooth and sexy luxury wins over fast and furious sports cars

● 18-34 years old ● 55+ years old

MOST POPULAR



A smooth and sexy luxury vehicle



A large and roomy SUV



A fast and furious sports car



A safe and reliable sedan



LEAST POPULAR



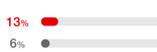
A powerful pick-up



An eco-friendly electric car



A bad ass motorcycle



Canadians think being intimate in a car is...



36% "Fun and exciting"

25% "Old school"

26% "Naughty and risqué"

4% "Taboo"

Risk and Reward:

What motivates Canadians to get frisky in their cars?



37% say risk factor would influence them to get it on in a car

31% say the size and comfort of the vehicle interior

36% say convenience

19% say cleanliness matters

35% say they do it for privacy

6% say if the vehicle is a luxury model

Hot and heavy:

Top places to amp up the romance

59% Local "lookout" point

17% Garage



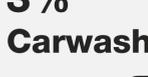
12% Parking garages



9% Your partner's driveway

3% Carwash

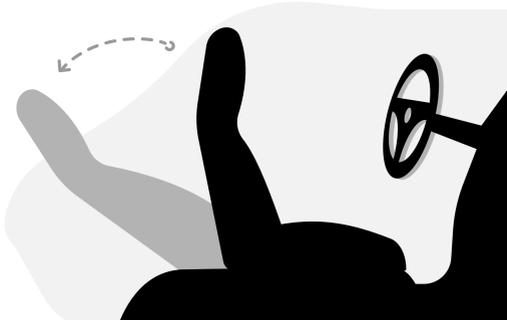
3% Carwash



Setting the ambiance

43%

of Canadians reclined their seats to make more room for their fun escapades



Turn down the tunes

While 21% prefer R&B music during an intimate encounter, 43% of Canadians would forgo music in favour of talking to their partner instead

