

[Subliminally Sexy Car Ads -Sex Sells](#)

WOW! I just saw the most risqué subliminal sexy car advertisement I have ever seen on TV. I was so amazed at the ad that I cannot even recall what car it was. How this one got through the FCC censors I do not know. Perhaps they will catch it later. Perhaps they already saw and approved it. Only time will tell.

So, what is my point regarding sexy car ads? Well to begin with, sex sells. Whether it is legal or illegal, or whether in print, TV, radio or on the Internet, it is part of our daily lives. Sexual innuendo is actually predominant in all facets of business.

Sometimes the stories connected with racy issues can be scandalous as evidenced in the recent turmoil surrounding the former Governor of New York Eliot Spitzer and his trysts with prostitutes. Or, sometimes the stories can be just on the edge of being racy.

For example, On TV, they can not show the naked body of an actress. But sometimes, they can show a portrait which has a naked woman in it. I say sometimes because it depends on the show, the network, the sponsors and the donors. Should the woman's naughty bits be censored and not the portrait's? Should they both be censored? Or should they both be uncensored?

This all relates back to the TV commercial I saw about the sexy car advertisement. I know, I know, some of you want to know what channel, what car, where can I see it etc. Well, quite honestly I was just flicking the remote and stumbled upon the ad. Perhaps you will see it if it is not pulled by the FCC.

What makes this so intriguing is that sexy sleek exotic cars are designed to make you (especially men) feel macho. That you can get almost anything you want. Whether it is a stare by the public, the best parking spot at the nightclub, a date, an ego boost, or whatever turns you on. It is sex appeal at its finest. The exotic car exudes sexiness so why not show a TV commercial touting it.

Another perfect example is the various Car Shows both National and International. Recently the annual Auto Show took place at the Javitz Center in New York City. All you have to do is attend one of these shows to see the relationship of sexual innuendo to the cars on display. It is generally subtle. However in some instances it is quite overt. I am not just talking about Exotic or Luxury cars here. I am also referring to our everyday average cars from Honda, General Motors, Ford, Toyota and the like. They all want a piece of the action and they are accomplishing their goal. They know the importance of competing with the Exotics such as Porsche, Ferrari and Lamborghini as well.

In addition, take a drive on the information superhighway (the Internet) and do a search on exotic cars. When the search page opens click the word videos. The only video group that came close to the sexy ones is crash videos. If you are into spectacular crashes you should check that out too.

How important is all of this in our daily lives? The fact is it is very important. The automobile industry is an integral part of economic climate on a global basis. When the general public both here and abroad slow down buying new cars it affects the global economy. The most recent reports of new car sales in the United States for February 2008 were very disappointing across the board including most imports. The majority of the American public believes we are in a recession and it shows with the lackluster purchases of new cars.

Therefore the auto manufacturers are forced to step up their marketing and advertising techniques to include more of the sexual overtones to the cars because 'sex sells.' The car companies must stay on top of who their demographic audience is for the make and model they want to appeal to the most. If not, car sales will continue to drop at even a more rapid pace and that in turn spells continued and deeper economic turmoil. The country cannot financially afford a further decline to the economy and the dwindling value of the Dollar. So in turn the various Government agencies, both directly and indirectly loosen their regulations just a bit to help stimulate the economy as they see it. Thus the airing of the risqué TV commercial I mentioned above.

Let me ask you these questions. It makes no difference if you are male or female, the questions will still apply. Let us assume for the sake of these questions that you are in the market to buy a new car.

1. Would a sexy car ad commercial (male or female) sway you one way or the other?
2. When you walk into a showroom, would you rather have a male or female salesperson?
3. Other than price, how important is how sexy or hot the car looks?
4. If you could afford a luxury or exotic car that is priced in six figures, would you go for the luxury car such as a Rolls Royce or Bentley, or would you go for an exotic like a Ferrari or a Lamborghini?
5. What color Ferrari or Aston Martin or any exotic car would you choose?

6. What color luxury cars such as a Bentley or a MayBach would you choose?
7. Do you think that any of the automobile commercials you see on TV sway you to buy their car?
8. Would you buy a foreign or a domestic car?
9. Other than price, what is the most important thing about the car that will make you want to buy it?

Now take a moment and reflect on your answers. Can you see any patterns in your answers? There was a survey conducted by me recently to 150 people who visited my website. They were asked these same nine questions on line. The results of the survey were very interesting. See how your answers compare.

Question one results: 59% said that a sexy TV commercial would sway them.

Question two results: 72% preferred a male.

Question three results: 68% said a sexy looking car is important.

Question four results: 39% luxury and 61% exotic.

Question five results: Overwhelmingly 88% selected red.

Question six results: Overwhelmingly 74% selected black.

Question seven results: 23% said yes and 76% said no.

Question eight results: 62% foreign, 34% domestic.

Question nine results: 77% said that the car must look and ride great.

What I can determine from the responses of the 150 people is that sexy red exotic cars are what they want. Therefore, I believe that subliminally sexy car ads do work well on the general public.

About the Author

Victor Martel is an expert in buying and selling luxury and exotic cars quickly and at the best price.

You can learn more by visiting his website <http://www.finestmotorsports.com>. Also visit his blog at www.finestmotorsports.com/blog to better understand the car buying and selling experience.

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