



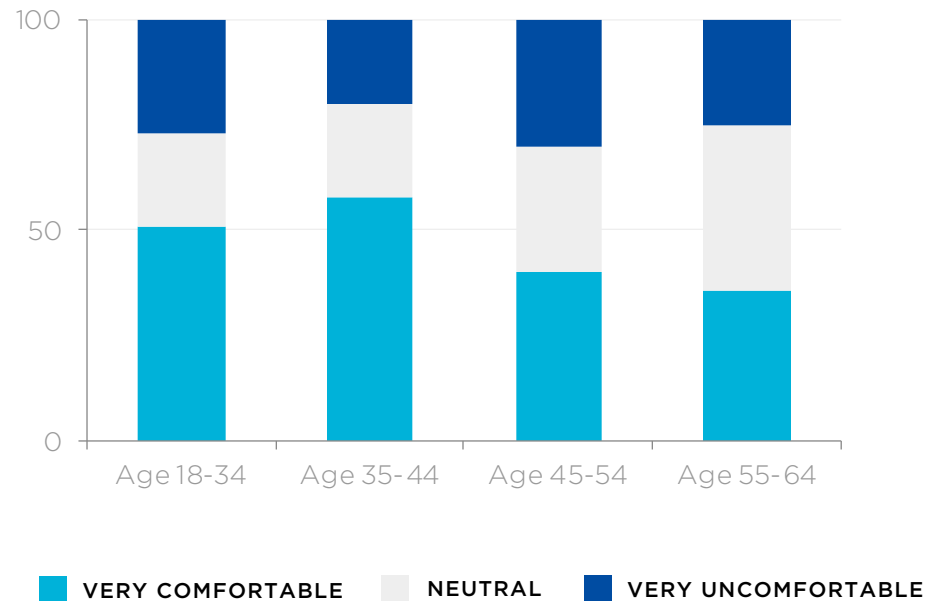
# Industry Research



# Shoppers Are Ready To Buy Online

## INTERNET BUYING JITTERS

Gen X is the most comfortable completing the auto purchase process online<sup>1</sup>



47%

Said they're comfortable completing the entire vehicle purchase process online (from research to financing<sup>2</sup>)



Tech-savvy Millennials will become the largest car-buying demographic by 2020.<sup>3</sup>

## THE LAST FRONTIER OF ONLINE SHOPPING

The automotive landscape is evolving, but there's not one-size-fits-all approach to how people shop for cars. One thing's for certain: people want to spend less time on paperwork and more time enjoying their car or truck.

### Car Buying Habits are Evolving

Of those who were not comfortable, these were the top reasons:

**76%** Of consumers want to test drive before buying

**68%** Feel it's too big of a purchase to make online

**51%** Prefer going into the dealership

**47%** Believe there is no opportunity to negotiate online

**38%** Want someone to walk them through the app

# 4 Truths of Connected Retail

**83%**

wants to start Online

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Consumers want to complete one or more steps of the purchase process online, whether that is from home or in your dealership.

**71%** Information about the deal

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**51%** Structure the deal online

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**43%** Understand financing

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Likelihood to choose your dealership skyrockets when online buying options exist. (Whether or not they actually use them.)

**7 out of 10**

more likely to choose you

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Access to deal information is critical, followed by the ability to structure the entire deal and reviewing finance options online.

**57%**




































want digital tools in-store

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Assisted buying is a must. Shoppers want in-store tools & kiosks to work side by side with your dealership staff.

# F&I Product Awareness To Purchase

Customers are significantly more likely to purchase F&I products when given the opportunity to review products in advance

EXTENDED WARRANTY	MAINTENANCE PLAN	GAP INSURANCE	SERVICE CONTRACT	TIRE & WHELL PROTECTIONS	THEFT PROTECTION	LOST OR STOLEN KEY REPLACEMENT
  <b>55%</b> <b>45%</b>	  <b>39%</b> <b>61%</b>	  <b>34%</b> <b>66%</b>	  <b>33%</b> <b>67%</b>	  <b>22%</b> <b>78%</b>	  <b>17%</b> <b>83%</b>	  <b>15%</b> <b>85%</b>
 PURCHASED	 PURCHASED	 PURCHASED	 PURCHASED	 PURCHASED	 PURCHASED	 PURCHASED
  <b>34%</b> <b>21%</b>	  <b>14%</b> <b>8%</b>	  <b>38%</b> <b>9%</b>	  <b>16%</b> <b>6%</b>	  <b>14%</b> <b>5%</b>	  <b>10%</b> <b>1%</b>	  <b>10%</b> <b>2%</b>



# It's About Time

During the Sale, Agents Leave Consumers Every 20 Minutes.\*



 WAITING FOR F&I  
OR IN F&I OFFICE



 COMPLETING THE  
CREDIT APP



 GETTING THE  
DEAL APPROVED

What are agents doing  
when they're away  
from the customer?



1 Time Left Alone

Consumers left alone three  
or more times reported a  
drop in satisfaction of 30%.



4-5 Times Left Alone

