

WHY CPO VEHICLES ARE A WIN-WIN-WIN FOR AUTOMOTIVE

Many dealers and OEMs are hesitant to dive into the certified pre-owned (CPO) market, but this segment has never been more important. For one thing, it's growing fast. Currently, 3 million consumers are interested in a CPO vehicle, and that number could rise to 5.2 million by 2020¹. But what's behind this increase? What makes CPO vehicles so compelling to consumers — and how can dealers and OEMs benefit from getting on board?

DEALERS

FASTER SALES

CPO vehicles sell
**5 DAYS
FASTER**
than non-CPO vehicles

**20%
MORE**
turns per year

INCREASED MARGINS

Consumers value CPO vehicles
\$3,144 MORE
than non-CPO vehicles

CONSUMERS

MORE CONFIDENCE

64%
of consumers purchase CPO for increased
peace of mind

GREATER SAFETY

57%
of consumers purchase CPO for the warranty's
safety benefits

OEMs

HIGHER RETENTION

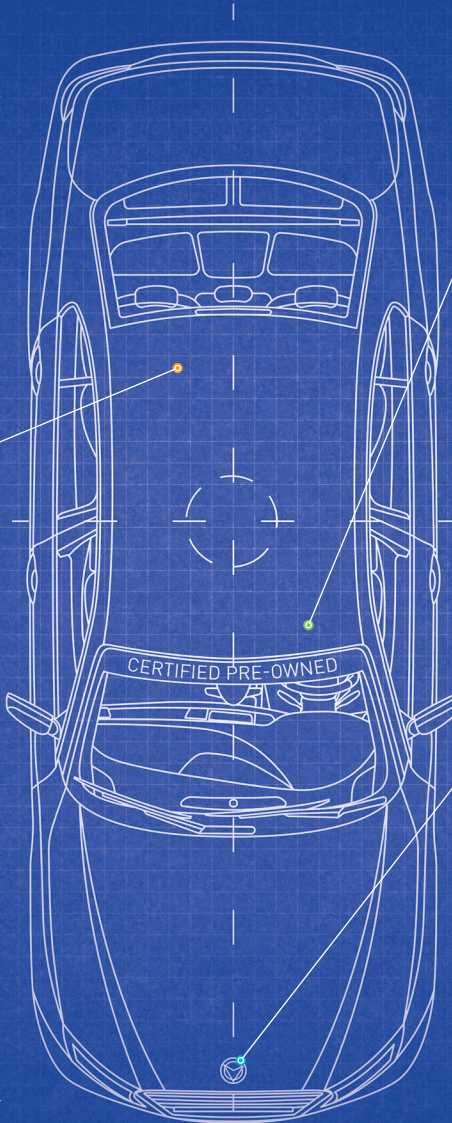
78%
Brand loyalty
for CPO consumers

54%
Brand loyalty
for non-CPO
consumers

INCREASED SATISFACTION

98%
Satisfaction
for CPO consumers

78%
Satisfaction
for non-CPO
consumers



Despite these benefits, CPO vehicles account for just 21% of used vehicle sales at franchise dealerships². Too many dealers and OEMs believe certifying their inventory is a waste of time and money — but nothing could be further from the truth. When dealers and OEMs certify enough vehicles to match consumer demand, CPO vehicles are a win across the board.

To learn more about the benefits of CPO vehicles, visit [autotrader.com](https://www.autotrader.com)



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