COX AUTOMOTIVE

2019 CAR BUYER JOURNEY
KEY STATS // ALL BUYERS

The online experience grows in importance as buyers spend less time in-market but a greater percentage of time online. Digital retailing remains best positioned to revolutionize what remains the most painful parts of the purchase process – negotiation and paperwork.

CLIENT IMPLICATION: Strive to meet growing consumer expectations by moving steps online – particularly negotiations and paperwork.

TIME SPENT

96 days-in market
vs. 118 days in 2017

64% considered used only/primarily used
vs. 59% in 2017

13 HOURS **55** MINUTES
time spent shopping for a vehicle
down 49 minutes from 2017

61% of shopping time spent online
vs. 57% in 2017

ONLINE RESEARCH

4.2 automotive websites visited
vs. 4.5 in 2017

80% visited 3rd party sites

46% visited dealer websites

27% visited OEM sites

68% visited KBB.com and/or Autotrader

DEALERSHIP EXPERIENCE

61% said the shopping experience did not improve from their previous time

ONLY **42%** are satisfied with how long the process took at the dealership
down from 46% in 2017

2.3 dealerships visited
vs. 2.7 in 2017

2 HOURS **52** MINUTES
spent at the dealership of purchase
same as 2017

47% of time at dealership is spent negotiating and filling out paperwork
same as 2017

TOP 2 frustrations at the dealership: paperwork & negotiations

Cox Automotive's Car Buyer Journey is a reoccurring study to monitor key changes in consumer vehicle buying behaviors. In the 2019 study, over 3,000 recent vehicle buyers participated (1,047 used buyers & 2,039 new buyers). Results are weighted to accurately reflect the market.

COX AUTOMOTIVE

2019 CAR BUYER JOURNEY

KEY STATS // USED BUYERS

Used vehicle buyers are moving through the shopping process faster than ever before and spending the majority of that time online.

CLIENT IMPLICATION: A well targeted online marketing strategy is critical where you are reaching the right consumers, at the right time, with the right message.

TIME SPENT

93 *days-in market*

vs. 121 days in 2017

50% *purchased in 1 month or less*

vs. 39% in 2017

14 HOURS **12** MINUTES

time spent shopping for a vehicle

down 55 minutes from 2017

63% *of shopping time spent online*

vs. 59% in 2017

ONLINE RESEARCH

3rd Party

82% *visited 3rd party sites*

Dealer

46% *visited dealer websites*

OEM

23% *visited OEM sites*

3rd Party

42% *visited a dealership they found on a 3rd party site*

vs 27% dealer site, 6% OEM site

70% *visited KBB.com and/or Autotrader*

DEALERSHIP EXPERIENCE

2.2 *dealerships visited*

vs. 2.8 in 2017

43% *visited only 1 dealership*

vs. 28% in 2017

Cox Automotive's Car Buyer Journey is a reoccurring study to monitor key changes in consumer vehicle buying behaviors. In the 2019 study, over 3,000 recent vehicle buyers participated (1,047 used buyers & 2,039 new buyers). Results are weighted to accurately reflect the market.

Cox Automotive

2019 CAR BUYER JOURNEY
KEY STATS // NEW BUYERS

New vehicle buyers are going online to research and learn about vehicles. Third party sites are the place these buyers begin and end their shopping process.

CLIENT IMPLICATION: A strong presence on third party sites should be part of the marketing strategy. Buyers continue to leverage these sites as unbiased, objective sources to learn about new vehicles.

TIME SPENT

105 days-in market

vs. 110 days in 2017

36% of new buyers purchased an OEM brand they have never owned before

13 HOURS 6 MINUTES

time spent shopping for a vehicle
down 42 minutes from 2017

53% of shopping time spent online

vs. 52% in 2017

ONLINE RESEARCH

74% visited 3rd party sites

47% visited dealer websites

40% visited OEM sites

52% 3rd party site is the first website visited at the start of the shopping process*

*among the 81% of new buyers who visited 2 or more automotive websites

49% 3rd party site was the last website visited at the end of the shopping process*

*among the 81% of new buyers who visited 2 or more automotive websites

52% used a 3rd party site to help make the final purchase decision

63% visited KBB.com and/or Autotrader

36% visited KBB.com and/or Autotrader and not an OEM site

DEALERSHIP EXPERIENCE

2.5 dealerships visited

vs. 2.6 in 2017

52% purchased from a dealership where they had prior experience

vs. 39% in 2017

Cox Automotive's Car Buyer Journey is a reoccurring study to monitor key changes in consumer vehicle buying behaviors. In the 2019 study, over 3,000 recent vehicle buyers participated (1,047 used buyers & 2,039 new buyers). Results are weighted to accurately reflect the market.