

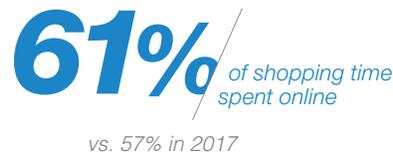
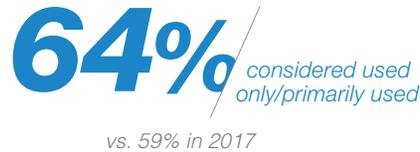
2019 CAR BUYER JOURNEY

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.

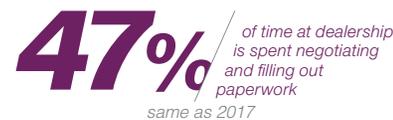
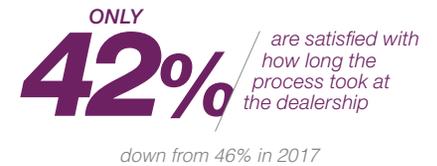
TIME SPENT



ONLINE RESEARCH



DEALERSHIP EXPERIENCE



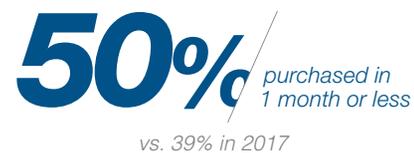
2019 CAR BUYER JOURNEY

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



ONLINE RESEARCH



DEALERSHIP EXPERIENCE



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*


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


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

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

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


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