

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


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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