

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


82%
visited 3rd party sites


46%
visited dealer websites


23%
visited OEM sites


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