

CROSS-SHOP BEHAVIOR

CPO TO NEW ALTERNATE CONSIDERATION

As CPO sales are expected to reach a record high in 2019, Cox Automotive’s recent CPO Study reveals that a majority of CPO intenders are open to upgrading to a new model. And while shoppers’ projected spend on their next vehicle underscores an opportunity for automakers to upsell CPO shoppers on new vehicle offerings, model level cross-shopping demonstrates that CPO shoppers are not always considering the new model option in their shopping process.

2.75M

PROJECTED CPO
SALES IN 2019

+25%

INCREASE IN TOTAL
CPO SHOPPERS
(2019 VS. 2016)

CPO SHOPPERS ARE OPEN TO
PURCHASING A NEW VEHICLE

68%

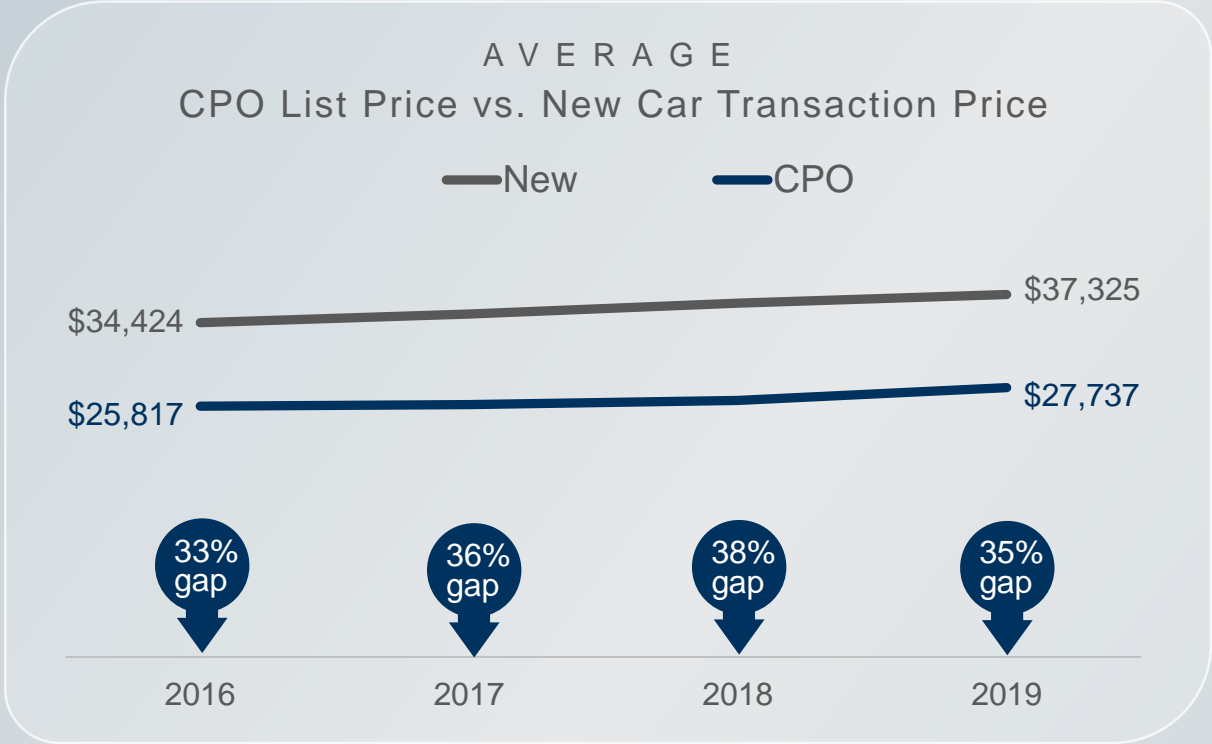
AMONG CPO
INTENDERS OVERALL

73%

AMONG LUXURY
CPO INTENDERS



Although the price gap between new and CPO has hovered at a similar level over the past few years (narrowing slightly this year), CPO shoppers’ planned budget for their next vehicle opens doors for automakers to inject new model options into the consideration process.



EXPECTED MEAN PRICE
FOR NEXT VEHICLE

ALL CPO SHOPPERS

\$37K

LUXURY CPO SHOPPERS

\$44K

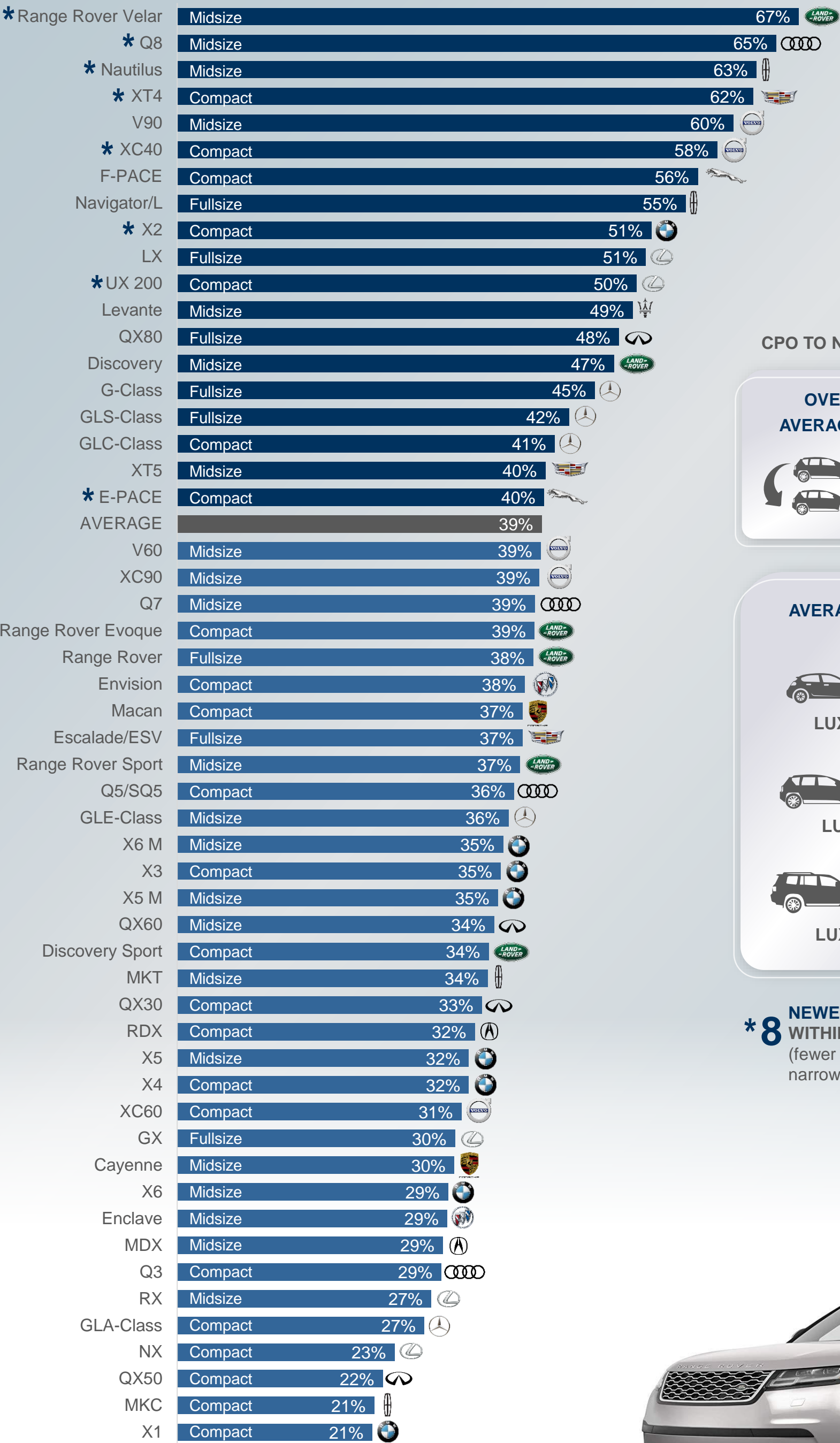
CPO TO NEW CROSS-SHOPPING: SEGMENT MODEL AVERAGES

While the Cox Automotive CPO Study revealed a high percentage of CPO intenders are open to considering a new alternative, shopping behavior demonstrates opportunities for automakers to capitalize on that sentiment. In taking a closer look at model-level cross-shopping, there are varying degrees of CPO to new alternate version cross-consideration. On average, CPO truck shoppers are more likely to shop the new alternative, whereas CPO sedan shoppers are less likely to shop the new model version.



LUXURY SUV CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING
NEW MODEL VERSIONS



CPO TO NEW MODEL ALTERNATE

OVERALL LUXURY SUV
AVERAGE CROSS-SHOPPING



AVERAGE CROSS-SHOPPING
BY SEGMENT

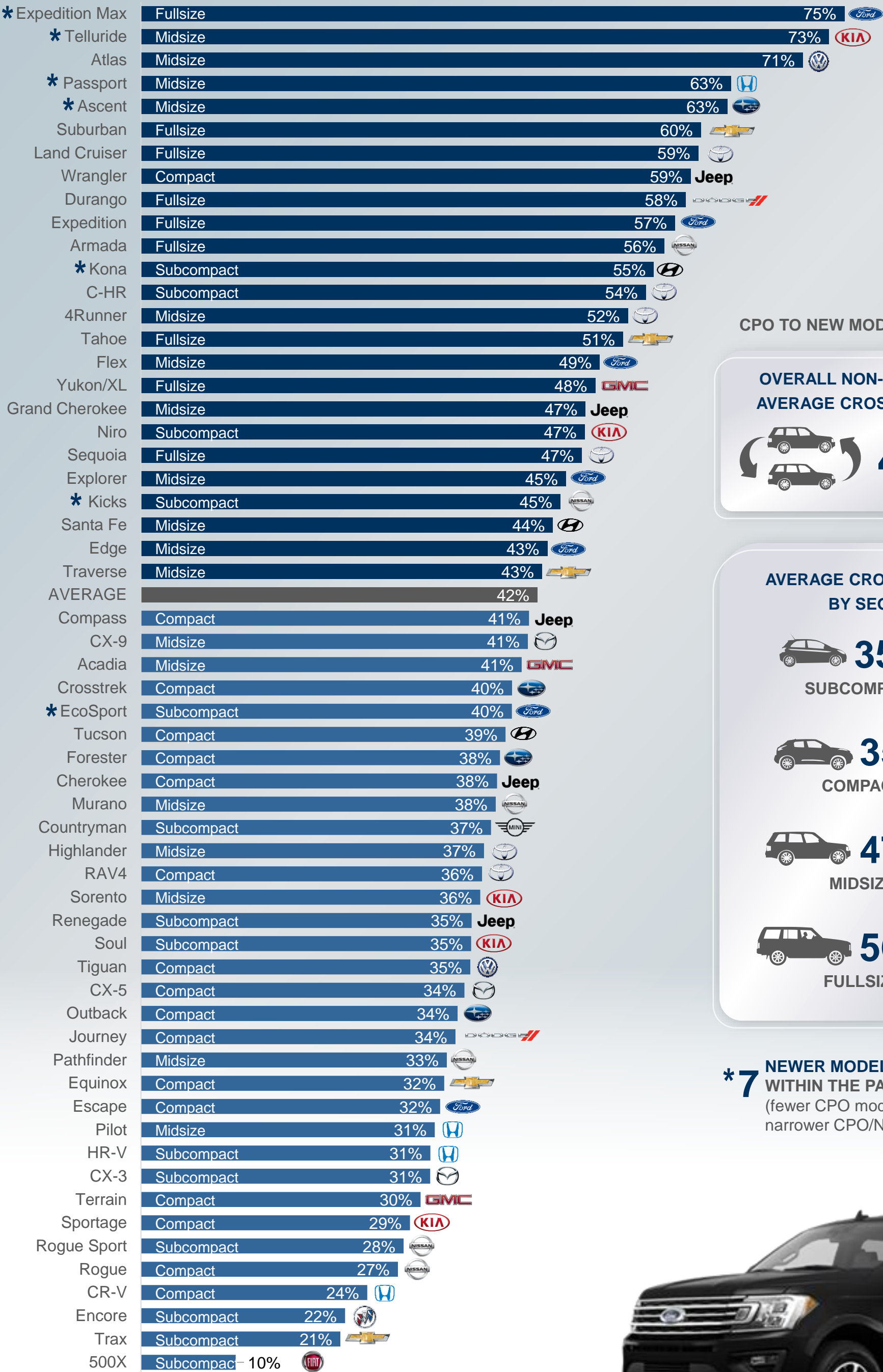


* 8 NEWER MODELS LAUNCHED
WITHIN THE PAST 2 YEARS
(fewer CPO model years available,
narrower CPO/New price gap likely)

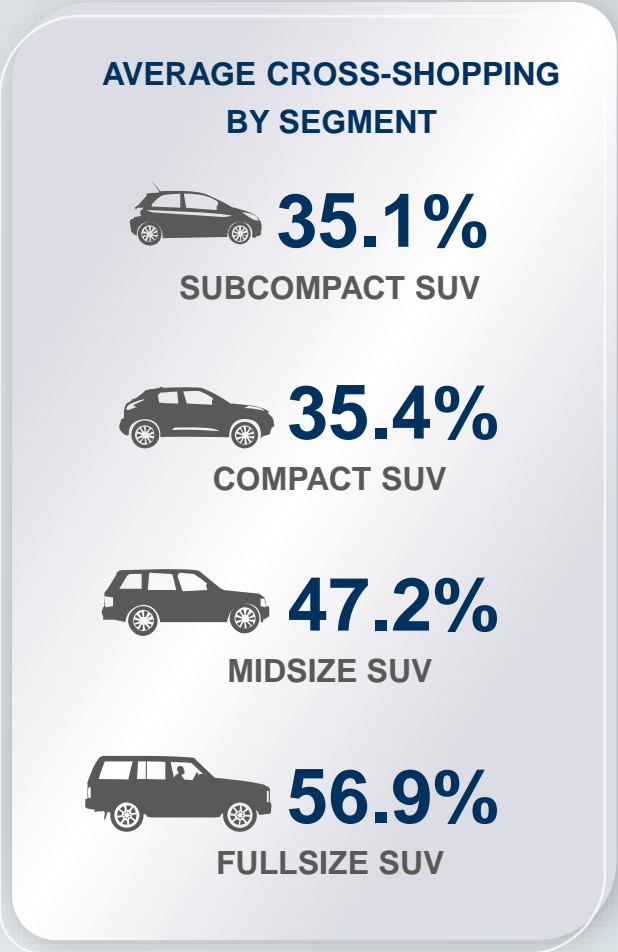


NON-LUXURY SUV CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING
NEW MODEL VERSIONS



CPO TO NEW MODEL ALTERNATE

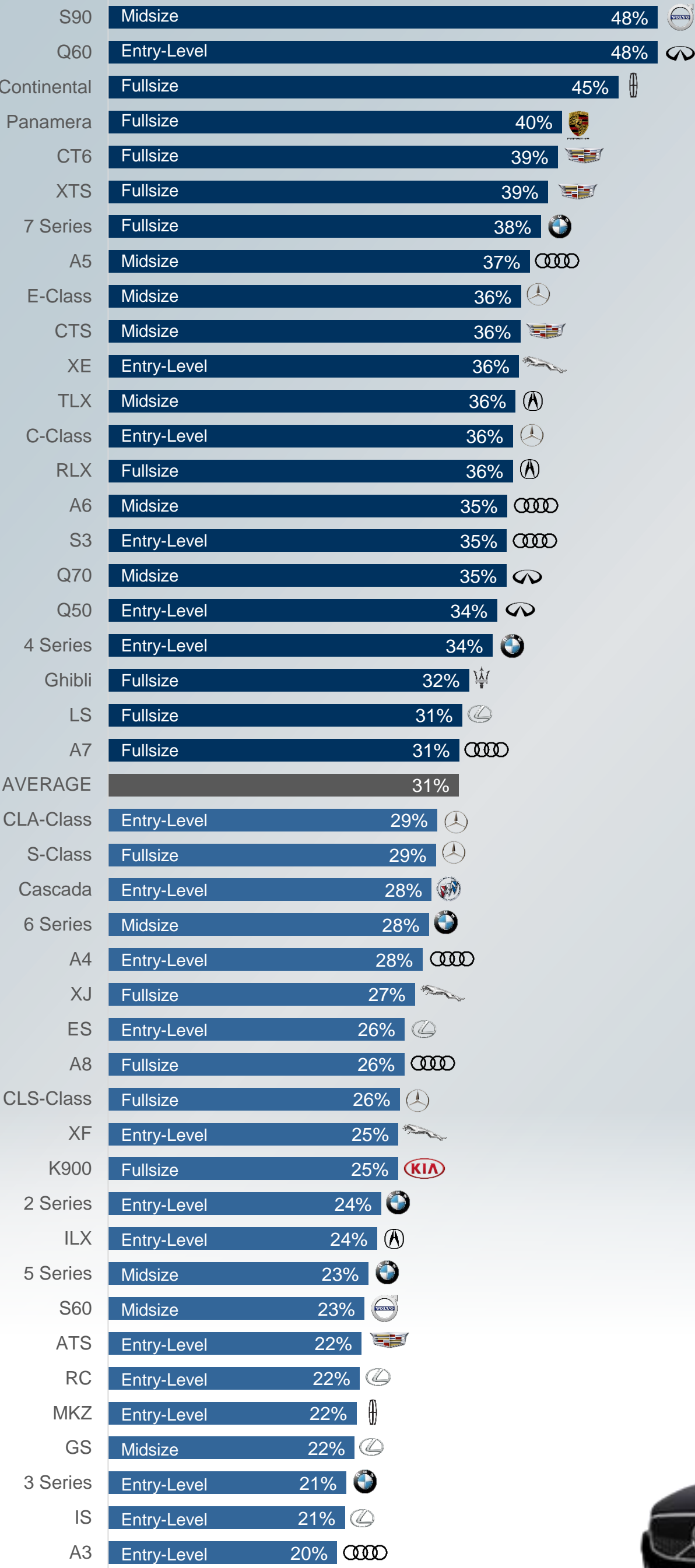


*7 NEWER MODELS LAUNCHED
WITHIN THE PAST 2 YEARS
(fewer CPO model years available,
narrower CPO/New price gap likely)

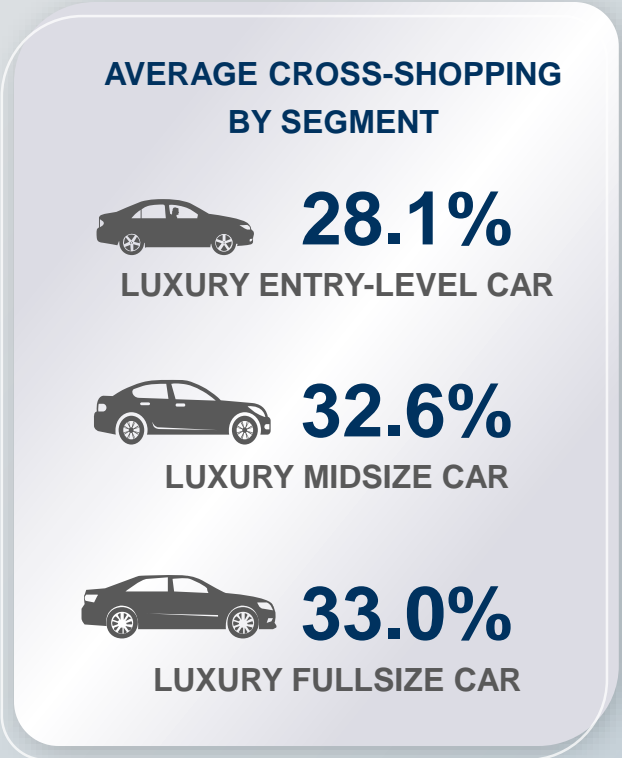


SHOPPER
TRENDS
SNAPSHOT

LUXURY CAR CROSS-SHOPPING
CPO SHOPPERS CROSS-CONSIDERING
NEW MODEL VERSIONS



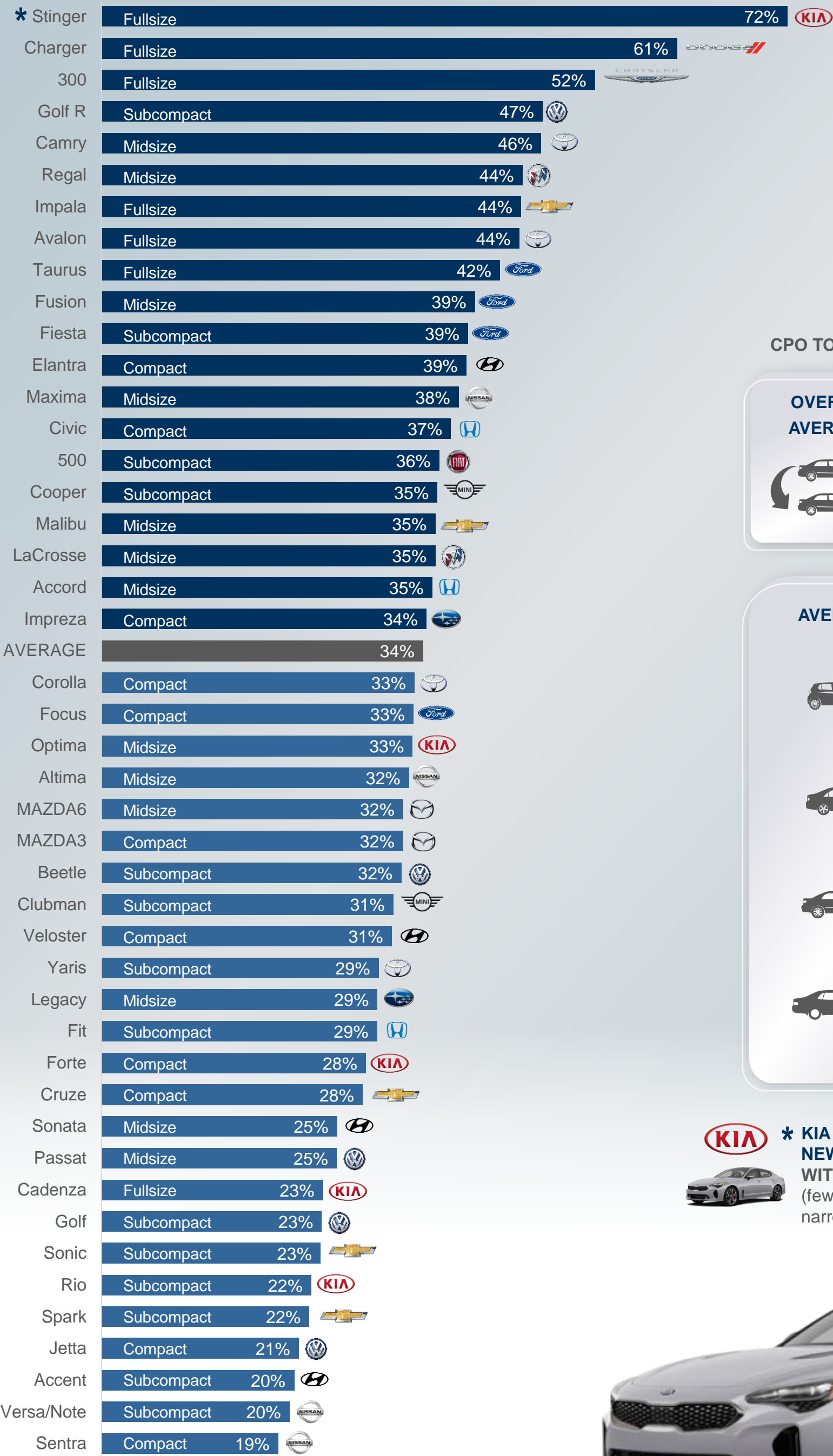
CPO TO NEW MODEL ALTERNATE



SHOPPER
TRENDS
SNAPSHOT

NON-LUXURY CAR CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING
NEW MODEL VERSIONS



CPO TO NEW MODEL ALTERNATE

OVERALL NON-LUXURY CAR
AVERAGE CROSS-SHOPPING



AVERAGE CROSS-SHOPPING
BY SEGMENT

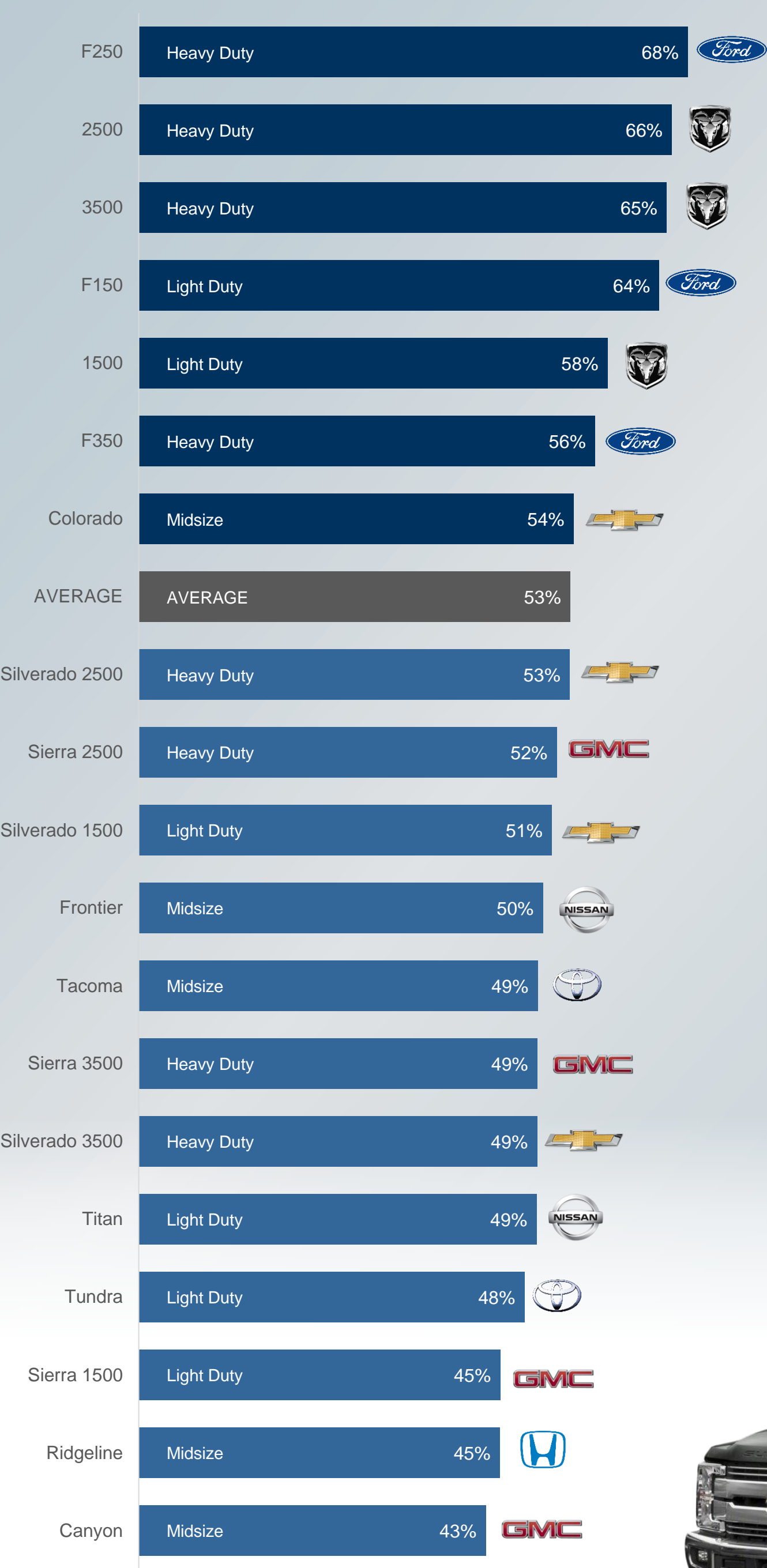


* KIA STINGER IS THE ONLY
NEWER MODEL LAUNCHED
WITHIN THE PAST 2 YEARS
(fewer CPO model years available,
narrower CPO/New price gap likely)




TRUCK CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING
NEW MODEL VERSIONS




CPO TO NEW MODEL ALTERNATE

OVERALL TRUCK
AVERAGE CROSS-SHOPPING




53.4%

AVERAGE CROSS-SHOPPING
BY SEGMENT




48.2%

MIDSIZE TRUCK



52.5%

LIGHT DUTY TRUCK



57.4%

HEAVY DUTY TRUCK

