

THRIVING IN THE NEW NORMAL

A HOW TO GUIDE FOR RETAILERS

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MAXIMIZE SHARE OF MIND

32% of shoppers say they'll delay their purchase due to COVID

*Cox Automotive COVID-19 Dealer and Consumer Perceptions.



Reaching these audiences now, could mean incremental buyers today and into **Q3/Q4**

Shoppers are actively looking for vehicles!
There will be **4.1M+** vehicles coming off lease this year!

*Cox Automotive Estimates.

INVEST NOW TO MAXIMIZE RETAIL MARKET SHARE

Tout special finance rates, payment deferral, incentives, and touchless retailing and servicing with video campaigns and site personalization.



Use display ads, third-party site homepage takeovers, custom landing pages & unique, creative ways to highlight vehicles and what makes them better than your competition.

FOCUS ON CURRENT BRAND OWNERS

On average, most brands retain less than



of their current owner base

*KBB Loyalty Research

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CREATE A TOUCHLESS RETAIL EXPERIENCE

STOREFRONTS

Keep all your dealer group, store websites, and third-party sites updated with easy to navigate, accurate info, store hours and ways to contact the dealer.

DEAL MAKING

Ensure you leverage digital retailing tools along with relevant and personalized follow-up communications.



VEHICLE WALK AROUNDS

Leverage all your properties, third-party sites, social channels and YouTube to spotlight your cars and features.

TRADE-IN VALUATION

Give consumers the most up-to-date values with price guaranteed values by third parties.

DIGITAL CONTRACTING

Keep your brand relationships strong by giving consumers speed in funding and at home paperless contract finalization.



TWO-WAY COMMUNICATION

Communicate to consumers in real-time leveraging email, text, chat, or video via phone or dealership social media channels.

TEST DRIVES

Safely drop off and pick up **sanitized** vehicles for test drives. Ensure proper process and technology to manage fleet location and usage.



Where permitted by local COVID-19 ordinances

DELIVERY

Safely deliver **sanitized** vehicles directly to customers at the location of their choice. Pick up their trade-ins, then remarket or wholesale them.

EMBRACE NEW FORMS OF MOBILITY



Leverage the demand for convenience and simple contract terms by offering easier, more flexible mobility solutions.

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OFFER TOUCHLESS SERVICE

SCHEDULE/INVITE CUSTOMERS

Attract customers while filling shop capacity. Communicate safe service experience.



PICK UP & DELIVER CUSTOMER VEHICLES

And provide an option to drop off a clean, disinfected loaner.

Where permitted by local COVID-19 ordinances



SEND BEFORE & AFTER PICTURES/VIDEOS

To show customers work is being done, get written approvals & generate higher RO dollars.



PROVIDE MULTIPLE PAYMENT OPTIONS

Include virtual & flexible options to encourage no-contact payments and use text or email to request payment.



DISINFECT SURFACES & CLEANSE AIR

In every vehicle, after every interaction. Leave visible signs that it's been done and don't forget to clean the keys!



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DRIVE CUSTOMER LOYALTY

STAY IN TOUCH WITH RELEVANT, PERSONALIZED COMMUNICATIONS

Communicate about any changes you're making to your dealership operations. Emphasize new communication channels and encourage people to visit your virtual storefronts.



Think beyond just coupons and create loyalty clubs & apps. Leverage touchless service to wow consumers. Drop thank you notes and pleasant surprises that are personalized and meaningful. Gift cards to favorite coffee shop, phone chargers, mugs, golf balls etc.

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TURN UNPRECEDENTED CHALLENGES INTO MEANINGFUL SOLUTIONS

OPTIMIZE RESIDUAL VALUES

Understand the retail market and how it drives your actions at wholesale.



COX AUTOMOTIVE IS YOUR PARTNER

Make sure you're taking full advantage of our insights, the breadth of our offerings, assistance program, and virtual learning opportunities.

Services are in some cases being offered at no cost for several months, heavy discounts and other special promotions.

REACH OUT TO US TODAY!

Learn more at <http://www.coxautoinc.com/thriving-in-the-new-normal-for-dealers>

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