

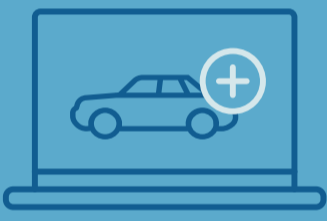
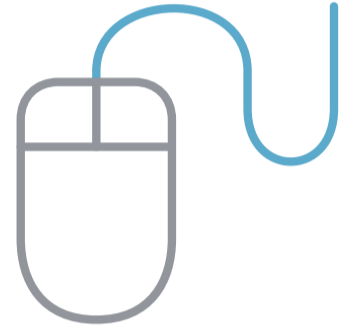
DEALER HOME SERVICES: PROVIDING YOUR CLIENTS A SAFE, HASSLE-FREE CAR BUYING EXPERIENCE

While uncertainty in the market continues to disrupt the traditional car buying experience, dealers have embraced new 'buying alternatives' for their consumers. Working to accommodate car buyers' concerns, dealers across the nation are expanding business outside their physical location. 88% of Cox Automotive clients, both franchise and independent dealers, provide services beyond their brick and mortar locations.¹ These services are referred to as Dealer Home Services. Dealer Home Services, historically known as white-glove services, include contactless amenities such as video walkarounds, virtual consultations, at-home test drives, local home delivery and much more.

62%

of consumers state they are more likely to complete multiple steps of the purchase process online due to **COVID-19²**

In today's reality, increasingly more **SHOPPERS WANT TO SHOP AND PURCHASE ONLINE** WITH MANY BECOMING MORE INTERESTED IN NEW WAYS TO SHOP, i.e. dealer home services: **+73% CHANGE** in likelihood to complete a transaction online³



In today's reality, increasingly more shoppers want to shop and purchase online. **2 OUT OF 3 SHOPPERS ARE MORE LIKELY TO BUY THE VEHICLE 100% ONLINE⁴**

88%

of shoppers want to do at least some of the purchase process **ONLINE/CONTACTLESS⁵**

Independent dealers who have digital retailing solutions or dealer home services **SAW A 73% OF THEIR CUSTOMERS COMPLETING STEPS OF THE CAR-BUYING PROCESS ONLINE**, whereas independent dealers who don't have digital retailing solutions or dealer home services on their website **SAW 17% OF THEIR CUSTOMERS DOING THE SAME⁶**

Months after the pandemic began, **NEARLY HALF OF SHOPPERS ARE STILL RELUCTANT TO VISIT DEALERSHIPS IN-PERSON⁷**. AS CONSUMERS CONTINUE TO ACCESS VIRTUAL OPTIONS WHEN IT COMES TO THE CAR BUYING PROCESS,

dealers must ensure they are able to provide the same experience and level of support virtually as they do in-person.



SOURCES:

1. 'How the Rise of 'Digital' is Changing Consumer & Dealer Experiences', at page 5 (Cox Automotive, May 5, 2020), available at www.coxautoinc.com/wp-content/uploads/2020/05/How-the-Rise-of-Digital-is-Changing-Consumer-and-Dealer-Experiences.May-2020.pdf (as of Dec. 7, 2020)
2. Id. at page 6.
3. Id. at page 7.
4. Id. at page 6.
5. 'For Dealers, Online Presence Key to Influencing Car Shoppers', (Cox Automotive, March 21, 2016), available at <http://press.autotrader.com/2016-03-21-For-Dealers-Online-Presence-Key-to-Influencing-Car-Shoppers#:~:text=The%20study%20found%20that%20of,73%20percent%20of%20the%20time> (as of Dec. 7, 2020).
6. 'COVID-era Car Buying Habits Here to Stay', (Cox Automotive, October 12, 2020), available at <https://www.autonews.com/commentary/covid-era-car-buying-habits-here-stay> (as of Dec. 7, 2020).
7. 'How the Rise of 'Digital' is Changing Consumer & Dealer Experiences', supra n.1, at page 5.