

3 REASONS DIGITAL CAR BUYING IS HERE TO STAY

The digital car buying experience isn't just a short-term fix to get us through the COVID-19 pandemic. **It's the future of the automotive industry.**

Despite consumers' strong preferences, some dealers indicate they might not continue down a digital route:



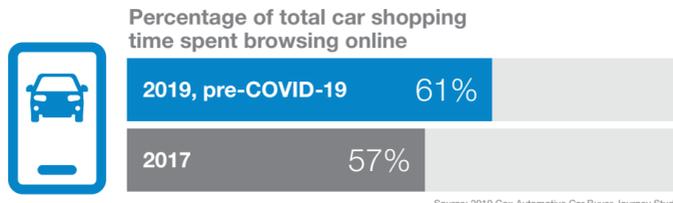
Source: 2020 Cox Automotive COVID-19 Dealer Impact Study

With the shocking number of dealers reverting back to the way things were after the pandemic ends, it will give dealers who stick with their digital process a definite advantage.

THESE ARE THE 3 REASONS WHY DIGITAL CAR BUYING IS HERE TO STAY:

1 THE DIGITAL MOVEMENT WAS ALREADY IN THE WORKS

Buyers were researching and shopping for vehicles online long before COVID-19. All the pandemic did was accelerate the demand for an online process.



2 BUYERS WANT TO DO EVEN MORE ONLINE

With the pandemic shutting down in-store sales, buyers were given a taste of the online buying experience. Now, they can't get enough.

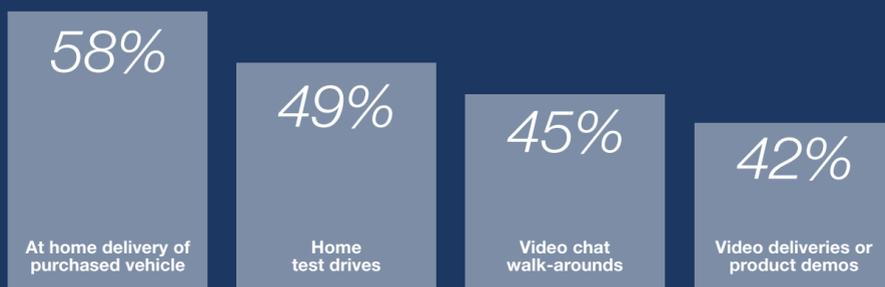


Source: 2020 Cox Automotive COVID-19 Dealer and Consumer Impact Studies

WHAT WOULD BUYERS WANT TO DO DIGITALLY?

Here's how many dealers are noticing an increase in buyer demand for digital, non-contact services:

among dealers who offer those activities



3 BUYERS HAVE OPTIONS

Customers are shopping for their ideal experience, not just a new car. If you don't adapt to the changing marketplace, your customers will find a competitor that does.

2/3 of consumers say that experience is more important than price when making a purchase decision — and that they would pay more or even switch brands for a great experience.¹

42% of new car buyers returned to buy from a dealership solely because of their prior good experience with that dealer.²

Sources: 1. 2019 Cox Automotive Reimagining the Automotive Consumer Experience Study
2. 2017 Cox Automotive Staffing Study

The COVID-19 pandemic will eventually fade, but consumer expectations won't change once it does. Now more than ever, car buyers want the freedom that buying online offers. The old way of doing business is exactly that — old. Dealers who accept this reality and run with it are going to thrive down the road — not only through happier customers, but through efficiencies for your team as well.

Ready to implement a digital sales experience? Start by reading our [comprehensive playbook](#). It'll provide a solid foundation and outline the most important things you'll need to put a successful process in place. Give yourself an edge and download the playbook today.