

# The Car Buyers Report

**Who are we?**





**And the industry in which we sit poses us  
some challenges...**



**Car Manufacturers**

**Car Dealers**

**Consumers**



HYUNDAI



DAEWOO



HONDA



Mercedes-Benz



# Car Manufacturers



MITSUBISHI  
MOTORS



mazda



LEXUS



INFINITI



CHERY



ROEWE 荣威



JAC  
MOTORS



红旗



PEUGEOT



FERRARI



CITROËN



Das Auto.



ASTON MARTIN



BENTLEY



JAGUAR



# Car Dealerships





Sport & Prestige

Family

We are motivated by your...  
...enthusiasm, and being able to...

CarStore Cafe  
EST. 2013  
HAVE A SWEET DAY  
THE BEST COFFEE FOR 70,000 SQ FT - FACT!!  
Complimentary tea & coffee!!  
CarStore  
PIPER'S CHECK

PETER VARDY  
CarStore

carstore  
cafe  
Complimentary tea & coffee!!  
Digital Menu

This may be a great experience

**Consumers**



**So, our challenge in a nutshell:**

**For Manufacturers... Change perceptions and grow revenue**

**For Car Dealers... Strengthen relationships and drive digital best practice**

**For Consumers... Grow our brand and improve our UX**

# What did we do?

# We embarked on an in-depth, longitudinal journey of continuous learning



In the moment app  
Jan 17

In-home  
Feb 17

Internal Workshops  
Mar 17

Online  
Communities Apr 17

Internal Workshops  
May 17

Online survey  
June 17

40 households in depth

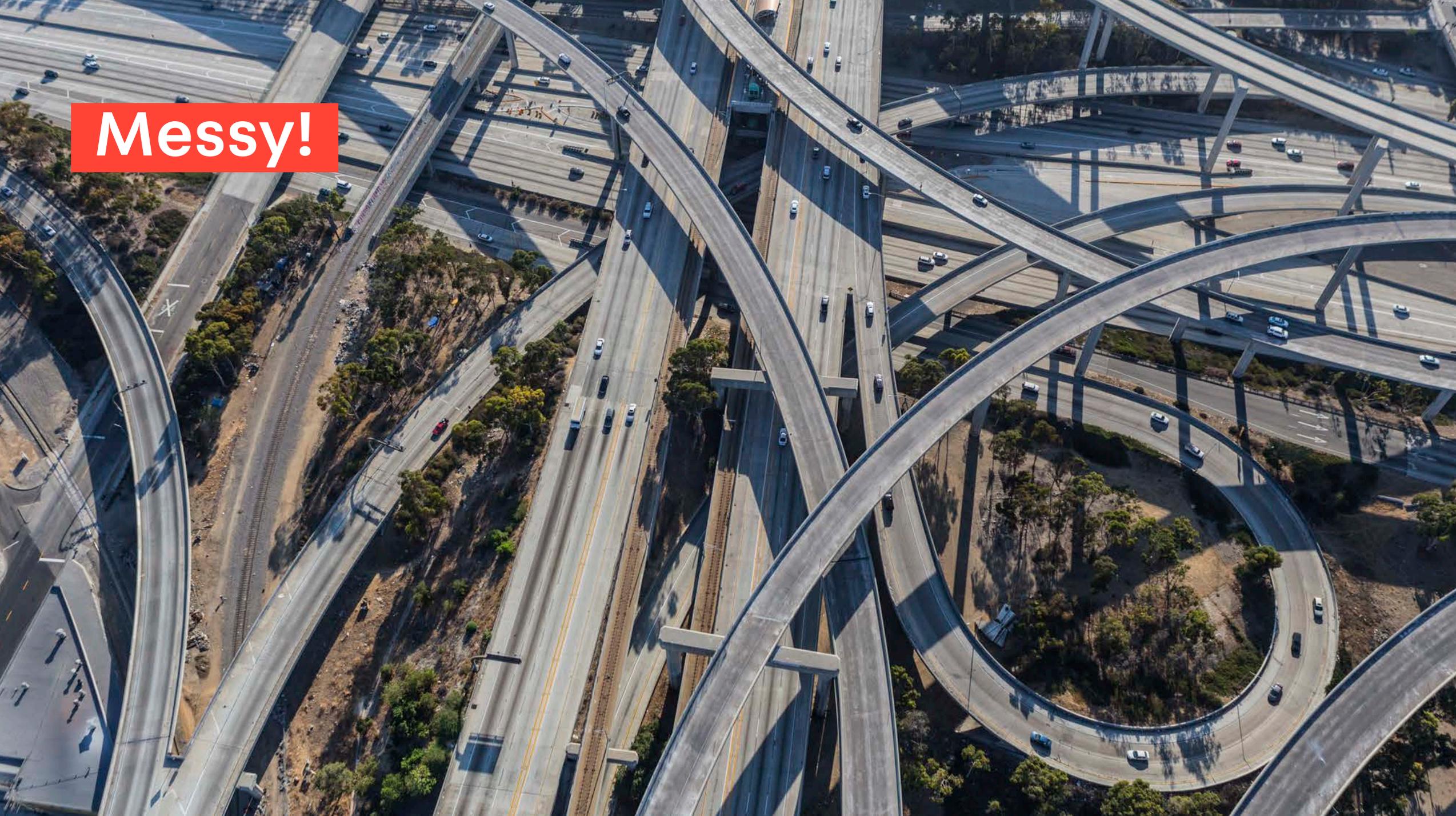
Followed by a survey to 2000 people at different stages across the buying journey

# Key Takeaways

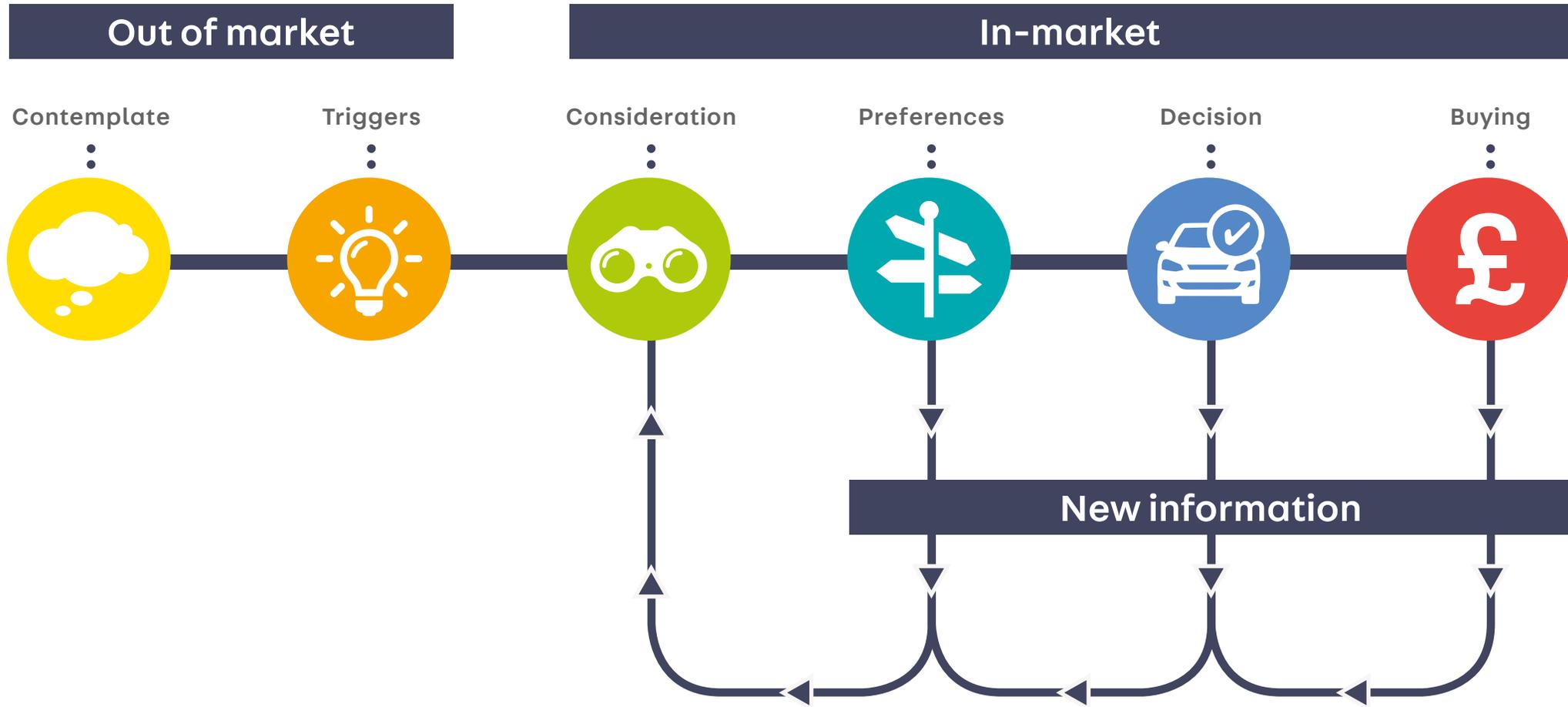
# Memory fog



**Messy!**



# The Car Buying Journey



# Giving up



**Loyalty is dead**



**How did we release the results?**

 AutoTrader

# The Car Buyers Report

Not used, not new, but next



# The Car Buyers Report

Not used, not new, but next

Download the report



## Car Buyers Report 2017

Welcome to the Auto Trader Car Buyers Report, our most comprehensive study into the consumer car buying journey to date.

A stage by stage overview of the car buying journey, looking at time spent, missions, barriers & obstacles experienced at each stage & the role Auto Trader plays, as well as how the journey varies for different people (e.g. new / used buyers, male / female, older / younger etc.)

The automotive retail market is a fast evolving one, with just about every aspect of the sector changing dramatically in recent years; the way we pay for a car, the way we research it, and even the car itself. Within this report, we wanted to understand the impact these changes were having on the car buying journey and how easily consumers were finding it to navigate through to their perfect car.

Download the full report

- Car Buyers Report 2017
- Customer email 12.09.2017
- Car Buyers Webinar
- Customer facing presentation

## AutoTrader Retailer Insight Webinars



Q&A

Enter your question

Submit

Slides

Car Buyers Report Webinar - Fri 1 Sep 2017  
Presenters - Nick King - Stuart Bluck - Chris Good

### Key findings

- Planned entry**  
There are signs of buyers to enter the market, though in the wake of the crash, there are still many who are still waiting for a change in circumstances. Younger buyers with smaller budgets place more emphasis on getting the right price than on getting the best car and value for money.
- Trust & transparency**  
When car buyers enter the market, they also have a lot of preconceptions about the industry. It's not clear if the industry is as open and honest as they think it is.
- Simplicity**  
With the sheer volume of choice and personalisation available in today's used car market, options can be overwhelming. 65% of car buyers know they'll have to spend a lot of time and effort in order to make a decision. The ability to simplify the process, the options available and offers are therefore crucial.
- Reassurance**  
Once car buyers are in the market, they need to be reassured that the car is what they need. With the sheer volume of choice and personalisation available, it's important to provide reassurance for the buyer. This can be done through a variety of means, such as providing a warranty or a return policy, to make the buyer feel confident in their choice.
- Open to influence**  
Car buyers are more open to influence throughout the buying process. This is particularly true for younger buyers, who are more likely to be influenced by social media and online reviews. It's important to provide a good customer experience throughout the buying process, to ensure that the buyer is satisfied with their choice.
- Mental fatigue**  
Car buyers have a limited amount of mental effort that they can expend. This is particularly true for younger buyers, who are more likely to be influenced by social media and online reviews. It's important to provide a good customer experience throughout the buying process, to ensure that the buyer is satisfied with their choice.



**Matt Schofield**  
People Leader & Business Partner at Auto Trader UK  
1mo

Thanks again to [Chris Good](#) for presenting the latest Car Buyers Report last week. Some great insight in there that's worth spreading far and wide!

<https://lnkd.in/eH256Nv>



20 Likes

Like Comment Share

### Want to know more?

Watch our webinar from last week where Stuart Bluck and Chris Good take you through the report and the insight it gives us, and what it means for retailers.

Get your hands on a copy...

- Pick up a report from the newsstands in Concierge
- Read more in Knowledge Hub

You might see the report's findings in the media, in news articles and trade magazine advertorials – keep your eyes peeled!

Read the key findings Watch the webinar Read the full report

# What was the impact?

What was the impact for Manufacturers?

**We've changed perceptions of car  
manufacturers**



What was the impact for Manufacturers?

**The research is directly attributable to  
a 10% year-on-year increase in our  
revenue**

# IT'S TIME TO SHOW YOUR DARK SIDE



DISCOVER F-PACE >

### Find your next car

CB10AX Distance (national) ✓

Show: Used ✓ Nearly new ✓ New ✓

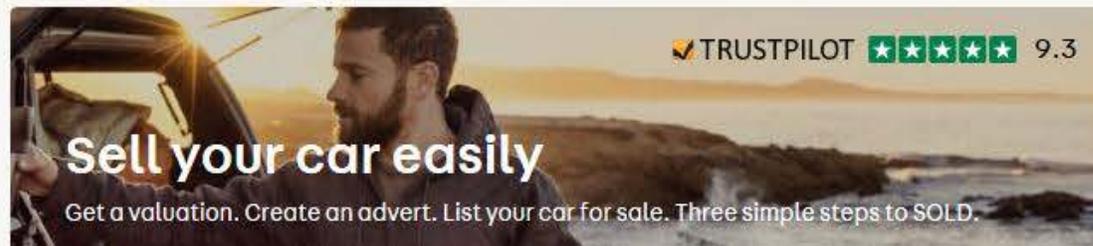
Make (any) ▾

Model (any) ▾

Min Price ▾ Max Price ▾

**Search 455,844 cars**

More options

✓ TRUSTPILOT ★★★★★ 9.3

## Sell your car easily

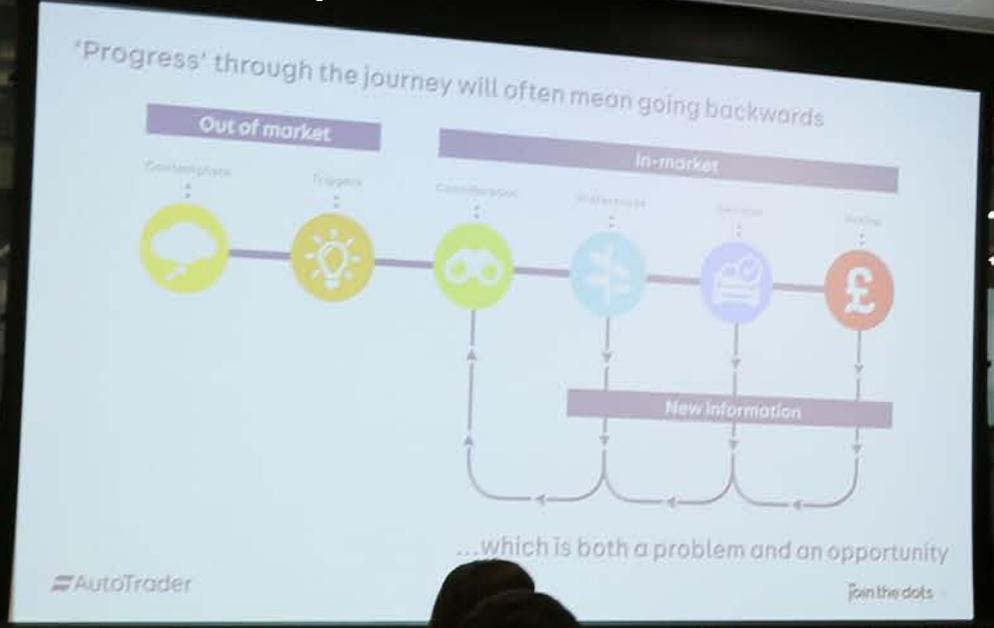
Get a valuation. Create an advert. List your car for sale. Three simple steps to SOLD.



Illustration showing a car and a smartphone displaying a form with fields for 'ENTER REG', 'ENTER MILEAGE', and a license plate area.

# What was the impact for car dealers?

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What was the impact for car dealers?



What was the impact for car dealers?

**We achieved fantastic press coverage**

## through the buy

Consumers are open to influence much further into the car buying process than previously thought, creating significant opportunities for retailers and manufacturers alike. The complex nature of the buying journey means buyers flip between their of cars, frequently changing their on makes and models. There are opportunities both to retain loyal customers and attract new customers, when nearly at the point of purchase. The feeling of being overwhelmed by the leads to a strong desire for

off the forecourt and sit with others on the related advertisement subconsciously priming their next car purchase but significant, and enters the market cold. This is where initial are formed around and/or cars; three quarters are open to purchasing formally entering the For four out of five their entry into the

## Automotive snail the challenges of today's car buy

The automotive retail market is a fast evolving one, with just about every aspect of the sector changing dramatically in recent years. To help understand what impact these changes are having on the car buying journey, and ultimately, on retailers, we commissioned our most comprehensive study into the consumer car buying journey to date. The six-month study tracked every element of the buying process, from conversations with friends and online browsing behaviours, through to social media engagement and dealer forecourt visits. The result? The most accurate look at the modern car buying journey, challenging today's We've p Auto Tr available https:// car-buy In the re stages o challeng and look has bec snakes o process become and stre

85% of car buyers know they'll of time and effort in order to m

Stage-by-stage overview of the car buy 'Progress' through the journey will often mean



To read the findings in full, and to discover how you car buying journey, download the Car Buyers Report https://trade.autotrader.co.uk/car-buyers-report

For the latest news, views and insight for the automotive retail community, follow @ATInsight on Twitter and LinkedIn



## s can easily



nce further into the buying process than ding to new research released today.

ditioned by Auto Trader, shows that even well mation such as a car advertisement or peer customer back to the beginning of the journey.

consumers go through six key stages when triggers, consideration, preferences,

buyers are narrowing their search preferences, about the make they were considering at least nt of buyers when it came to model and 40

ve a limited amount of mental effort they're eated by the current process resulted in as eir search for their ideal car and just making a

th younger buyers, as 75 per cent of 17- to ed of looking around' and 85 per cent of car buyers didn't think the car they had purchased was their 'perfect car'.

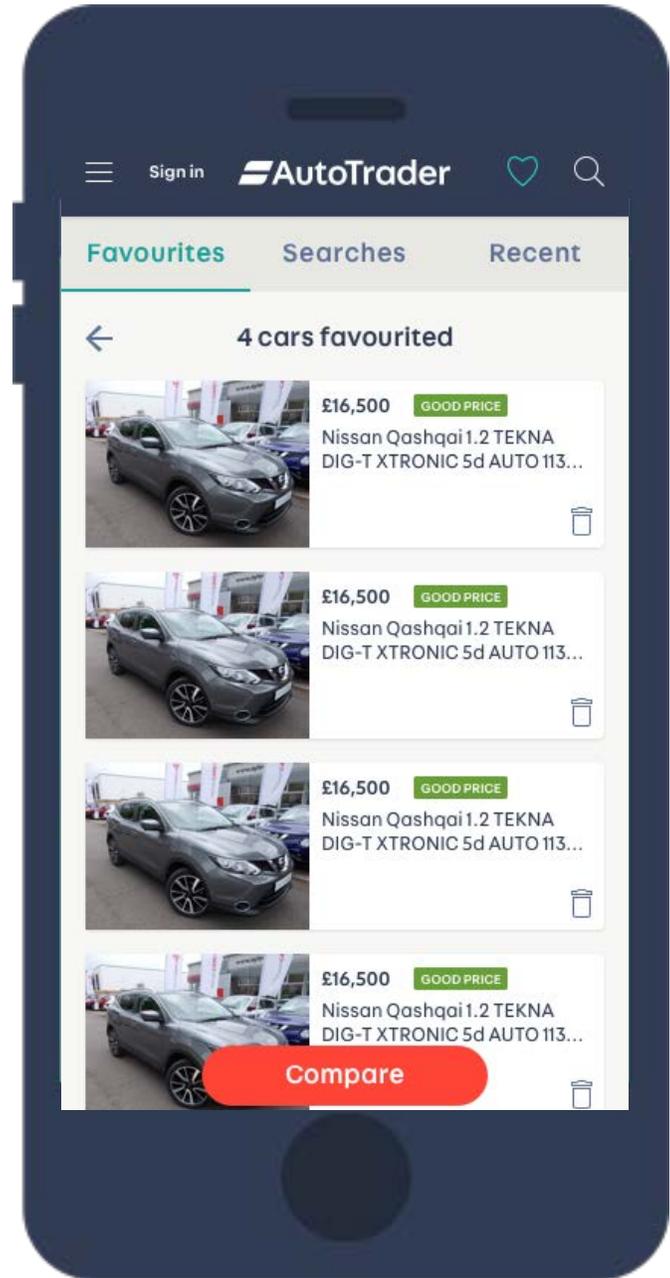
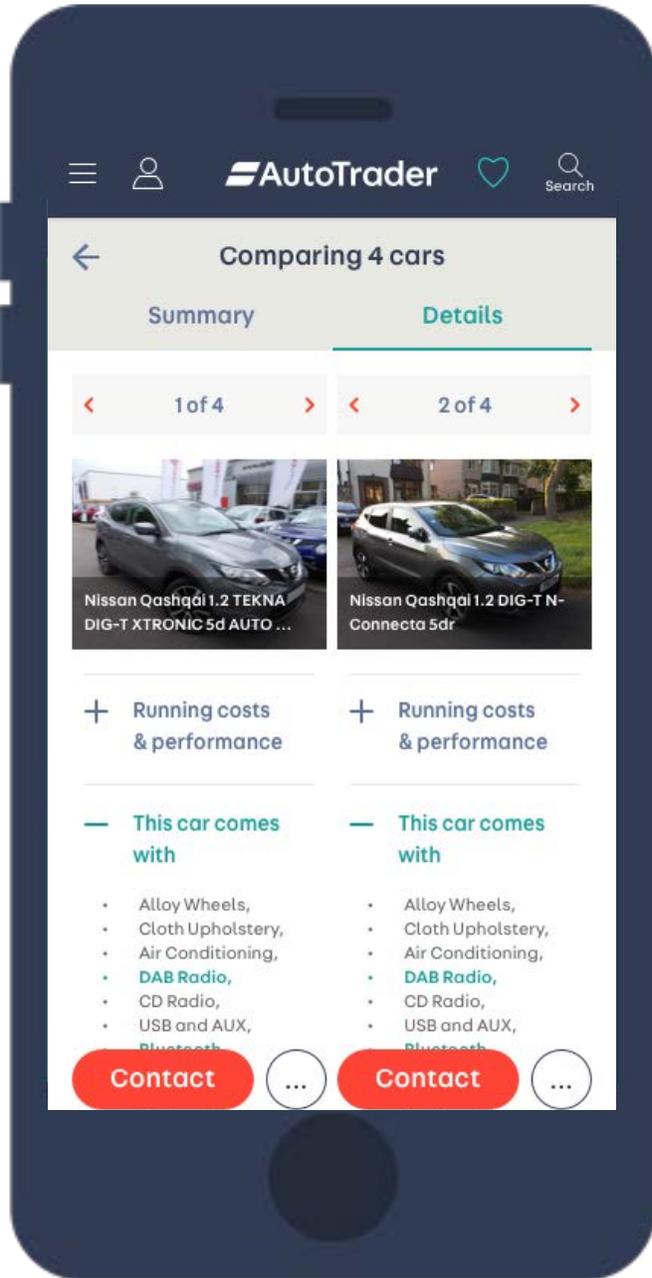


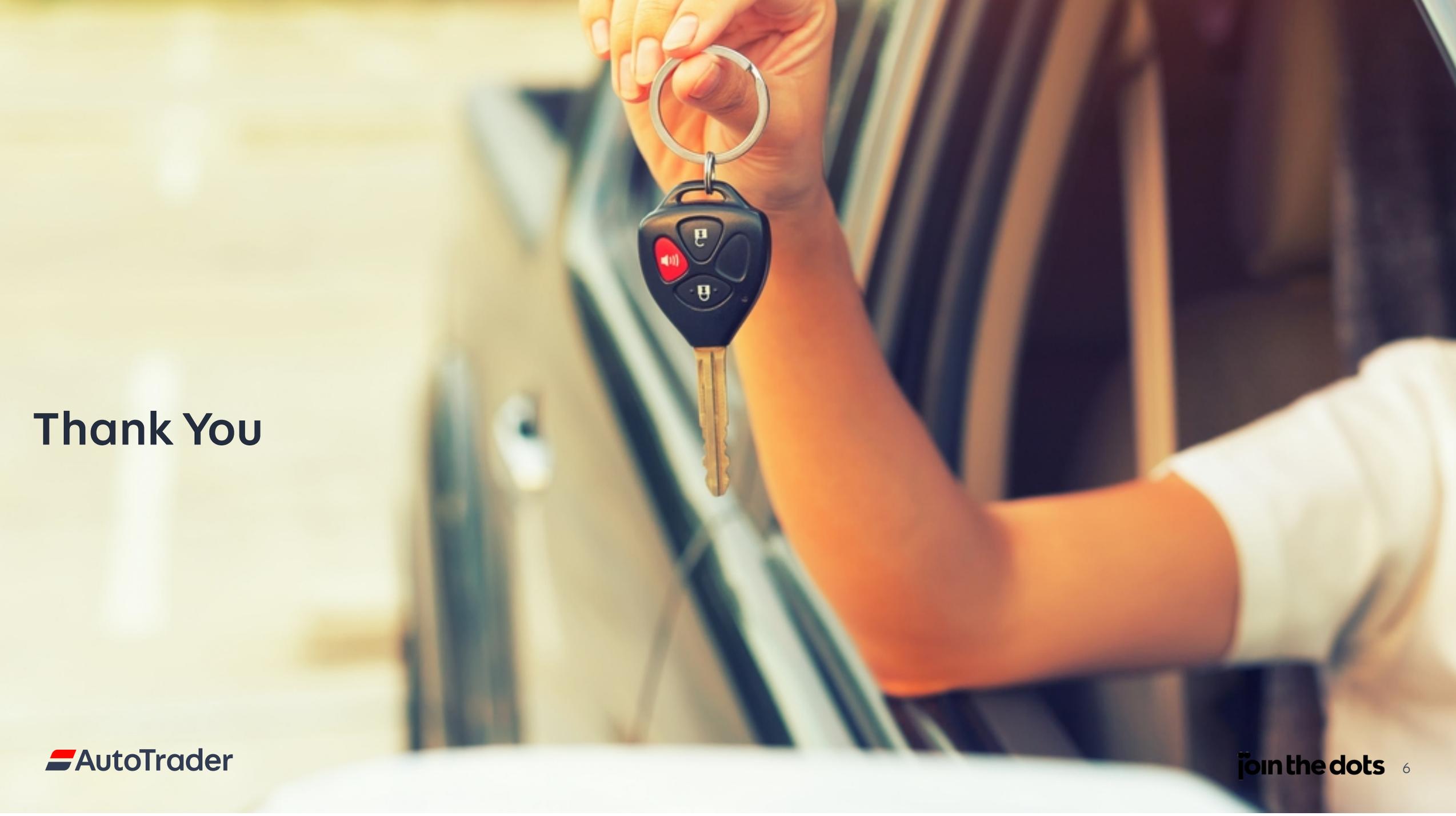
Tagged with: [AUTO TRADER](#) [NEW CAR SALES](#) [USED CAR SALES](#)

they're going to buy - you know they even have a car to part exchange. This information allows us to build a picture in real-time of how consumers are engaging with a particular automotive brand. That data makes it possible to support manufacturers on how they can grow market share and where they are currently buying the car or purchase occasion based on interest profiling of the target audience. Importantly, it demonstrates how the right data can drive tailored creatives, helping brands reach today's car buyers in an engaging and impactful way. A successful sales person goes to great lengths to understand the person they're pitching to - their buyers, their opinions to reassure and the needs for a creative that puts their requirements at the heart of the narrative. Only by adopting personalised advertising will we be able to move the dial on relevance, engagement and response. To read the Car Buyers Report in full, please visit

**What was the impact for consumers?**







Thank You