


The Drive to Decide

*Mega Trends and Micro Moments in the
New Car Buyer's Path to Purchase*





Today's Auto shoppers are digitally savvy & visit the dealership less, instead relying on online research, mobile & video to stay informed and make decisions.

To reach & engage with the digital Auto shopper, we must think in terms of the consumer's micro moments of influence.

Purchase paths vary in length & process, but typically the journey begins online -- with search & online video as key influencers across phases.

The modern Auto shopper walks into the dealership armed with a staggering array of information. Delivering on research needs & inspiring the consumer is critical -- brands that succeed in this will win the sale!



**Today's Auto Shopper...
looking @tomorrow's one**

% of population 18+ years who access the internet for personal reasons

71%

2012

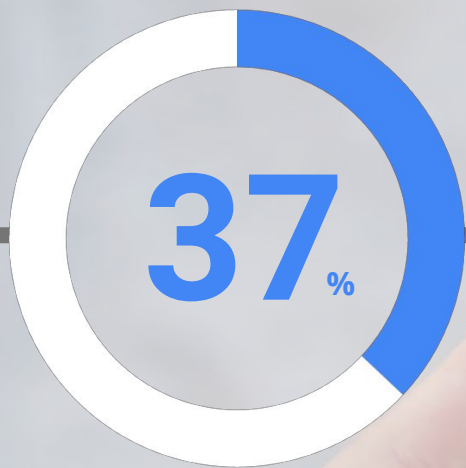
Personal internet usage

has grown over the past years

77%

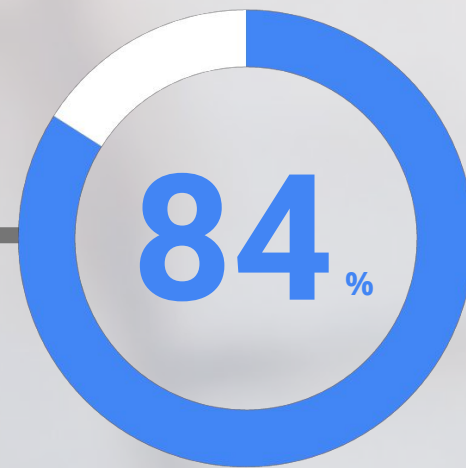
39 Million People

2016



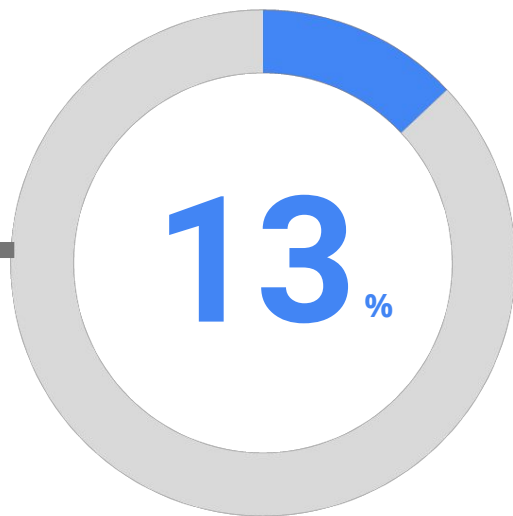
2012

Smartphone usage
has clearly grown, too



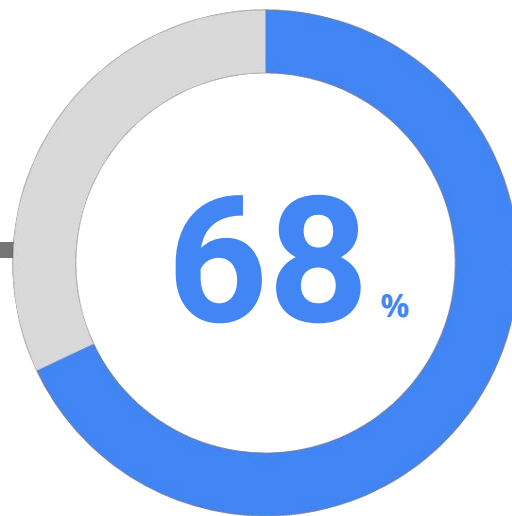
2016

Smartphones are the preferred device to access the Internet



2012

Share of Internet
usage via smartphone



2016

People are using more connected devices

Age 18+ population

2012 2016

2.2 2.9

of connected devices
used on average

Auto buyers skew high for these digital behaviors

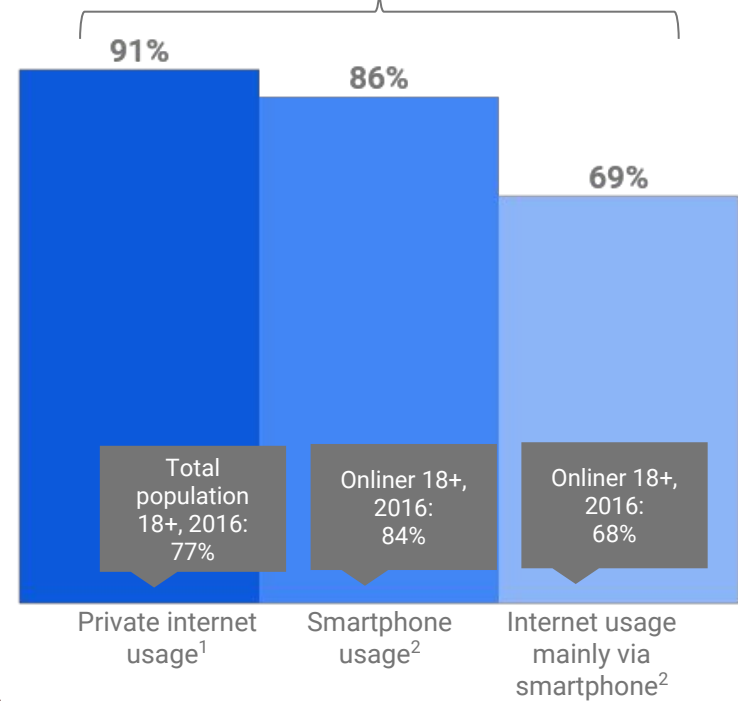
Car buyers have access to

2.9

Connected devices on average

Onliner 18+,
2016:
2.9

Auto buyers age 18+, 2016



Question asked: Q6: How often do you use the internet for private purposes? / Q12NV1: How often do you use a smartphone? / Q16_1_4: How often do you use the internet via your devices?

*Metric based on usage of smartphones, tablets, computers, connected media players, eReaders and Smart TVs

Base: 1) Local car purchaser 18+, n = 94; 2) Private online users 18+ who purchased a car within the past 12 months n = 85

Source: CCS 2016

Auto shoppers invest a lot of time and effort in their research



39%

explored more information sources
compared to previous new car
purchases

Important questions are answered in micro-moments



Some look on their smartphone for information about a new car **in-between tasks**; between organizing the morning and going to work

31 %

of new car buyers look for information in-between tasks

While **waiting or commute** picking up a smartphone – to kill time or use this moment to research for interesting products

44 %

of new car buyers researched for their new car while commuting or waiting

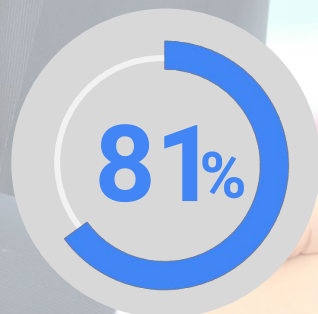
And sometimes **others tell something about new cars** – and one immediately checks this on a smartphone

22 %

of new car buyers researched something they heard from others

Some purchase cycles are quick, others not

Amount of time needed to collect information, from start to final purchase



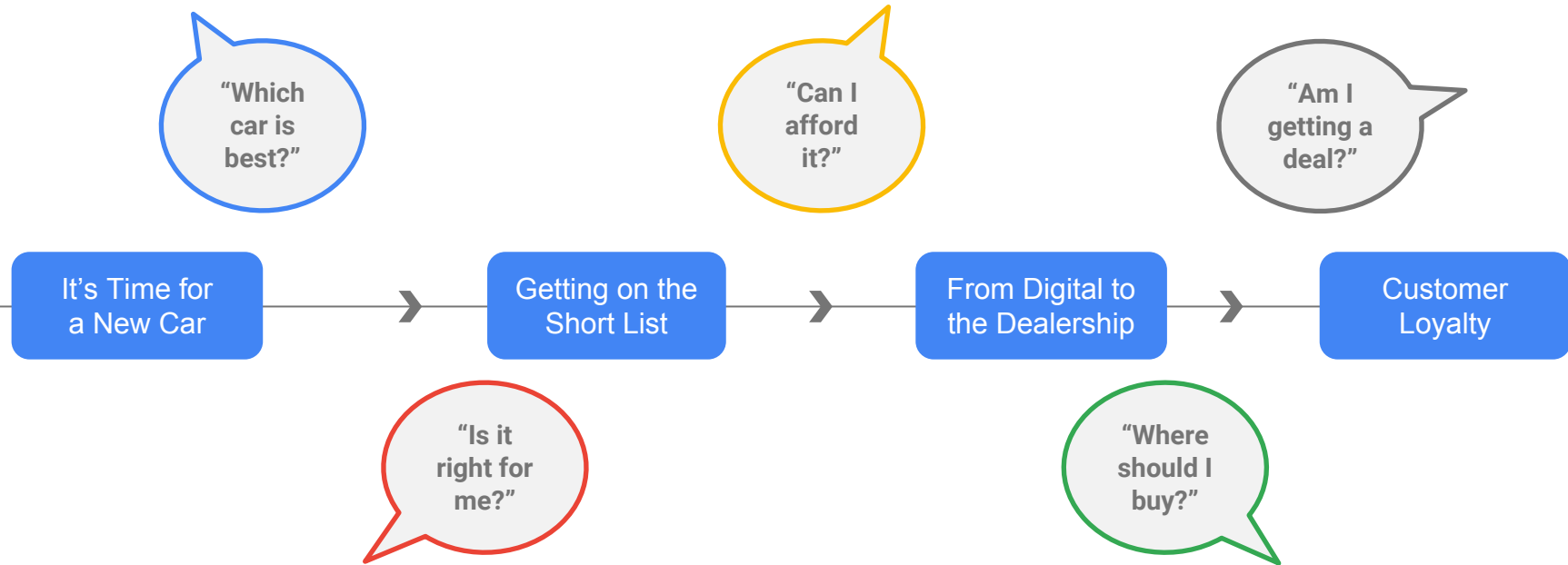
within 3 months



more than 3 months

Remaining 4% answered with 'do not remember'

Today's journey is made of milestones and moments



Three mega trends affect the auto path to purchase



Online

96%

research online



Mobile*

66%

research on their smartphone*



Video

78%

watch online video



The average auto buyer
visits the dealership

2.8

times before making a
purchase

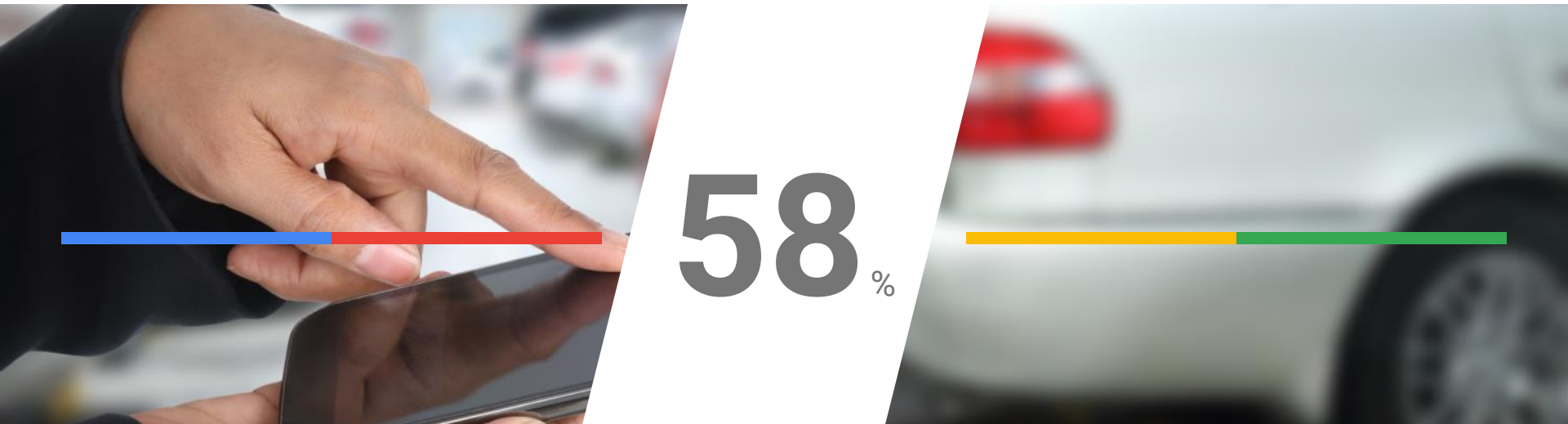


It does not take many test drives to make a decision

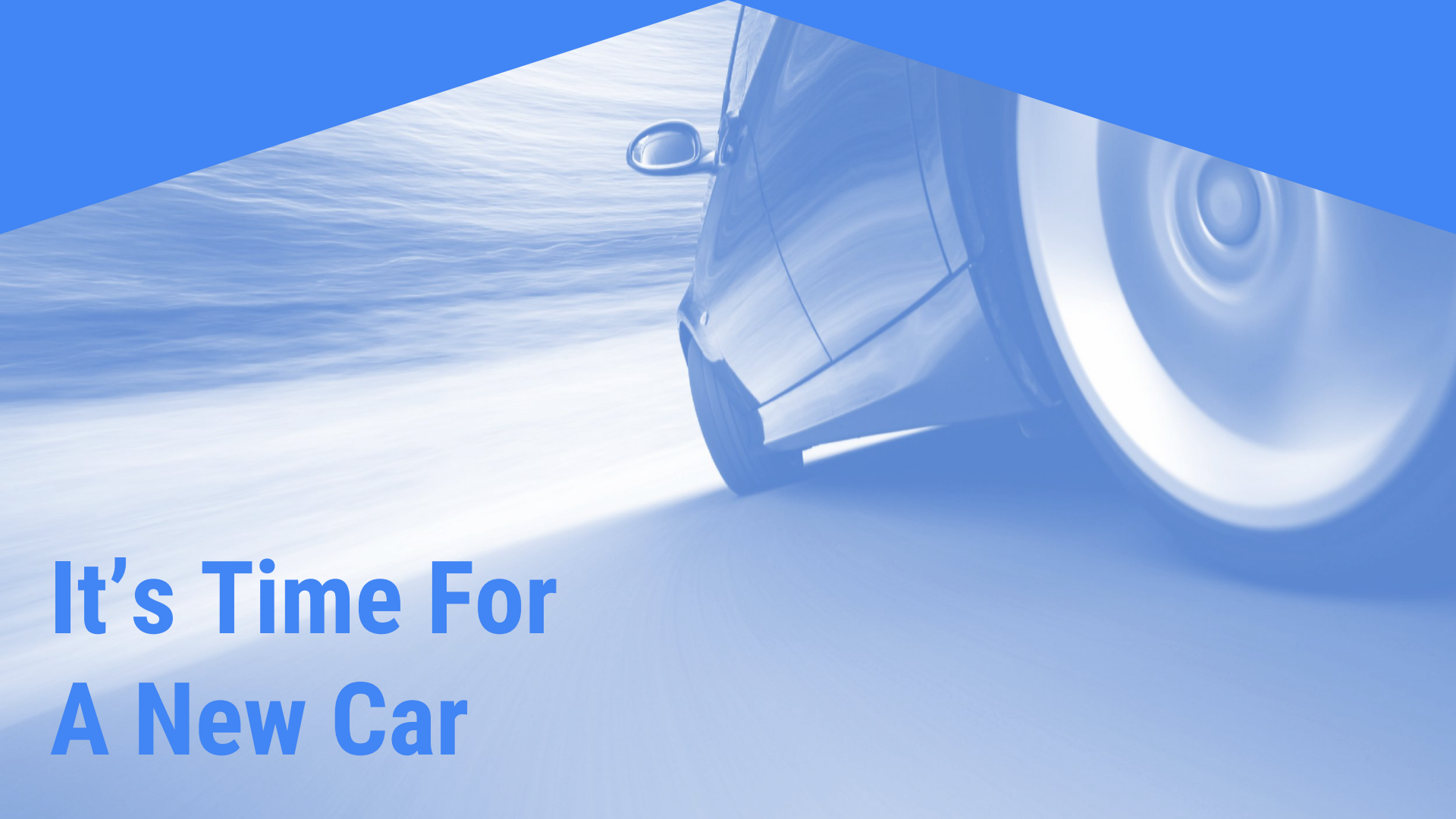
1.1

test drives before purchase,
on average

Dealer discovery is an important milestone



of auto shoppers bought from a dealer with whom they had no prior relationship or familiarity



**It's Time For
A New Car**

One change can bring about another...

Lifestyle needs can trigger buyers to decide that it's time for something new



17%

Financial situation improved

14%

New or changed job

10%

Moved to a new place

9%

Growing family

8%

Got married

Practical reasons can also prevail

Sometimes new offers or features make buyers start thinking about a new car

58%

Needed to replace a vehicle

22%

Noticed a good offer or promotion

19%

Wanted better fuel efficiency

14%

Just wanted a new vehicle

14%

New security or technology standards



Many of these shoppers are
doing this for the first time

31%

PURCHASED A NEW CAR THE FIRST TIME



The Auto Shopper's Moments:

WHICH CAR IS BEST?



OF BUYERS **ACTIVELY** SEARCH FOR INFORMATION ABOUT
THEIR NEW CAR IN A **'WHICH CAR IS BEST?'** MOMENT

'Which car is best?'

Vehicle reviews & ratings are important in this moment

What buyers look for in a 'Which car is best?' moment
% of buyers who looked for this specific information in this key moment

VEHICLE REVIEWS OR RATINGS

52%

VEHICLE SIZE, TYPE OR SEGMENT

47%

PERCEPTION OF SAFETY AND DURABILITY

43%

BRAND REPUTATION

42%

HANDLING AND DRIVING EXPERIENCE

34%

VEHICLE AWARDS

6%

'Which car is best?'

Information needs differ between first time and repeat buyers

What buyers look for in a 'Which car is best?' moment

% of FIRST time buyers / of REPEAT buyers

VEHICLE REVIEWS OR RATINGS

48% FIRST TIME

53% REPEAT

VEHICLE SIZE, TYPE OR SEGMENT

40%

50%

PERCEPTION OF SAFETY AND DURABILITY

43%

44%

BRAND REPUTATION

54%

36%

HANDLING AND DRIVING EXPERIENCE

41%

31%

VEHICLE AWARDS

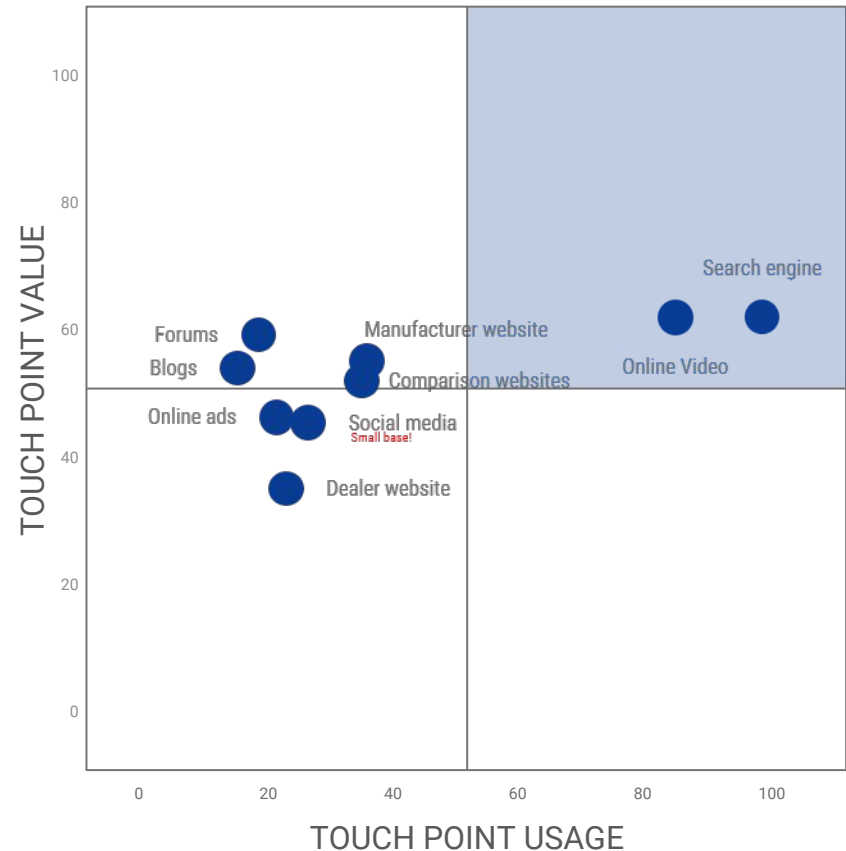
10%

4%

'Which car is best?'

ONLINE TOUCH POINT USAGE AND VALUE IN A 'WHICH CAR IS BEST?' MOMENT

(Online) search & video are used often & highly valued



Question asked: Q11 // Websites where online video were watched before purchase // On which of these websites or apps did you watch online videos before your most recent vehicle purchase?

Q15_19_Value1_all // Value of online video sites in Which-car-is-best-moments // On which sites did you see helpful online videos?

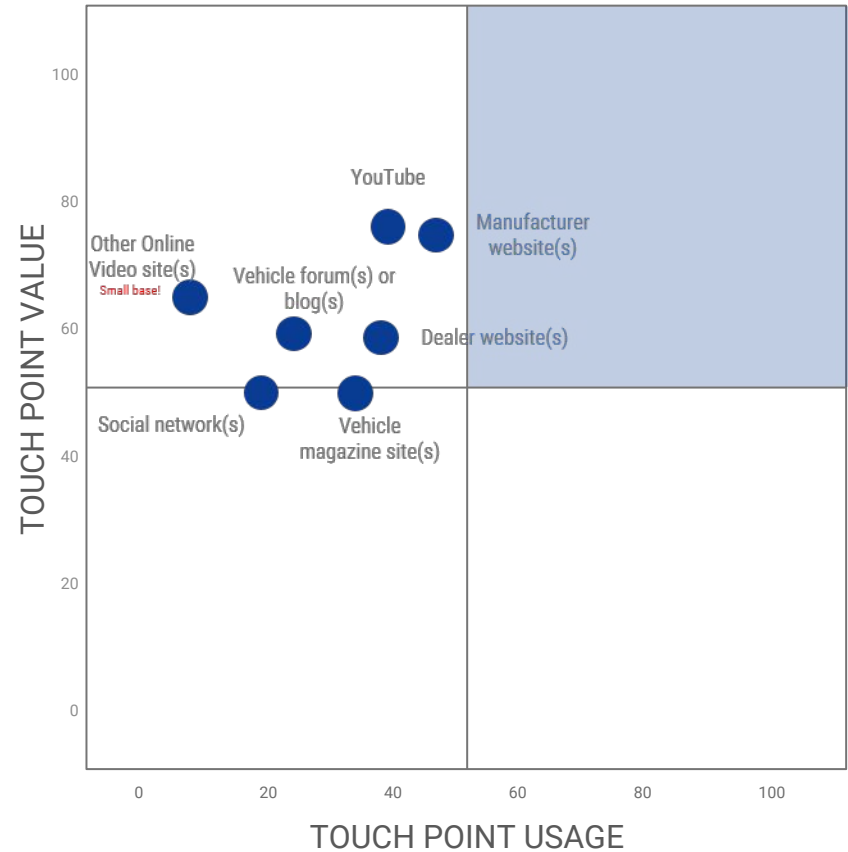
Base: X-axis New car buyers who actively looked for information in this moment, n = 471, Y-axis: New car buyers who used Manufacturer or brand website(s) n = 176, Vehicle evaluation or comparison websites n = 139, Dealer website(s) n = 105, Online vehicle forums n = 90, Vehicle related blogs n = 83, Advertising you noticed on the Internet n = 93, Social media n = 53, Search engines n = 184

Source: Auto CB 2016

'Which car is best?'

ONLINE VIDEO PLATFORM USAGE AND VALUE IN A 'WHICH CAR IS BEST?' MOMENT

(Video) YouTube & brand site most valued by buyers

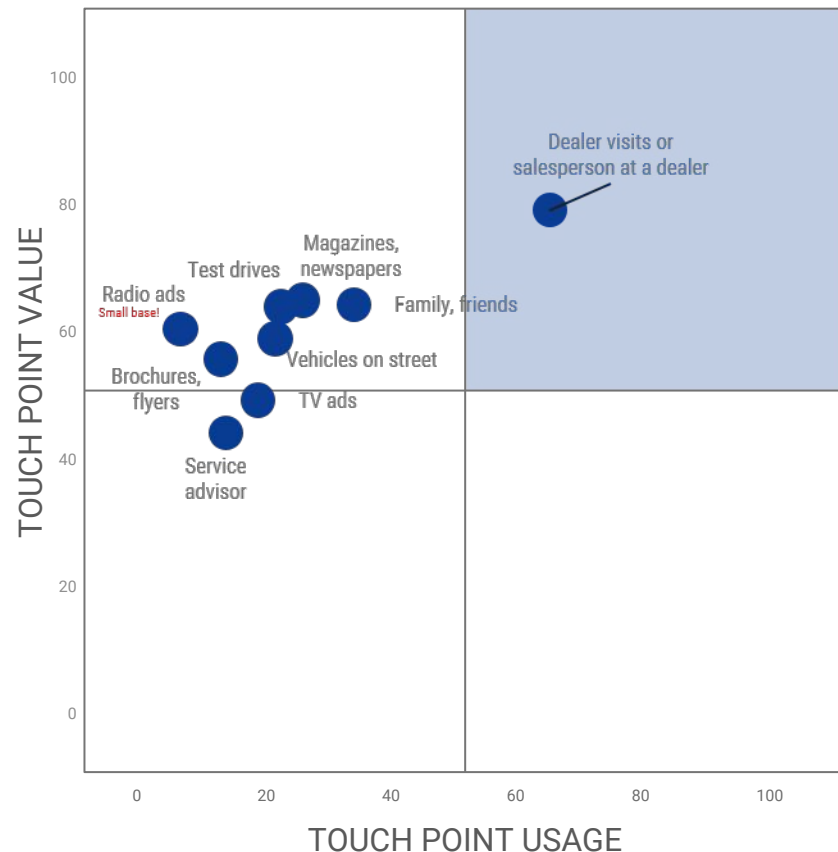


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Q15_19_Value1_all // Value of online video sites in Which-car-is-best-moments // On which sites did you see helpful online videos?
Base: X-axis: New car buyers who watched online video and who are in-moment-researchers with online video, n = 379, Y-axis: New car buyers who used the shown video site and who are in-moment-researchers with online video, YouTube n = 179, Social network(s) n = 84, News or vehicle magazine site(s) n = 122, Vehicle review(s) or advice site(s), forum(s) or blog(s) n = 103, Manufacturer or brand website(s) n = 166, Dealer website(s) n = 134, Other Online Video site(s) n = 33; Source: Auto CB 2016

'Which car is best?'

OFFLINE TOUCH POINT USAGE AND VALUE IN A 'WHICH CAR IS BEST?' MOMENT

(Offline) in-person product experience offers highest value



Question asked: Q8 - Offline information sources that were used or influenced the purchase - Which of these offline sources informed or influenced your recent vehicle purchase, at any stage?

Base: X-axis: Base: New car buyers who are in-moment-researchers, n = 471, Y-axis: New car buyers who used the shown video site and who are in-moment-researchers, n = 471

Test drives n = 104, Family, friends n = 158, TV ads n = 79, Radio ads n = 33, Magazines, newspapers n = 111, Vehicles on street n = 100,

Service advisor n = 60, Brochures, flyers n = 66, Dealer visits or salesperson at a dealer n = 287

Source: Auto CB 2016



Getting On The Short List

*How many cars I did I have in my consideration set at the beginning?
Four or five I'd say. I then looked on websites to collect information:
price, color, standard equipment, engine. Simply a rough decision matrix.
You look to see what information is offered.*

*Mini qualitative research new car purchases, female, 34, unmarried with long-distance partner.
Works part-time as a research assistant. Interviews conducted in March 2016.*

Buyers typically consider multiple vehicle brands

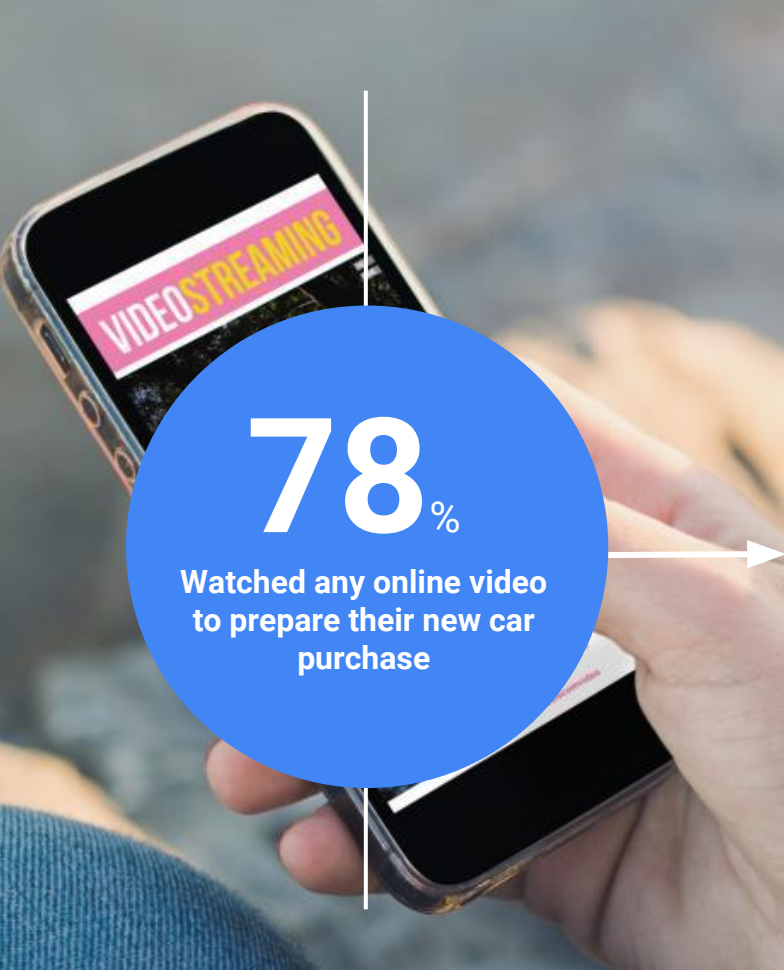


Also buyers will often change their minds



24%

began the process with one car in mind,
but bought something different



Professional content is most relevant to the auto shopper

Share of buyers who watched online video format:

Videos professionally produced by vehicle manufacturer

55%

Videos professionally produced by independent 3rd party

30%

Amateur videos produced by consumers or private persons

16%

Online Video heavily influences the purchase journey

ONLINE VIDEO INTRODUCED A VEHICLE PREVIOUSLY
NOT CONSIDERED

41%

ONLINE VIDEO POSITIVELY CHANGED MIND ABOUT
CAR OR MANUFACTURER

47%

82%

Actively did a
follow-up action

Online video creates signals of intent

VISIT A DEALER WEBSITE

35%

REQUEST A PRICE QUOTE

26%

USE A CAR CONFIGURATOR TO BUILD & PRICE A VEHICLE

19%

LOCATE A DEALER

17%

REQUEST OR DOWNLOAD A BROCHURE OR CATALOG

17%

SCHEDULE A TEST DRIVE

14%

PARTICIPATE IN SALES EVENTS OR ACTIVATE PROMOTION OR OFFER

6%

Question asked: Q31 - Follow up action after watching online video - Did something you saw in an online video lead to any of the actions below?

Base: New car buyers who watched online video before their purchase, n = 395

Source: Auto CB 2016



The Auto Shopper's Moments:

IS IT RIGHT FOR ME?



OF BUYERS ACTIVELY SEARCH FOR INFORMATION ABOUT
THEIR NEW CAR IN A **'IS IT RIGHT FOR ME?' MOMENT**

'Is it right for me?'

Vehicle quality & space are important in this moment

What buyers look for in a 'Is it right for me?' moment

% of buyers who looked for this specific information in this key moment

QUALITY

54%

SPACE

54%

EXTERIOR DESIGN & STYLING

39%

PERFORMANCE

38%

INTERIOR DESIGN & STYLING

37%

DRIVING ASSISTANCE

30%

CONNECTIVITY

25%

HYBRID OR ALTERNATIVE FUEL

24%

COMFORT OR LUXURY FEATURES

16%

ELECTRIC VEHICLE

5%

'Is it right for me?'

Information needs differ between first time and repeat buyers

What buyers look for in a 'Is it right for me?' moment

% of FIRST time buyers / of REPEAT buyers

QUALITY

49% FIRST TIME

57% REPEAT BUYERS

SPACE

43%

59%

EXTERIOR DESIGN & STYLING

44%

37%

PERFORMANCE

29%

42%

INTERIOR DESIGN & STYLING

33%

39%

DRIVING ASSISTANCE

24%

32%

CONNECTIVITY

26%

24%

HYBRID OR ALTERNATIVE FUEL

29%

22%

COMFORT OR LUXURY FEATURES

15%

17%

ELECTRIC VEHICLE

7%

5%



The Auto Shopper's Moments:

CAN I AFFORD IT?



89%

OF BUYERS ACTIVELY SEARCH FOR INFORMATION ABOUT
THEIR NEW CAR IN A 'CAN I AFFORD IT?' MOMENT

'Can I afford it?'

Fuel efficiency & purchase cost are important in this moment

What buyers look for in a 'Can I afford it?' moment
% of buyers who looked for this specific information in this key moment

FUEL EFFICIENCY

65%

PURCHASE COSTS

55%

WARRANTY

34%

ECO-FRIENDLY FEATURES

24%

FINANCING RATES OR OPTIONS

21%

OTHER OWNERSHIP OR MAINTENANCE COSTS

21%

LEASING RATES OR OPTIONS

19%

SUSTAINABILITY

17%

'Can I afford it?'

Information needs differ between first time and repeat buyers

What buyers look for in a 'Can I afford it?' moment

% of FIRST time buyers / of REPEAT buyers

FUEL EFFICIENCY

65% FIRST TIME

65% REPEAT BUYERS

PURCHASE COSTS

49%

57%

WARRANTY

39%

32%

ECO-FRIENDLY FEATURES

26%

23%

FINANCING RATES OR OPTIONS

27%

19%

OTHER OWNERSHIP OR MAINTENANCE COSTS

17%

23%

LEASING RATES OR OPTIONS

17%

20%

SUSTAINABILITY

19%

17%



The Auto Shopper's Moments:

WHERE SHOULD I BUY?



90%

OF BUYERS ACTIVELY SEARCH FOR INFORMATION ABOUT
THEIR NEW CAR IN A 'WHERE SHOULD I BUY?' MOMENT

'Where should I buy?'

Price is most important in this moment

What buyers look for in a 'Where should I buy?' moment

% of buyers who looked for this specific information in this key moment

PRICES

61%

PICTURES OF VEHICLES

34%

LOCATION OF DEALERSHIP

31%

BUSINESS HOURS

30%

CAR OR SERVICE AVAILABILITY AT LOCATION

30%

REVIEWS OR RECOMMENDATIONS

25%

CONTACT INFORMATION

19%

DIRECTIONS TO DEALERSHIP

17%

VIDEOS OF THE VEHICLES

11%

PICTURES OF THE DEALERSHIP

10%

ONLINE PURCHASE OPTIONS

6%

VIDEOS OF THE DEALERSHIP

4%

TRAFFIC INFORMATION

2%

'Where should I buy?'

Information needs differ between first time and repeat buyers

What buyers look for in a 'Where should I buy?' moment

% of FIRST time buyers / of REPEAT buyers

PRICES

59% FIRST TIME BUYERS

62% REPEAT BUYERS

PICTURES OF VEHICLES

36%

33%

LOCATION OF DEALERSHIP

30%

31%

BUSINESS HOURS

36%

27%

CAR OR SERVICE AVAILABILITY AT LOCATION

25%

32%

REVIEWS OR RECOMMENDATIONS

23%

26%

CONTACT INFORMATION

26%

15%

DIRECTIONS TO DEALERSHIP

17%

18%

VIDEOS OF THE VEHICLES

10%

12%

PICTURES OF THE DEALERSHIP

14%

8%

ONLINE PURCHASE OPTIONS

10%

4%

VIDEOS OF THE DEALERSHIP

10%

2%


TRAFFIC INFORMATION

5%


1%



From Digital To The Dealership

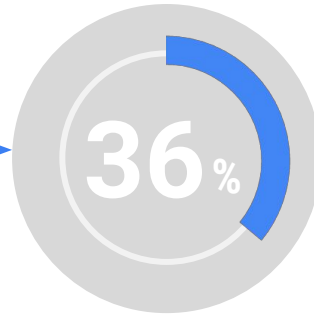


Did I enjoy the process of buying a car? Well, looking for the right car was fun. But when it's time to buy, that's when you feel stress and deal with risks.

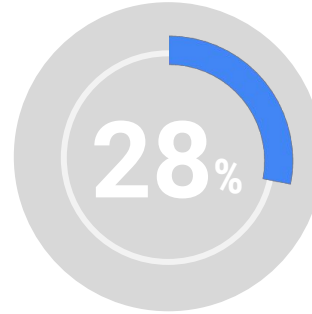


*Mini qualitative research on new car purchases, male, 38, married with 2 children.
Works as an economist in human resources development. Interviews conducted in March 2016.*

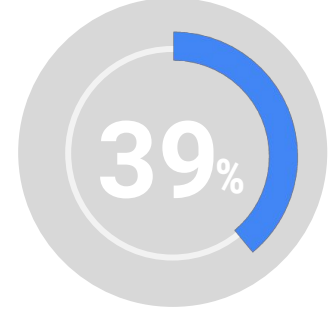
Buyers find their dealers online, via search or dealer's website



found dealer via
search engine



found dealer via
dealer's website



found dealer via
website of make

Buyers use their smartphone to research – even when at the dealership

SMARTPHONE RESEARCH¹

66%



SMARTPHONE RESEARCH ON THE LOT²

53%





The Auto Shopper's Moments:

AM I GETTING A DEAL?



OF BUYERS ACTIVELY SEARCH FOR INFORMATION ABOUT
THEIR NEW CAR IN A 'AM I GETTING A DEAL?' MOMENT

'Am I getting a deal?'

Promotions, deals dominate this moment

What buyers look for in a 'Am I getting a deal?' moment

% of buyers who looked for this specific information in this key moment

PROMOTIONS, DEALS, ETC.

81%

VEHICLE STICKER PRICE

54%

PROJECTED RESALE VALUE

19%

'Am I getting a deal?'

Information needs differ between first time and repeat buyers

What buyers look for in a 'Am I getting a deal?' moment

% of FIRST time buyers / of REPEAT buyers

PROMOTIONS, DEALS, ETC.

84% FIRST TIME BUYERS

79% REPEAT BUYERS

VEHICLE STICKER PRICE

37%

61%

PROJECTED RESALE VALUE

17%

19%



Customer Loyalty

Many buyers are at least somewhat decided at the start

Completely decided

20%

Somewhat decided

64%

Completely undecided

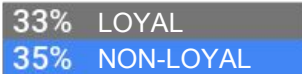
11%

Non-loyal buyers research more aspects of their new car

Aspects of new car researched before purchase

% of LOYAL buyers / of NON-LOYAL buyers

PERFORMANCE



QUALITY



HYBRID OR ALTERNATIVE FUEL



INTERIOR DESIGN & STYLING



WARRANTY



FUEL EFFICIENCY



LOCATION OF DEALERSHIP



REVIEWS OR RECOMMENDATIONS



PICTURES OF VEHICLES



PROMOTIONS, DEALS, ETC.



PROJECTED RESALE VALUE



Research behavior differs between loyal and non-loyal buyers

TOUCH POINTS USED TO RESEARCH

% of LOYAL buyers / of NON-LOYAL buyers

SEARCH ENGINES

96% LOYAL

94% NON-LOYAL

ONLINE VIDEO

88%

73%

BRAND WEBSITES

28%

34%

DEALER WEBSITES

19%

20%

REVIEW SITES

33%

29%

COMPARISON SITES

26%

33%

SOCIAL MEDIA

30%

22%

DEALER

51%

66%

WOM

25%

35%

The Drive to Decide

*Mega Trends and Micro Moments in the
New Car Buyer's Path to Purchase*



Today's Auto shoppers are digitally savvy & visit the dealership less, instead relying on online research, mobile & video to stay informed and make decisions.

Step in to fill the void. Everywhere the consumer looks for information, there is an opportunity to engage them.

To reach & engage with the digital Auto shopper, we must think in terms of consumers' micro moments of influence.

The smartphone is the anchor to micro moments.
Invest in the mobile consumer in proportion.

Purchase paths vary in length & process, but typically the journey begins online -- with search & online video as key influencers across phases.

Build search programs & deliver video content to respond to customer needs at all phases & moments.

The modern Auto shopper walks into the dealership armed with a staggering array of information. Delivering on research needs & inspiring consumers is critical -- brands that succeed will win the sale!

Every brand interaction leaves an impression.
Invest in the experiences that set your brand apart.



Methodology

Data source of this report

Target Population

New car purchaser who use the internet

Sampling

Sample size IT n = 527

Quotas were applied on age, gender, educational level and region as well as online activities and smartphone usage to ensure local representativeness for the target audience

Survey administration

Surveys were conducted through online panels

Questionnaires were administered in local language(s) for all countries surveyed

Questionnaire length was 20 minutes, questionnaire followed mobile-friendly design guidelines

Weighting

The reported data was weighted against the Connected Consumer Survey

Timing

Surveys were administered in March / April 2016

Small base

Small bases are clearly highlighted and should be used carefully to showcase the data

Net counts

Some data points are defined by net counts – in this case this is stated per chart. A net count is defined as 'at least one answer out of a set of answers with multi-select'