

## Certified Pre-owned Cars - US - August 2014

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“While CPO vehicle sales have seen tremendous growth over the past few years, they still only constitute about 14% of used car sales at franchise auto dealers. Factory-CPO vehicles suffer from poor consumer awareness and aren't very well differentiated from dealer CPO programs.”

– Colin Bird, Automotive Analyst

### This report looks at the following areas:

- How can dealers address the awareness issue of factory-certified pre-owned vehicles?
- How can the CPO programs at GM, Chrysler and Ford increase market share and brand desirability?

Over the five year forecast, CPO sales are expected to peak in 2016. The CPO market is primarily driven by the supply of late-model used vehicles, particularly off-leased vehicles, and by consumer awareness of CPO vehicles.

This report will highlight who is buying certified pre-owned vehicles and why. In addition, this report will help the reader discover which are the most sought after brands in regards to CPO, as well as the most important features, and what consumers are willing to pay for these vehicles. Additional information covered includes consumer awareness of specifics behind CPO programs, and whether or not there is a high level of consumer awareness when it comes to the differences between factory-certified pre-owned programs, which are mainly emphasized throughout this report, and dealer-run certified pre-owned programs.

This report builds on the analysis presented in Mintel's *Used Cars and Light Trucks – US, July 2011*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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