

Car Purchasing Process - US - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“With so many buyers using their cars for personal reasons, it makes sense to market the car as more than just a commuter-coddler. Proving that your car, truck, or SUV is versatile while loaded with the tech drivers’ desire is a good way to take advantage of market growth.”
– Tim Healey, Research Analyst—Automotive

This report looks at the following areas:

- Cars aren’t always for commuters
- Buyers likely to shop new, not used, and especially not CPO

Buying a new vehicle has always been an interesting process – after all, a household’s car or cars usually represents the second-largest purchase after their house (in the case of renters, a vehicle may be the largest purchase). It’s also been a difficult process, as consumers must navigate a market of over 300 models, deal with multiple dealerships (often representing the same brand) competing for their business, all while finding the best car for themselves at the right price. There are a variety of options – new or used or certified pre-owned, buy or lease – to consider, as well. On top of that, today’s technology is changing the way consumers research their next purchase – and in some cases, how they conduct the purchase itself.

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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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Key points

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