

Certified Pre-Owned Cars - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"CPO (certified pre-owned) vehicles are used vehicles that have been certified by an auto manufacturer or dealership to meet specific quality criteria. Certification gives car shoppers assurances as to the quality of the used vehicle that was purchased and the vehicles typically come at a higher price point than a standard used car."
- **Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- Less than two in 10 car shoppers considering a CPO vehicle for their next purchase
- Awareness of certified pre-owned programs limit interest
- Women show higher CPO consideration despite lower awareness

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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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