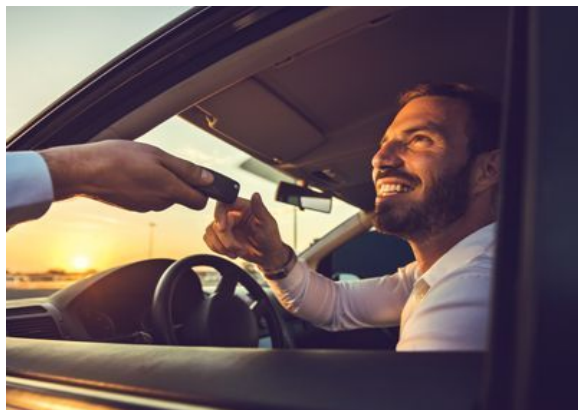


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"The household vehicle is typically the second most expensive purchase consumers make besides a home, and for American consumers it is often a necessary purchase. Consumers have a plethora of options available and must navigate those options to find the best vehicle for their budget and lifestyle."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- Car purchasing process remains a stressful endeavor for shoppers
- Older Millennials have trust issues with automotive sales
- Purchase location remains undecided until moment of purchase

For many Americans, a vehicle is not a luxury item but a necessary tool for economic opportunity. A vehicle is also likely the second most expensive purchase for a household, after the home. With the proliferation of vehicle information available online, and the ease of access to that information, consumers perform much of their research before reaching a dealership. Marketers must reach shoppers with the right messaging and pertinent information to best increase consideration during the car purchasing process.

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