

Certified Pre-owned Cars - US - August 2015

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

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The certified pre-owned car market is small but growing. Certified pre-owned (CPO) cars are used cars that have been certified by a manufacturer or dealership. Certification means that these vehicles are in very good or excellent condition and have passed an inspection by a trained technician, and it often means that these vehicles are under a certain amount of mileage or under a certain age.

This report looks at the following areas:

- CPO purchase intent is low
- Economic challenges still affect consumers

Because CPO cars provide both an intriguing alternative to new luxury vehicles – a CPO luxury vehicle will often be priced lower and at only a few years old will still offer many modern features – and because CPO cars often offer more peace of mind than a standard used car – few of which are sold with a warranty or service plan – the CPO market is an interesting slice of the total new- and used-vehicle market.

While the CPO market is small, with the overall vehicle market rebounding strongly after the recession, this report focuses on where the CPO market is today, where it can go (and grow) from here, how it can get there, and what might be standing in the way of future growth.

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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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Awareness of CPO cars strong, as is consideration

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Toyota garners strong CPO interest

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