

## Car Purchasing Process - Canada - May 2017

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

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"While the test drive remains key in the car buying process, many are turning to online research and resources to compare things such as pricing, dealership incentives and gas mileage. Consumers are also going online to peruse professional vehicle reviews, dealership reviews and to view owners' experiences."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Women are more likely to cite expensive repairs
- Online reviews can influence choice, especially among younger consumers
- Dealerships can be intimidating

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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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Repairs can be expensive

Challenging the franchise dealership model

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Most are considering a new vehicle

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