

Car Purchasing Process - US - July 2019

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"Vehicle sales are slowing; average vehicle prices are increasing and consumers showing reticence toward the car purchasing process. Consumers need more than aggressive pricing and TV commercials to entice them into purchasing their next vehicle. Consumers currently view the car purchasing process as a necessary evil they must be subjected to in order to get a vehicle."

– **Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

Automakers and auto retailers must undergo a transformation to shake negative consumer sentiment. While the car purchasing process has not changed significantly in recent years, consumers have. They tolerate the current process because they feel they have no other options in terms of where to purchase from; however, as younger generations grow into their purchasing power, they might look to start ups and other disrupters that will give them the experience they seek.

- **Why is car buying the worst?**
- **How to make car purchasing less unpleasant**
- **Online auto retailers need to build upon their creative marketing solutions**
- **What auto retailers and auto brands need to know**
- **What's next for car purchasing?**

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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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