

# Car Purchasing Process: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- Impact of COVID-19 on the car purchasing process
- Plummeting car sales will have longer term effects on auto maintenance
- Social distancing has led to a resurgence of "car culture"
- Low new vehicle sales have unintended consequences for the used vehicle market

2020 is going to be a rough year for automakers – there's no way around it. Vehicle sales are decreasing; consumers are still concerned with affordability, perhaps now more than ever, and the overall relationship between car buyers and dealerships hasn't improved. But it's often said that it's always darkest before dawn. The COVID-19 pandemic is going to push automakers and dealers to become more technologically savvy, more organized and more empathetic to consumer's needs, all of which ought to vastly improve the car purchasing process.



"As if car buying wasn't stressful enough, consumers have to now consider buying a vehicle during a global pandemic. Vehicle affordability and cleanliness are the two main factors that keep consumers up at night. While the impact of COVID-19 has negatively affected short and medium term vehicle sales, the good news is that consumers are still actually buying vehicles, albeit at a slower pace." – Hannah

**Hannah Shishian, Automotive Analyst**  
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