

GIVE YOUR CUSTOMERS THE ABILITY TO DO SOME OF THE HARD WORK **FOR YOU!***

By offering customers the ability to calculate payments and see how much their trade is worth from your website, you're helping them understand what kind of vehicle they can afford while providing some transparency into the buying process.



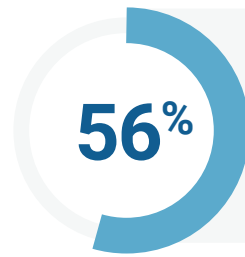
It takes a consumer an average of **3 HOURS TO PURCHASE A VEHICLE**, but their satisfaction starts to **DECLINE AFTER THE FIRST 90 MINUTES****.

Ensure you have a **SEAMLESS PROCESS ONLINE AND IN-STORE.**

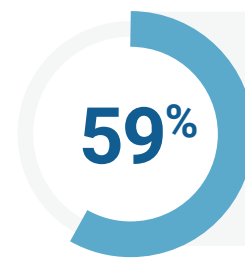


of customers are more **INTERESTED IN WHAT THEIR MONTHLY PAYMENT IS GOING TO BE** versus the total cost of a vehicle.

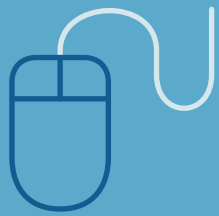
Make impactful enhancements to your dealership website to **DRIVE MORE TRAFFIC TO YOUR SHOWROOM** for improved customer experience and loyalty.



of online buyers want to **NEGOTIATE A FINAL PURCHASE PRICE ONLINE.**



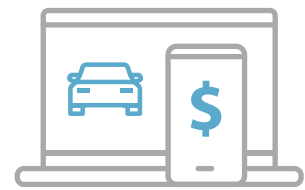
of surveyed online buyers **FIND SATISFACTION IN FINALIZING THE DEAL COMPLETELY ONLINE.**



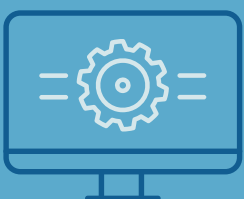
An average consumer will spend **10.25 HOURS** researching and shopping for a vehicle online.

83% OF CONSUMERS WANT TO DO ONE OR MORE STEPS OF THE AUTO PURCHASE PROCESS ONLINE

And 7 out of 10 are more likely to buy from a dealership if they can start the process online.



81% OF CONSUMERS WHO PURCHASE USED VEHICLES VISIT AT LEAST 2 WEBSITES.



Provide your customers with easy-to-use tools to start the sales process while they're browsing inventory on your website - **IT'S LESS WORK FOR YOU, A BETTER EXPERIENCE FOR THEM AND HELPS SET YOU APART FROM THE COMPETITION!**

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**This particular 90 minute statistic is from, "It's About Time: Streamlining In-Store Processes to Improve the Customer Experience" (Cox Automotive, 2014), which is available at <https://b2b.autotrader.com/oem/wp-content/uploads/2015/11/TimeStudyWhitePaperFINAL11-7-14.pdf>. All rights reserved. Cox Automotive and NextGear Capital do not claim this is representative of all customers, nor indicative of future customer behavior.