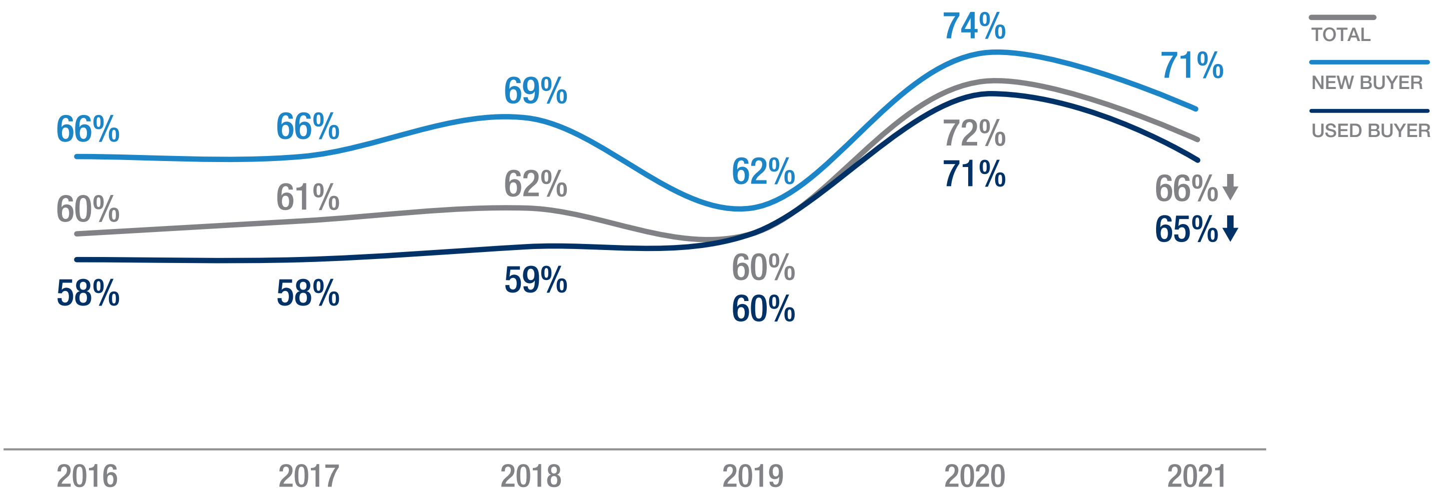
2021 CAR BUYER JOURNEY STUDY

Cox Automotive has been conducting the Car Buyer Journey Study for the past 12 years to determine key changes in consumer buying behavior. The extensive study is based on a survey of nearly 3,000 consumers who bought or leased a new or used vehicle from September 2020 to August 2021. Highlighted here are the main insights revealed in this year's Car Buyer Journey Study.

SATISFACTION WITH THE SHOPPING EXPERIENCE DECLINED

Satisfaction with the overall shopping experience **softened after reaching peak levels in 2020.**

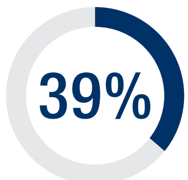
% OF BUYERS SATISFIED WITH SHOPPING EXPERIENCE



LET'S DIVE INTO SOME OF THE REASONS WHY…

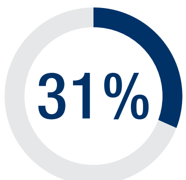
BUYERS RECOGNIZED THE IMPACT OF THE CHIP SHORTAGE

2021 BUYER SENTIMENT



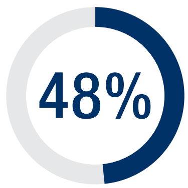
LIMITED VEHICLE SELECTION

32% Sept '20-Feb '21
↑ 47% Mar '21-Aug '21



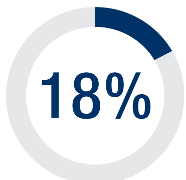
PRICES ARE HIGHER THAN EXPECTED

26% Sept '20-Feb '21
↑ 35% Mar '21-Aug '21



PAID MORE THAN INITIALLY INTENDED
(AMONG THOSE WHO STATED PRICES WERE HIGHER THAN EXPECTED)

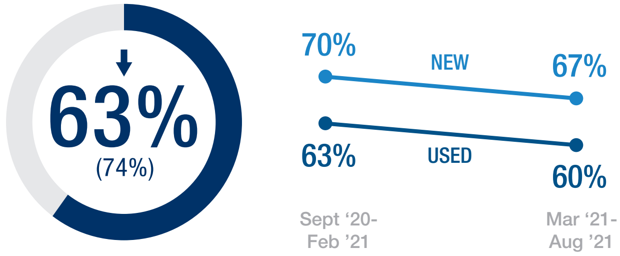
39% Sept '20-Feb '21
↑ 53% Mar '21-Aug '21



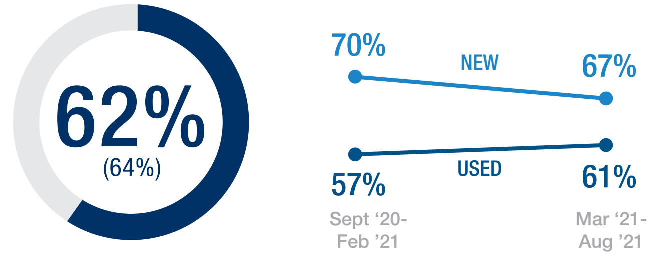
A DEALER/RETAILER CONTACTED WITH INCENTIVE/ FINANCING DEAL, TRADE-IN/ EARLY LEASE RETURN

20% Sept '20-Feb '21
↓ 16% Mar '21-Aug '21

PRICE PAID AND TRUST IN DEAL SUFFERED



SATISFIED WITH PRICE PAID



TRUST THE DEALERSHIP/RETAILER GAVE ME THE BEST DEAL

THRIVING ECONOMY AND SHIFT TO VEHICLE OWNERSHIP SPURRED DEMAND

1 Strong U.S. economy—highest annual GDP growth since 1984

6% 2021 estimated GDP growth

2 Consumers focused on vehicle ownership spurred by safety and cost

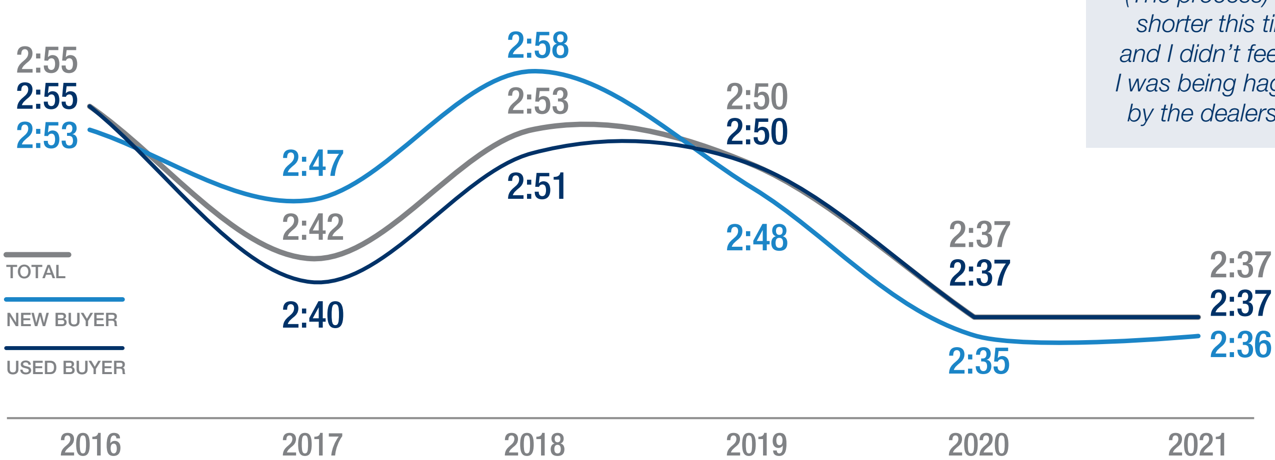
35% Plan to increase # of vehicles owned/leased in 5 years

TOP FACTORS FOR VEHICLE OWNERSHIP VS. OTHER TRANSPORTATION

- ↑ 93% Safety
- ↑ 91% Total cost of ownership
- 87% Convenience

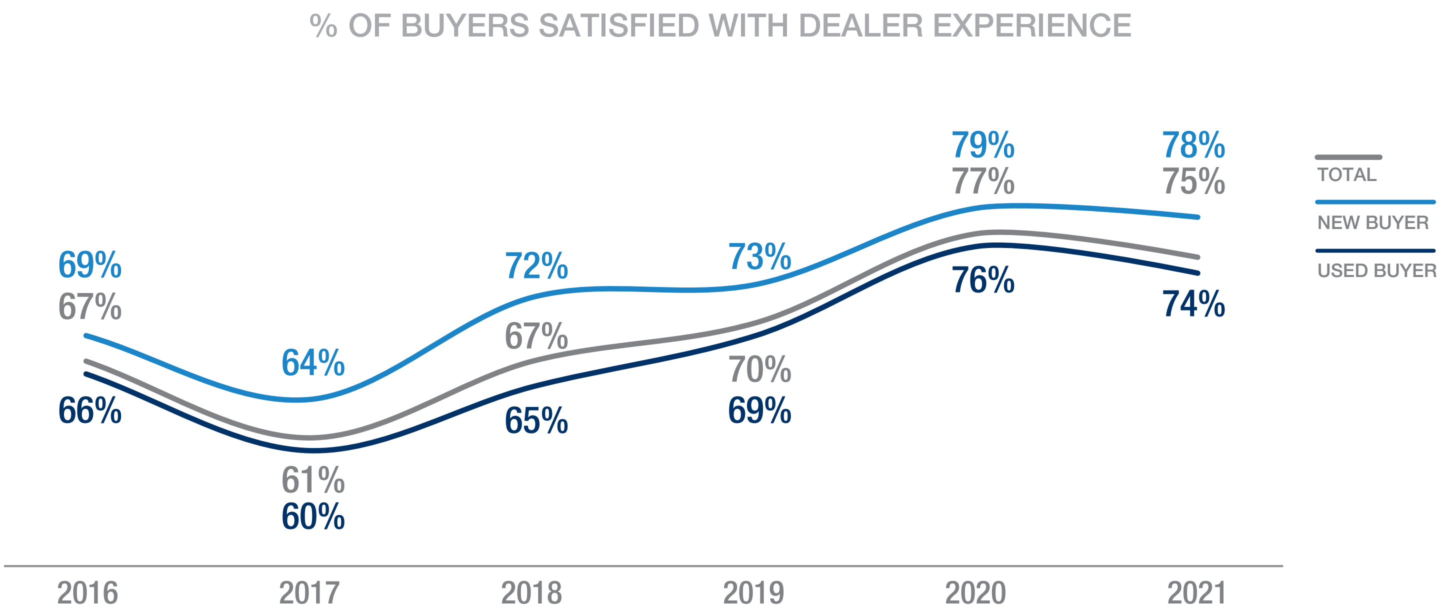
The benefits of a streamlined process induced by the pandemic **helped minimize time at dealership.**

TIME SPENT WITH THE DEALERSHIP/RETAILER

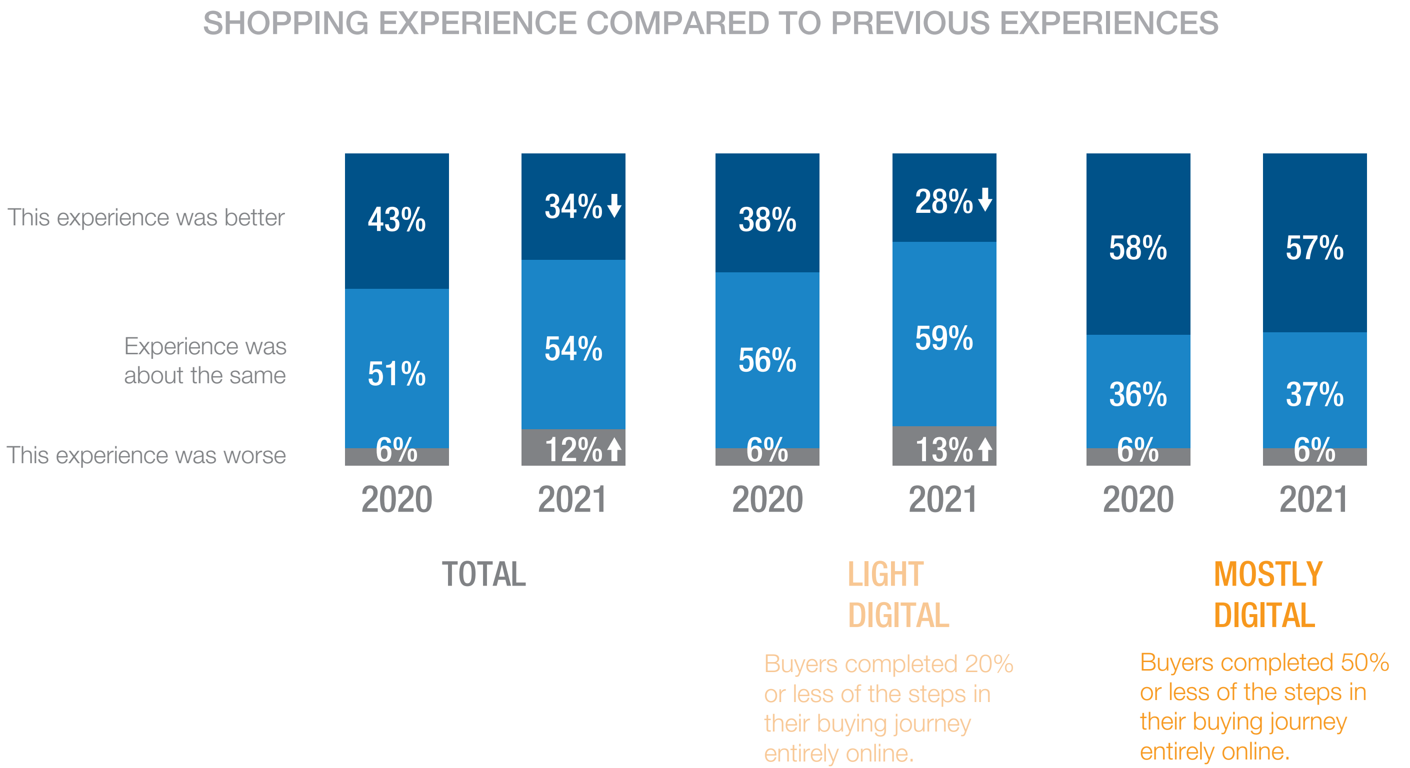


> *“(The process) was shorter this time and I didn’t feel like I was being haggled by the dealership.”*

HIGH DEALER SATISFACTION PREVAILED



The majority of mostly digital buyers **weathered the impact of limited inventory.**



THIRD-PARTY SITES REMAINED THE TOP SITE DESTINATION FOR BUYERS

75%	56%	25%
THIRD-PARTY	DEALERSHIP	OEM

The majority of New buyers used a **Cox Automotive site when shopping.**

57% OF NEW BUYERS USED COX AUTOMOTIVE (61% IN 2020)

THIRD-PARTY WEBSITES/APPS USED TO RESEARCH & SHOP

1	2	3	4	5	6	7
KBB.com	edmunds	cars.com	Autotrader	CARFAX	TRUECar	CarGurus

Nearly two-thirds of Used buyers used a Cox Automotive site when shopping.

64% OF USED BUYERS USED COX AUTOMOTIVE (68% IN 2020)

THIRD-PARTY WEBSITES/APPS USED TO RESEARCH & SHOP

1	2	3	4	5	6	7
KBB.com	cars.com	CARFAX	Autotrader	CarGurus	edmunds	TRUECar

KEY TAKEAWAYS

1/

Consumers are still very motivated to purchase. Therefore OEMs and dealers must continue to engage customers with compelling messaging to sustain demand and protect loyalty, despite inventory shortages and the surge in prices, consumers were still motivated to purchase.

2/

Those "all-in" on digital were more confident in the price paid, more content with the shopping experience, and more likely to save time, so a commitment to digital tools pays off.

3/

Support and expedite the shopper's purchase journey by leveraging Cox Auto sites and trade-in tools, as third-party sites continue to be the top destinations for researching and shopping.

4/

The top focus for OEMs and dealers should be on rebuilding brand loyalty, even though satisfaction with the dealership experience remained high.