Kicking the Tires—Digitally: How today’s car buyers get from researching a car to driving it off the lot.

“Time to look for a new car.” That’s the thought that kicks off the buyer’s journey. But then what? Here’s what automakers need to know to navigate customers all the way to their new ride.

75% of new car buyers use the Internet as their top information source.¹

56% of millennials avoid interacting with salespeople versus 37% of baby boomers.³

72% of car buyers prefer online paperwork.⁴

70% of consumers want to start the F&I process online.⁴

Car buyers want mobile reminders for planned/periodic car checks along with safety and security apps.⁶

16% of car buyers forgo the test drive.²

33% took a single model out for a quick spin.²

54% would buy from a dealership with their preferred experience over lowest price.⁴

During negotiation, shoppers use their smartphones to:
- Check pricing
- Value their trade-ins
- Look for the best loan rates

So where do you go next? You might be surprised by how many services and solutions Conduent has for the automotive industry. We can help you navigate dealers and their customers through a better car-buying experience, create more meaningful interactions and run your operation like a well-oiled machine.

Visit Conduent.com/solution/auto-aerospace-defense/accounting-and-procurement to learn more.

Sources:

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