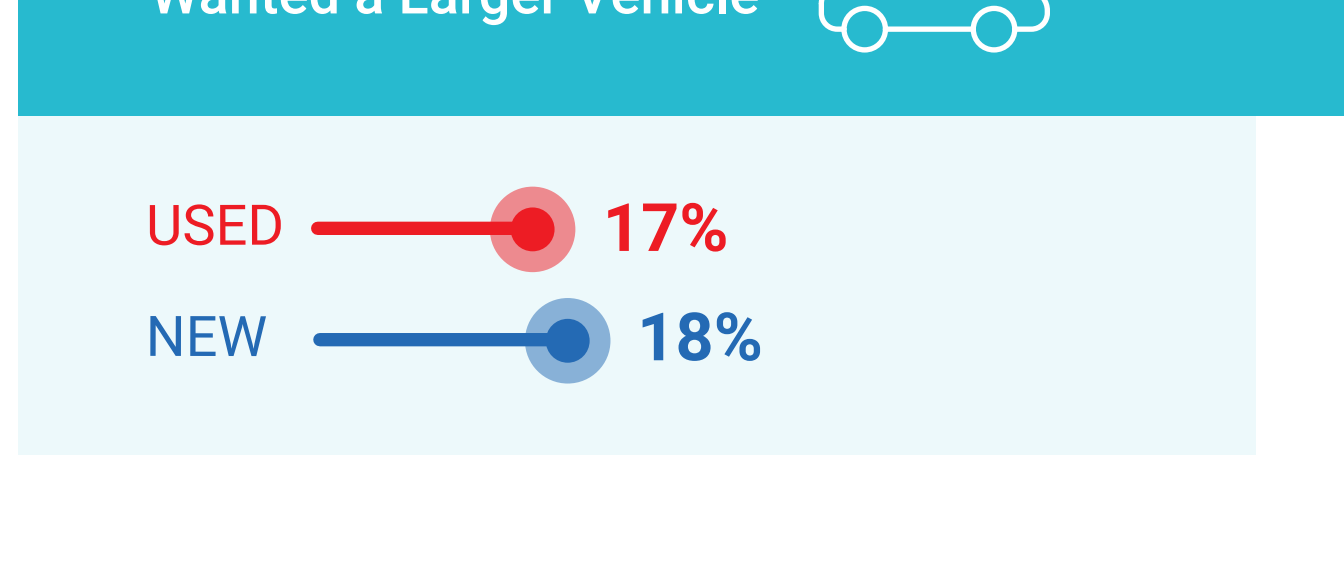
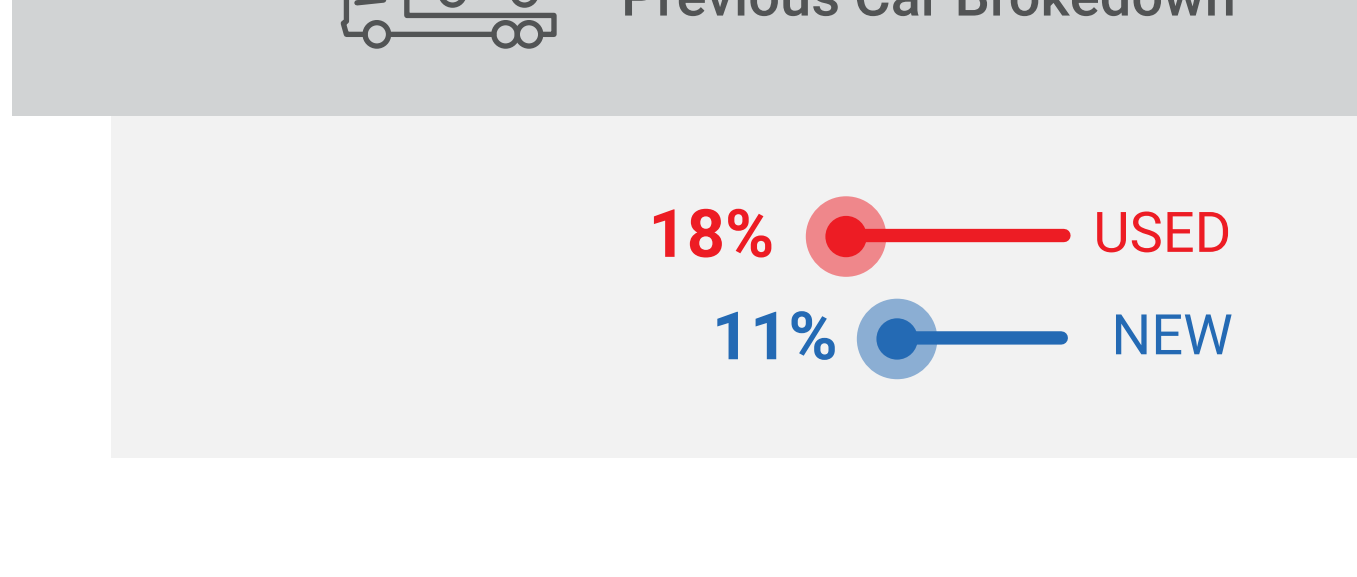
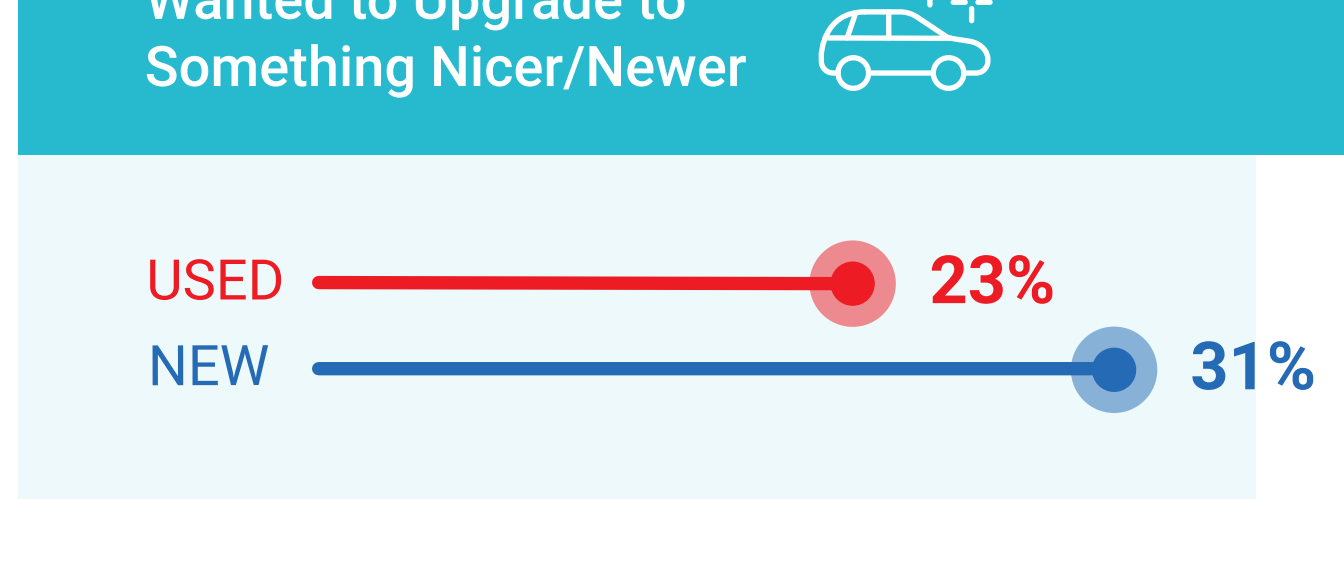
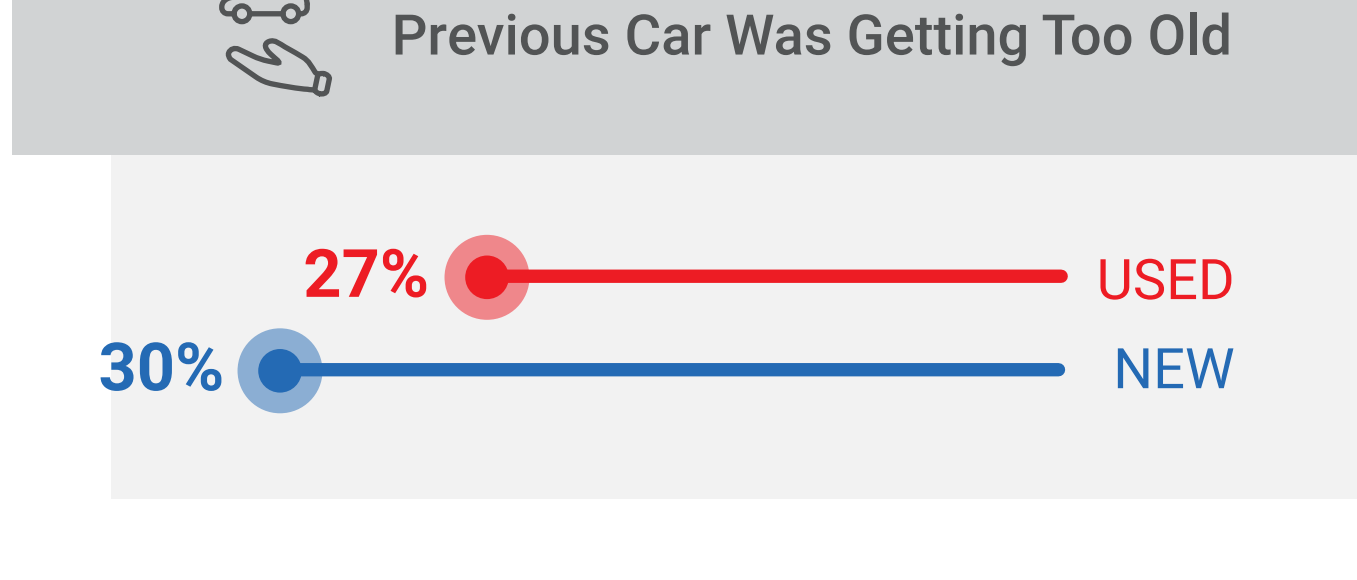


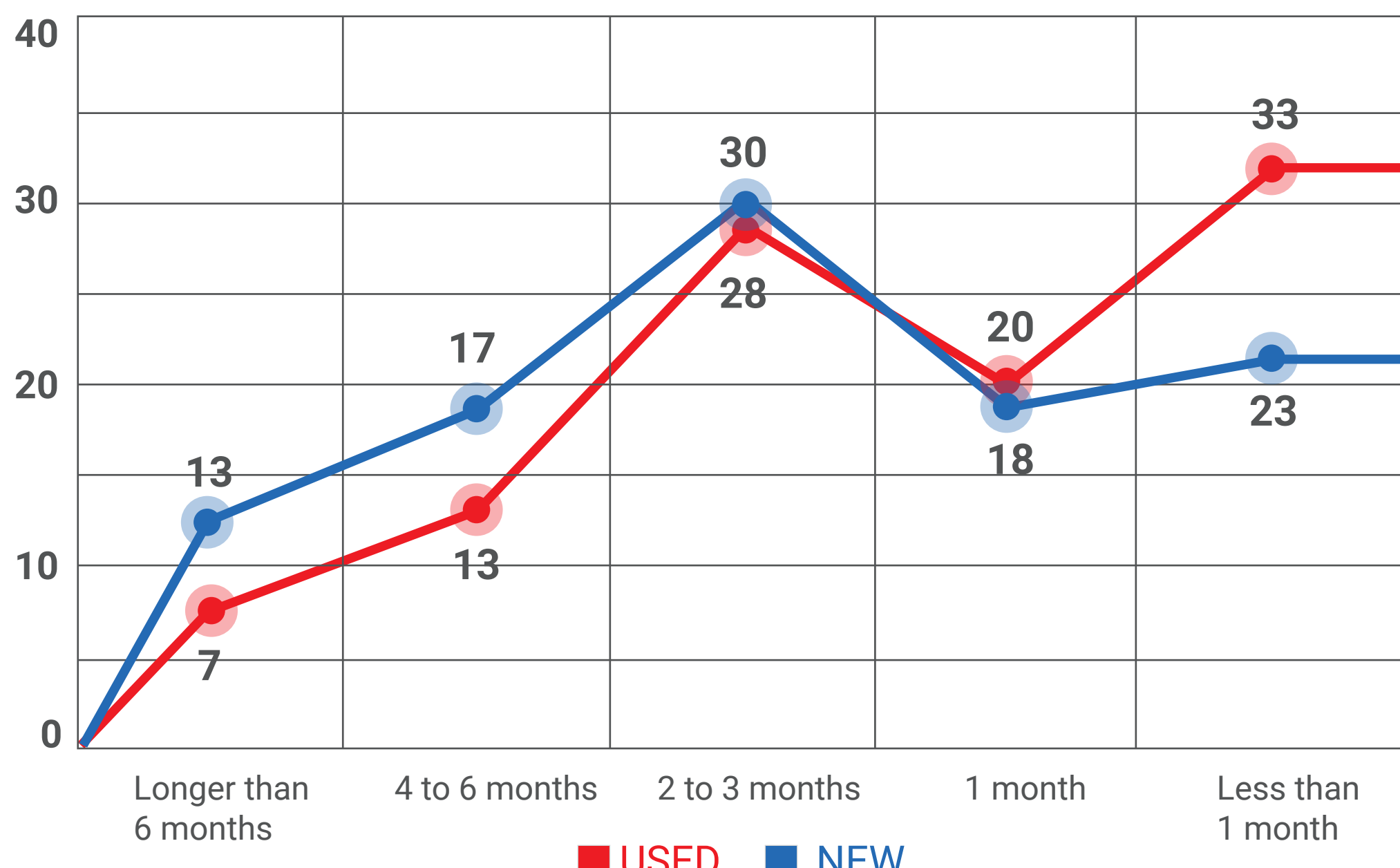
VEHICLE PATH TO PURCHASE

RESEARCH STUDY 2022

TRIGGER TO PURCHASE A VEHICLE

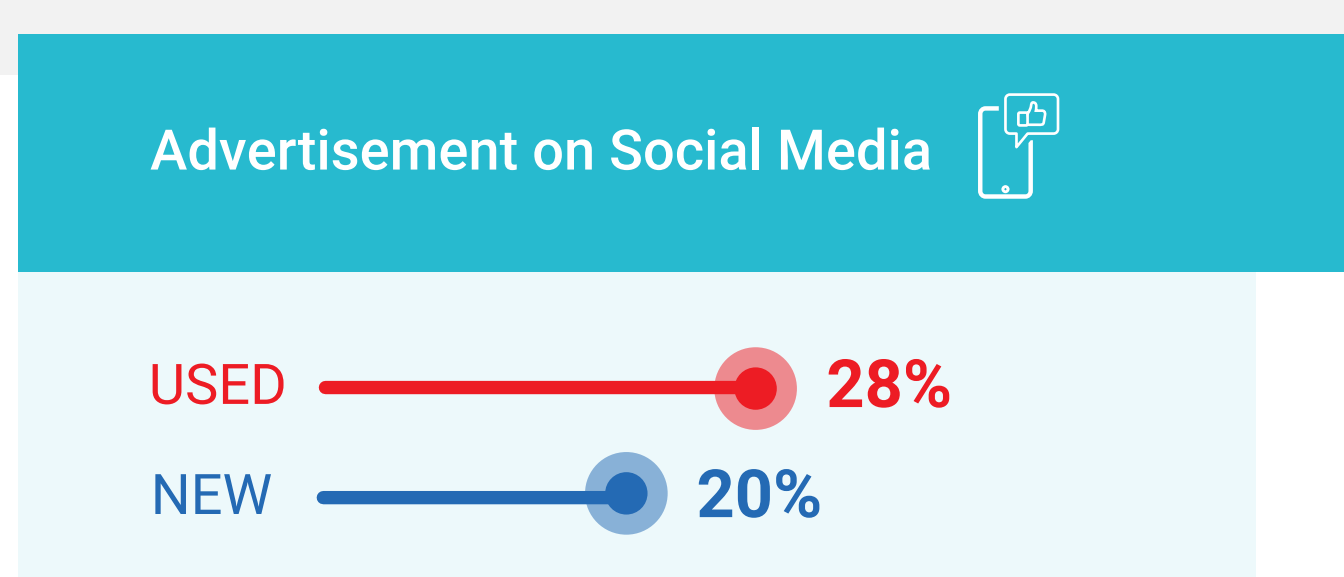
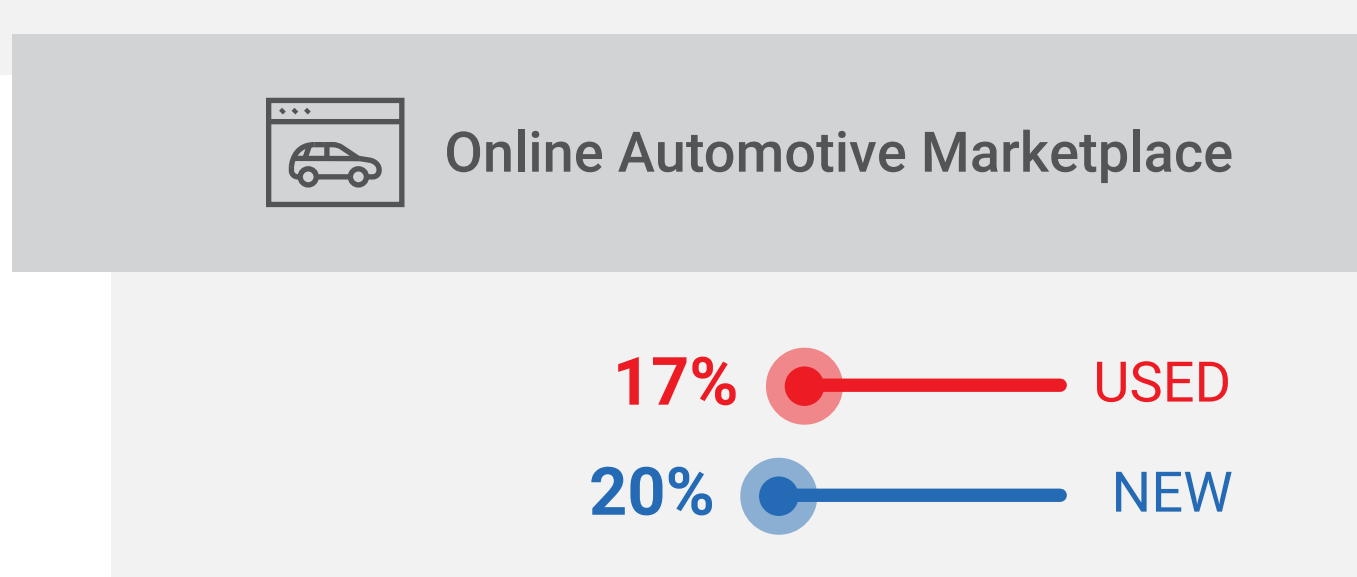


TIME FROM TRIGGER TO FINAL PURCHASE

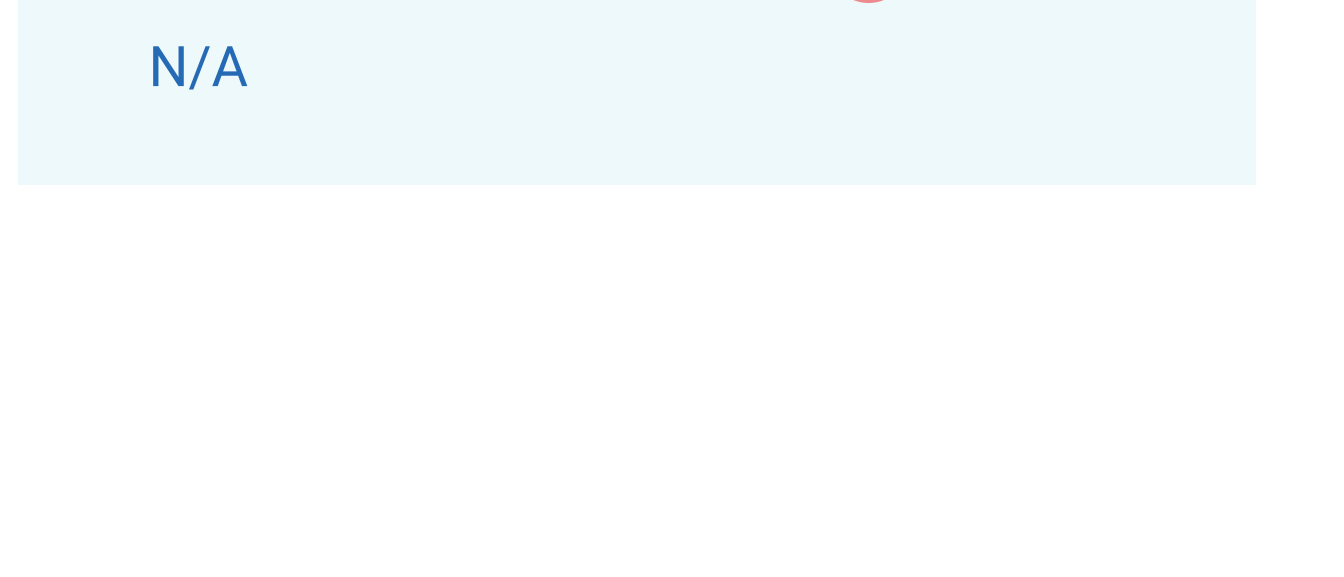
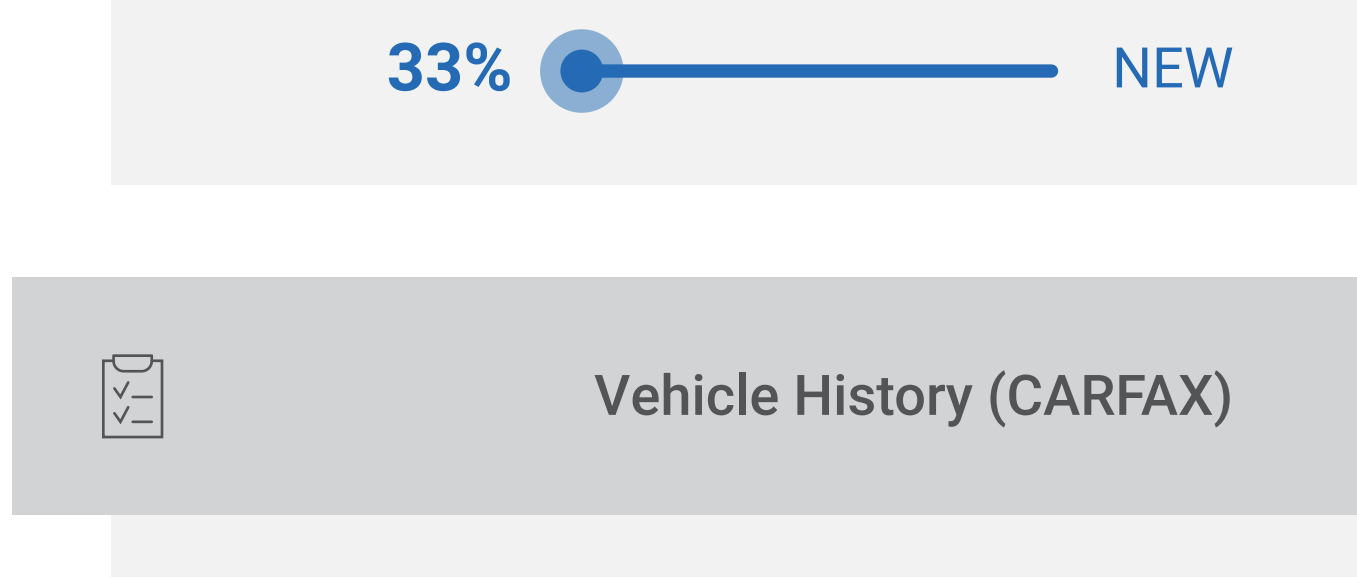
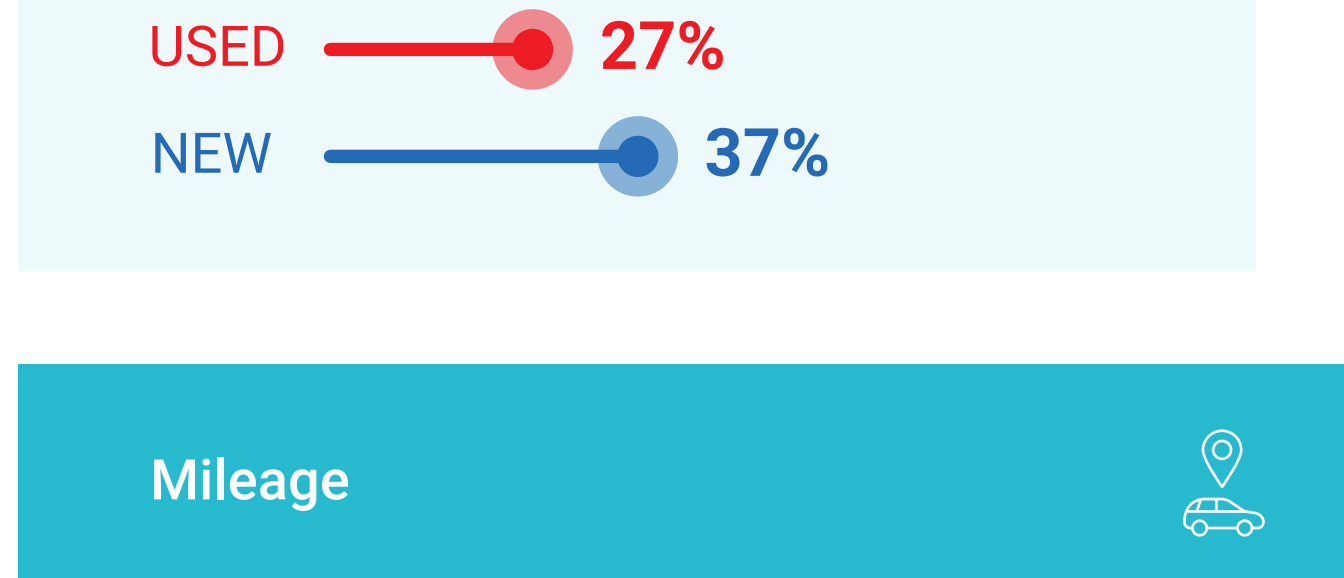
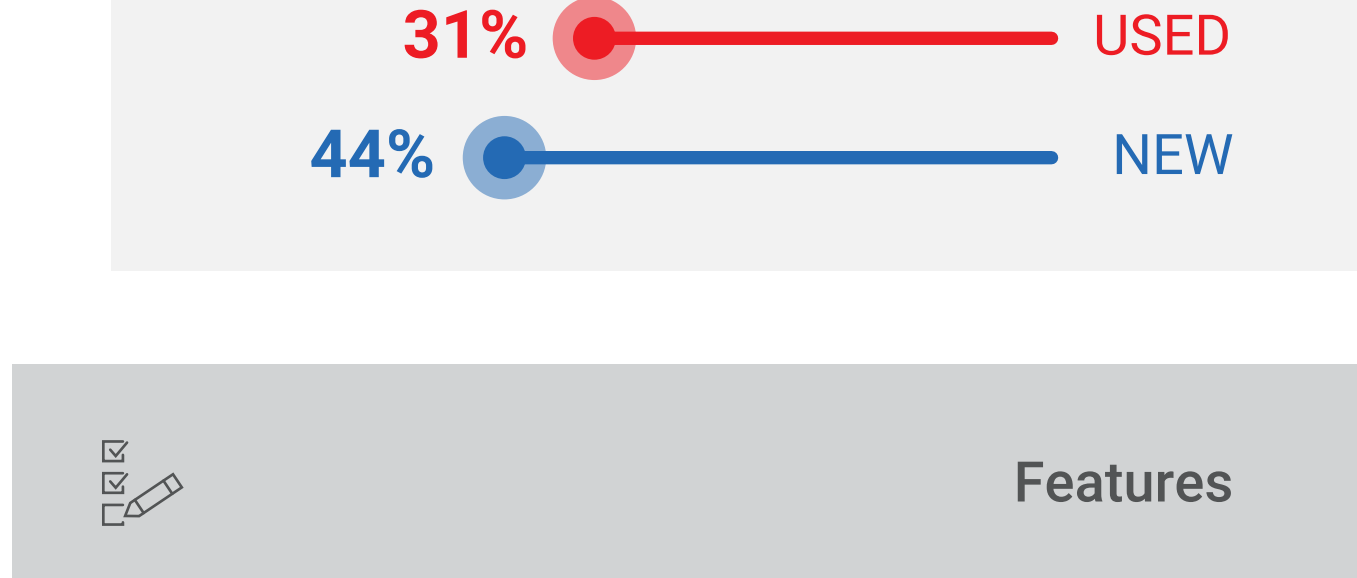
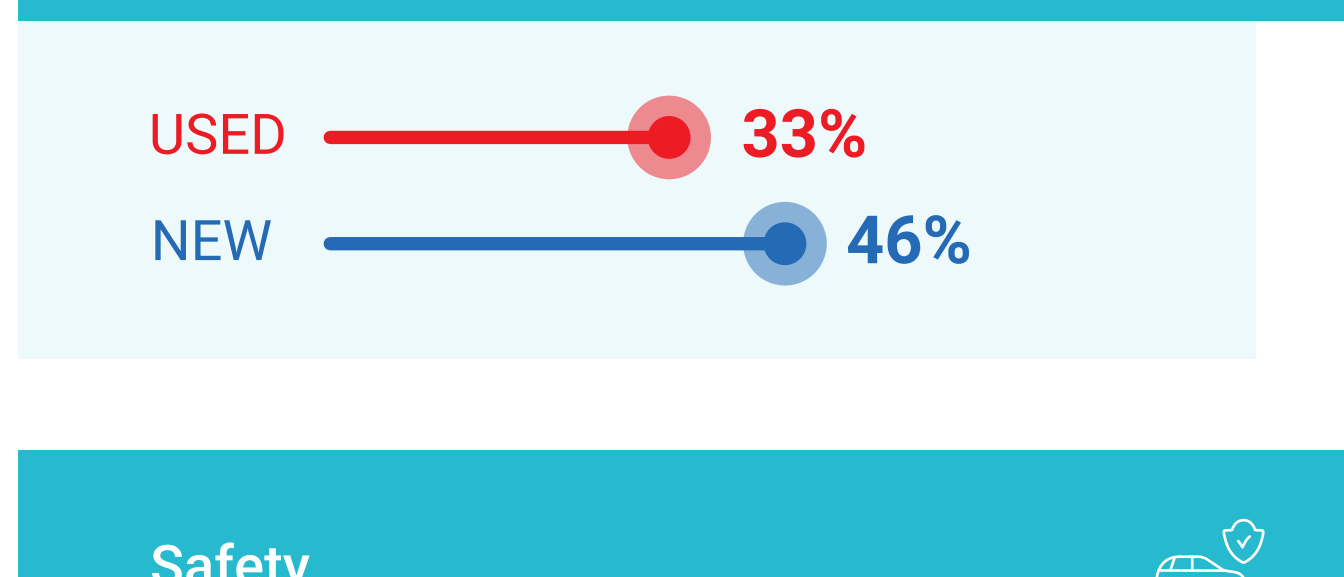
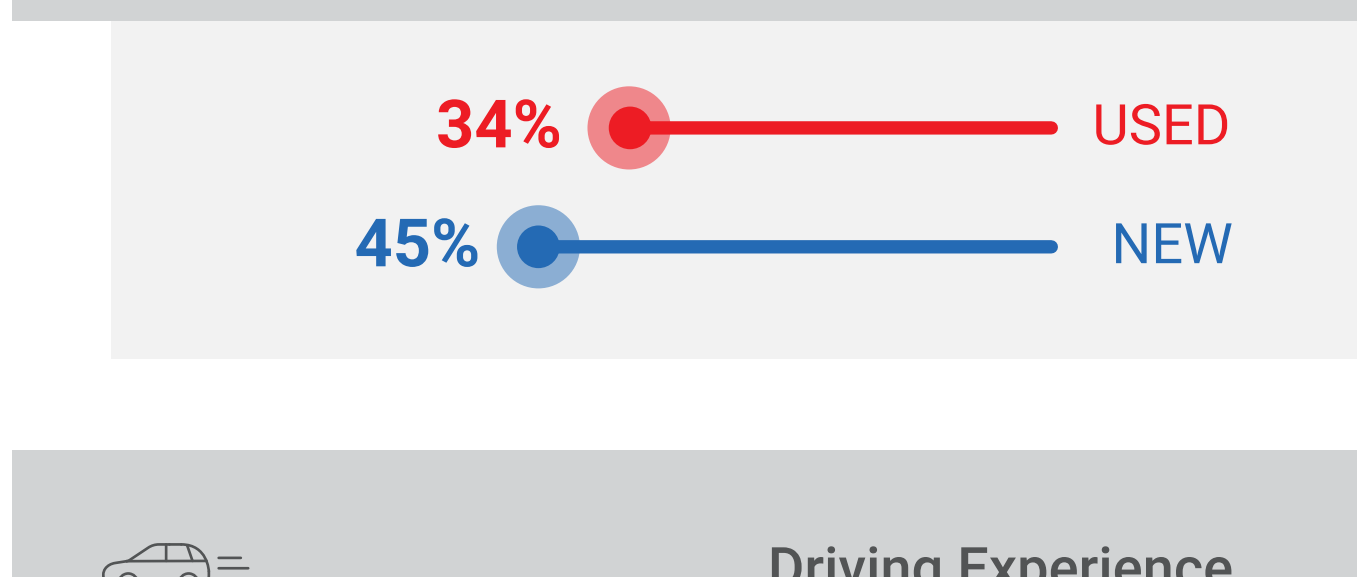
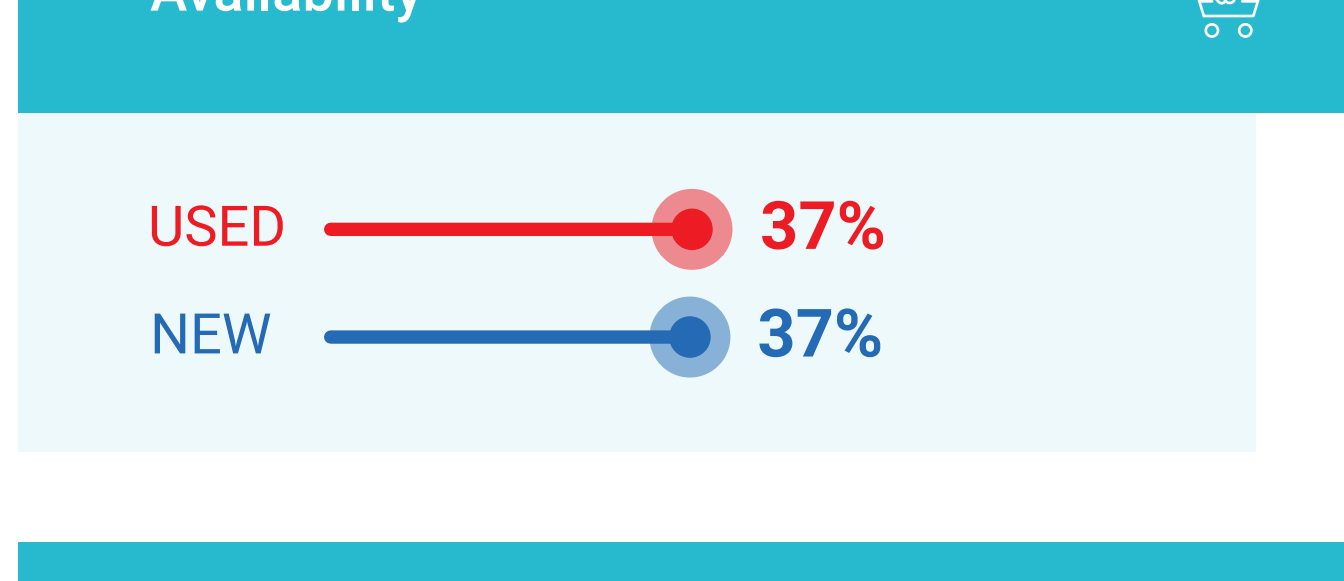
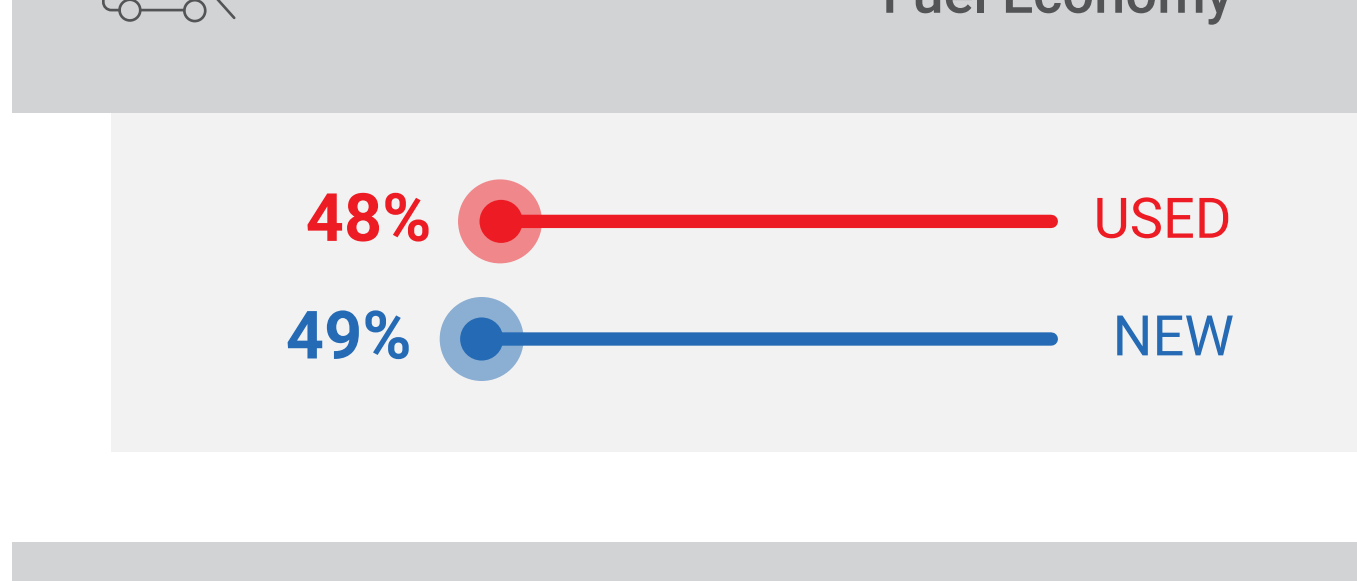
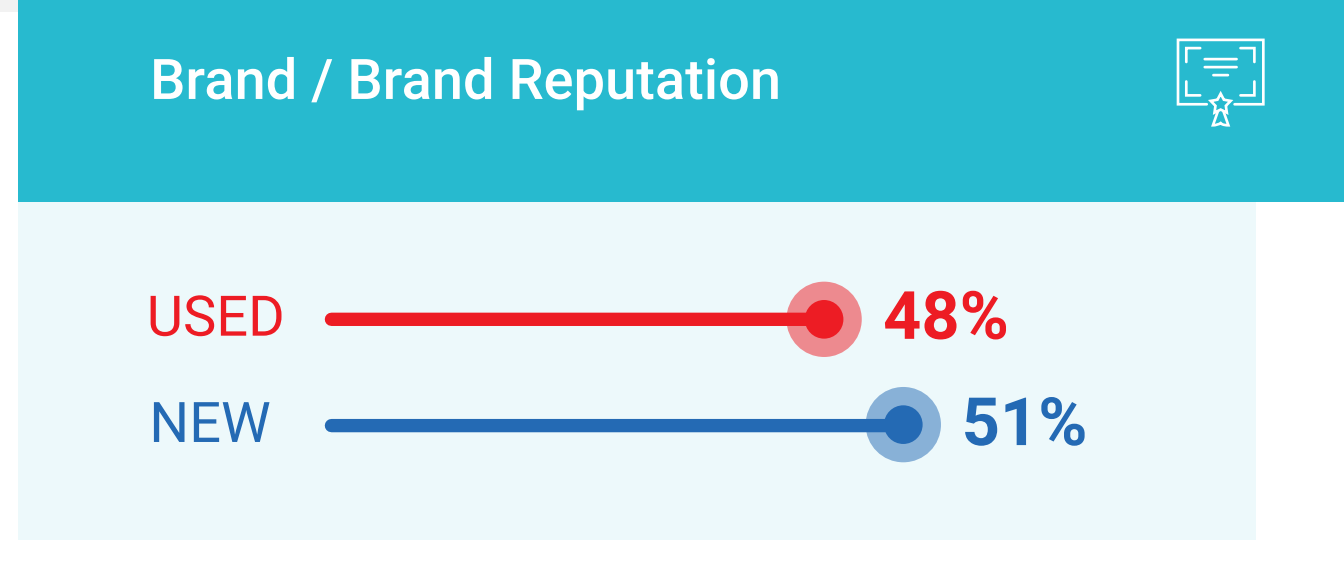
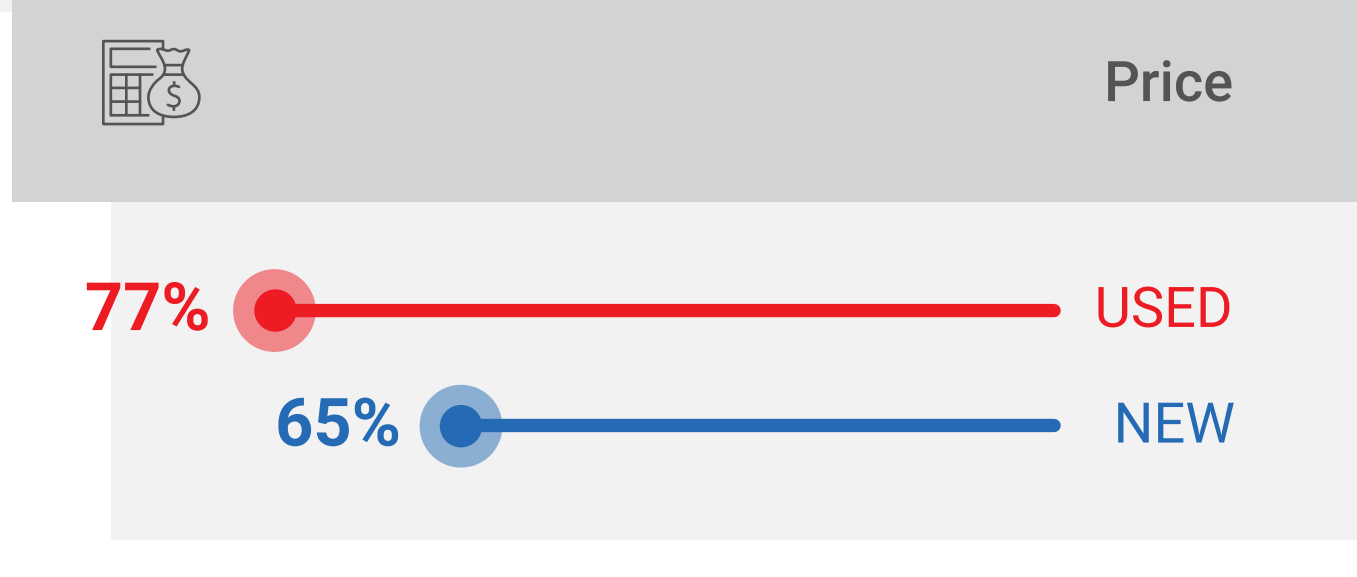


A majority, 71% of new buyers & 81% of used, spend up to 3 months.

HOW BUYERS BECAME AWARE OF MODEL PURCHASED

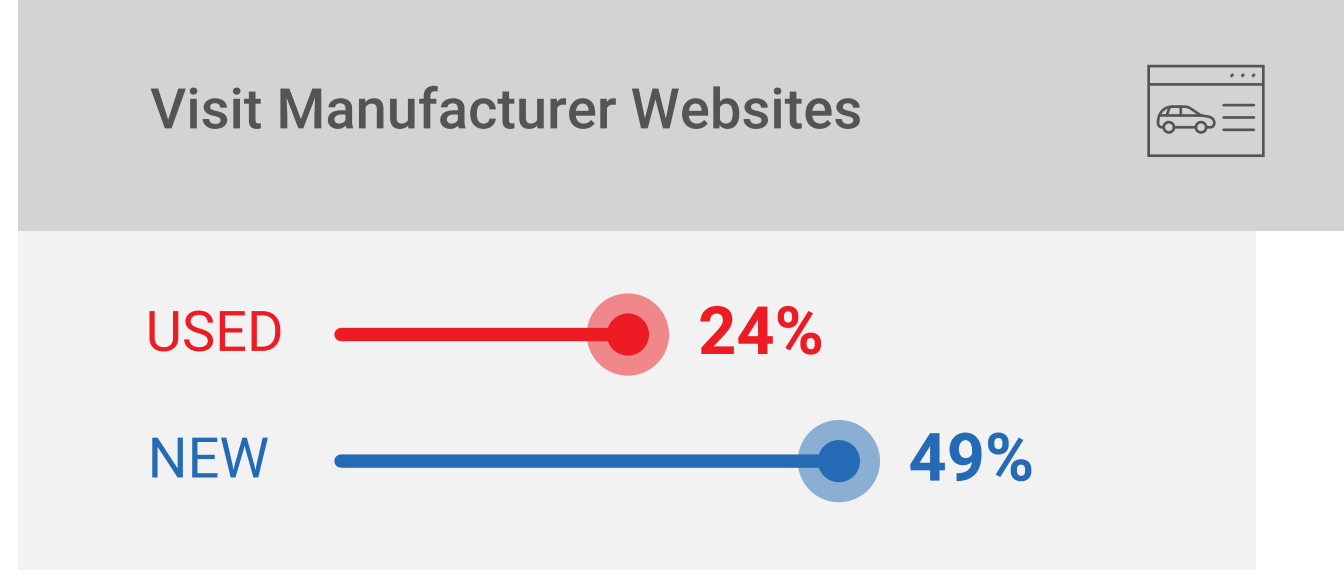
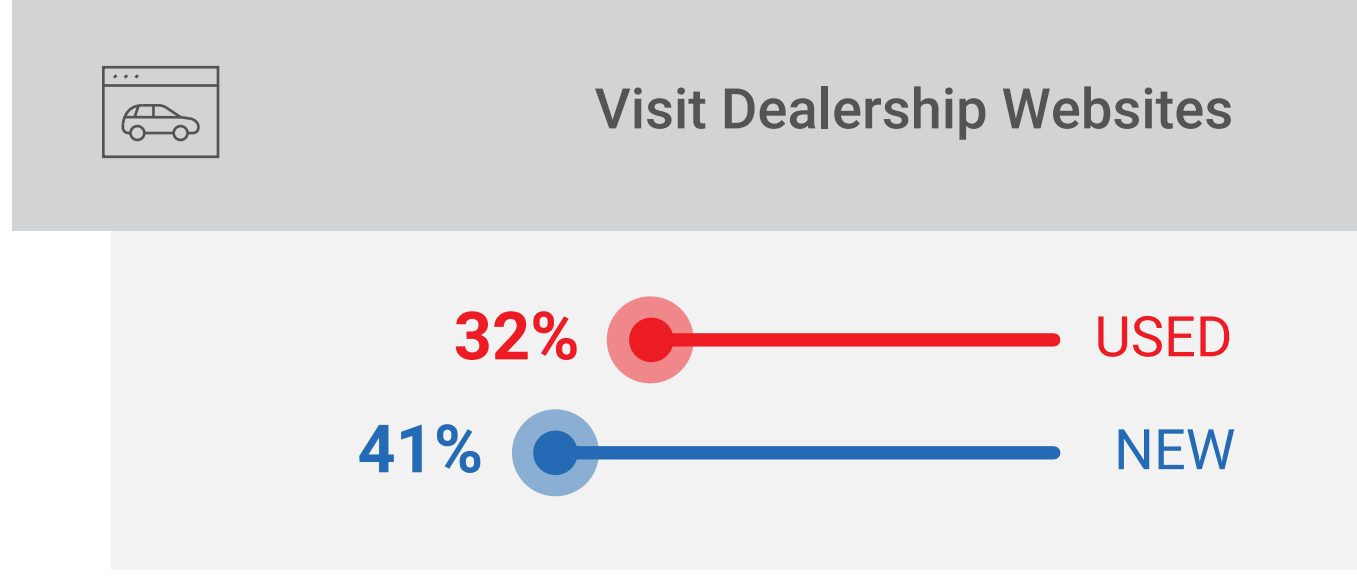
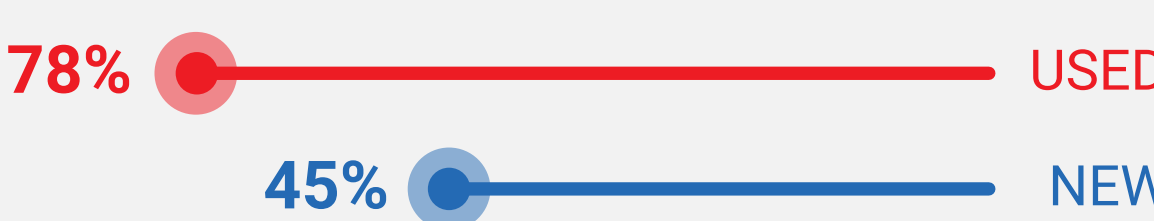


CRITERIA TO MAKE A VEHICLE SELECTION

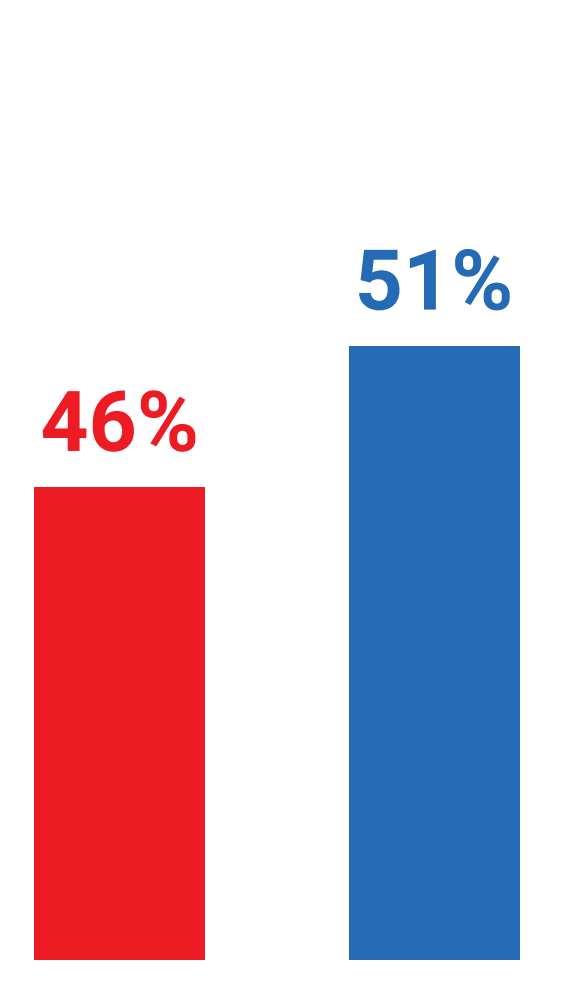
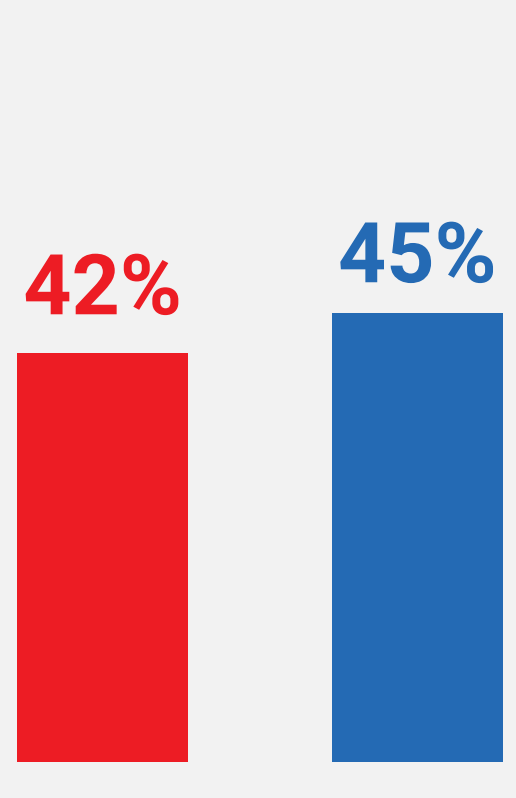
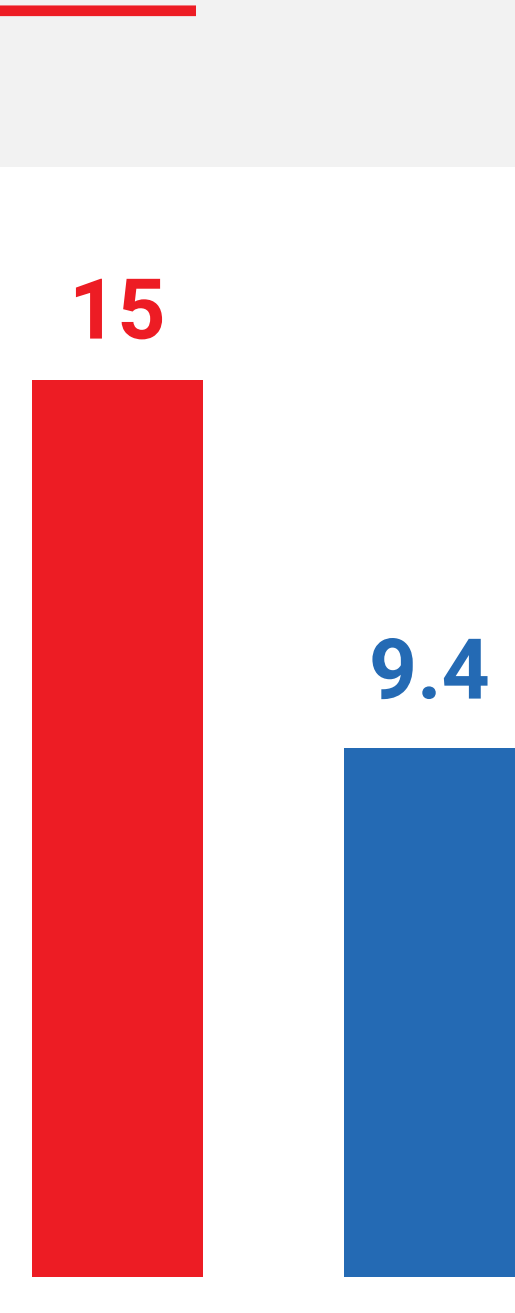


INFORMATION SOURCES USED IN THE PURCHASE PROCESS

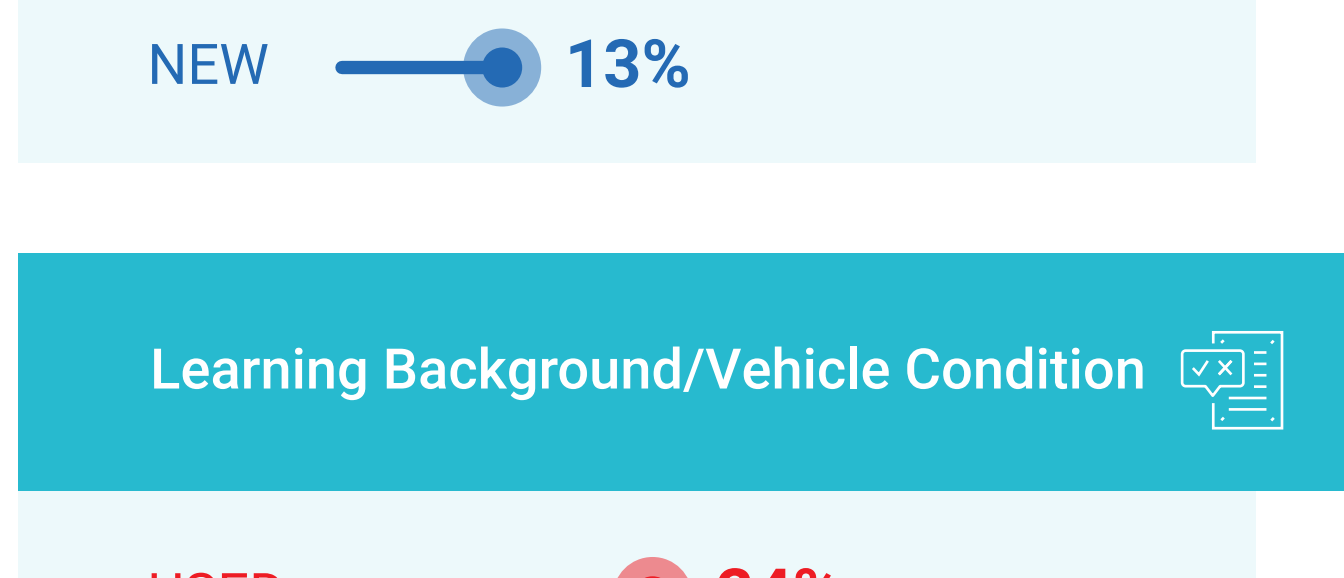
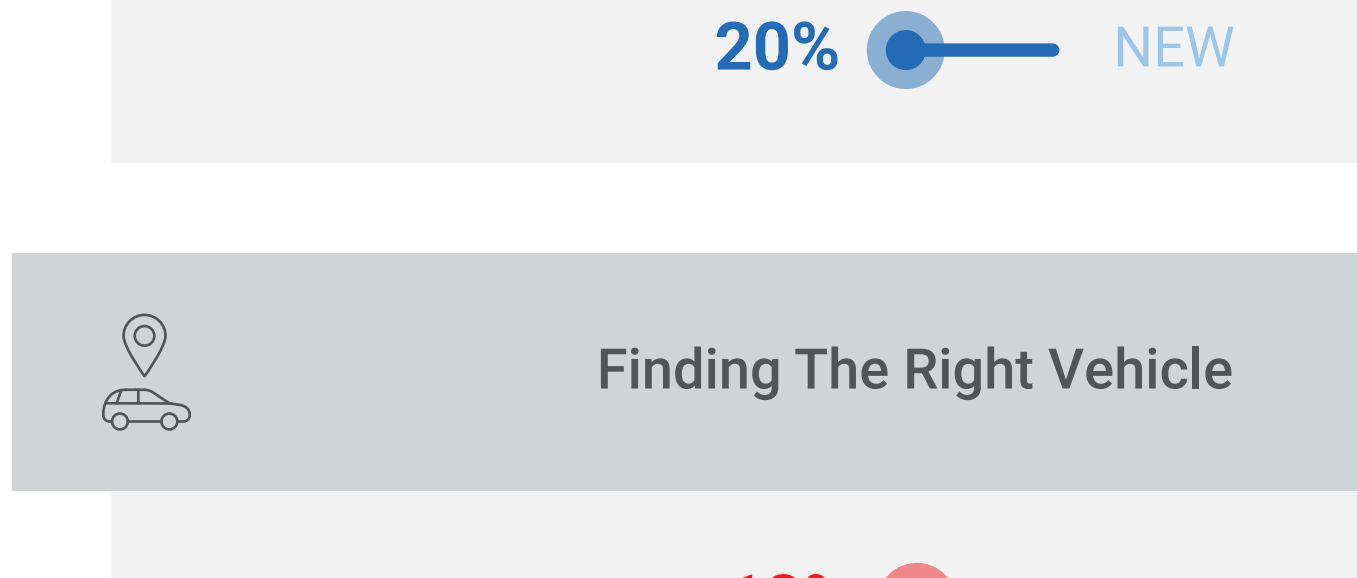
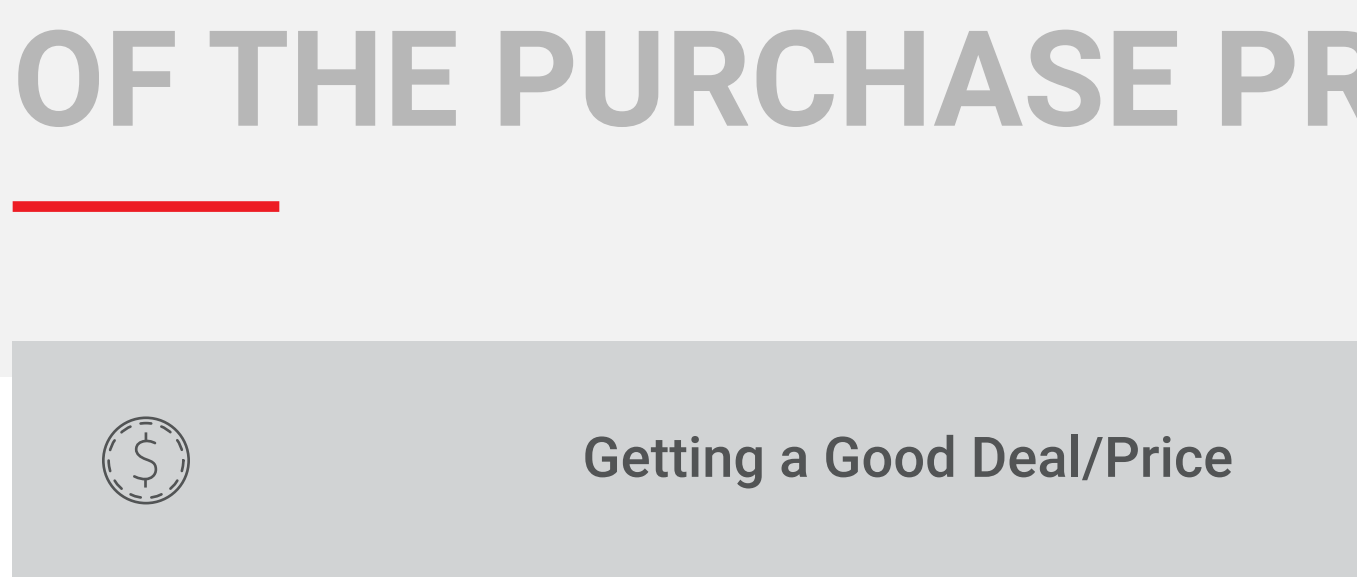
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VISITATION OF ONLINE AUTOMOTIVE MARKETPLACES



MOST CHALLENGING PARTS OF THE PURCHASE PROCESS



PREFERENCE FOR CUSTOMER SERVICE VS. PRICING

