

Online Car Buyers

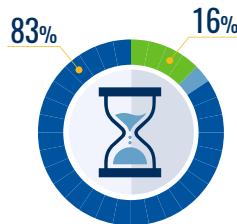
You're Online, They're Online
So why aren't you converting more eLeads to sales?

In EFG's most recent national research study, 1,457 consumers shared their minds so you can gain a share of their wallet!

COMMUNICATION

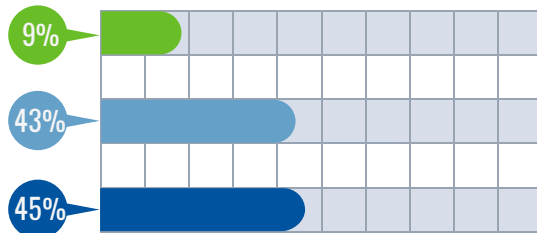


83% expect a response from you within 24 hours of sending an online vehicle inquiry, with only 16% needing that information immediately or within the hour.



Take the time to send thoughtful, helpful and informative responses to online customers.

- Only 9% want a phone call from you after they've submitted an online request to your dealership.
- 43% say the more info you can provide online, the more apt they are to visit your lot.
- 45% rank poor spelling, grammar and punctuation as a top 3 reason not to do business with you.

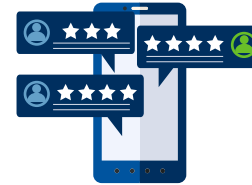


ONLINE RESEARCH



75% are starting the process online. In 3 years mobile device usage has gone up 14%.

Before deciding which dealership to visit:



85% of Consumers trust online reviews



49% Need at least a four-star rating



74% Rely on informative videos

DIGITAL RETAILING FUTURE



- Digital sales account for 36% of new vehicle sales today.
- On average, dealers believe digital will account for more than half of their new vehicle sales within 3 years.
- 76% of shoppers are open to the idea of buying a car completely online