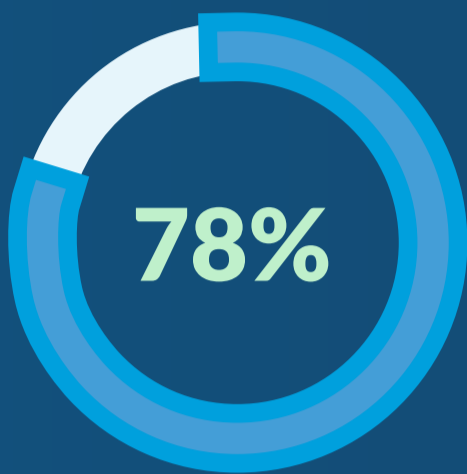


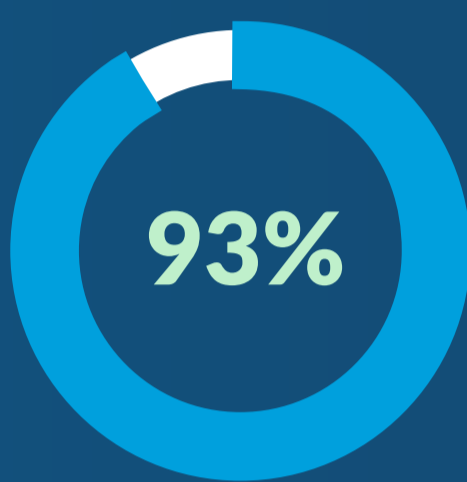
# 3 Trends Influencing the Rise of Digital Retail

Consumer demand is rapidly accelerating dealerships' need to provide more digital retail offerings

## 1 | CAR SHOPPERS ARE TURNING TO DIGITAL EARLY AND OFTEN



of car shoppers research and compare exhaustively before buying a vehicle



use auto-shopping sites to inform their research

12

the average number of times shoppers visit auto shopping sites



## 2 | THE DEALERSHIP EXPERIENCE LEAVES ROOM FOR IMPROVEMENT

Shoppers generally enjoy the dealership visit, but their top pain points are paperwork, negotiation, and time spent in-store.

### Buyer satisfaction with elements of dealership experience

Overall experience



Paperwork



Negotiation



Total time spent at dealership

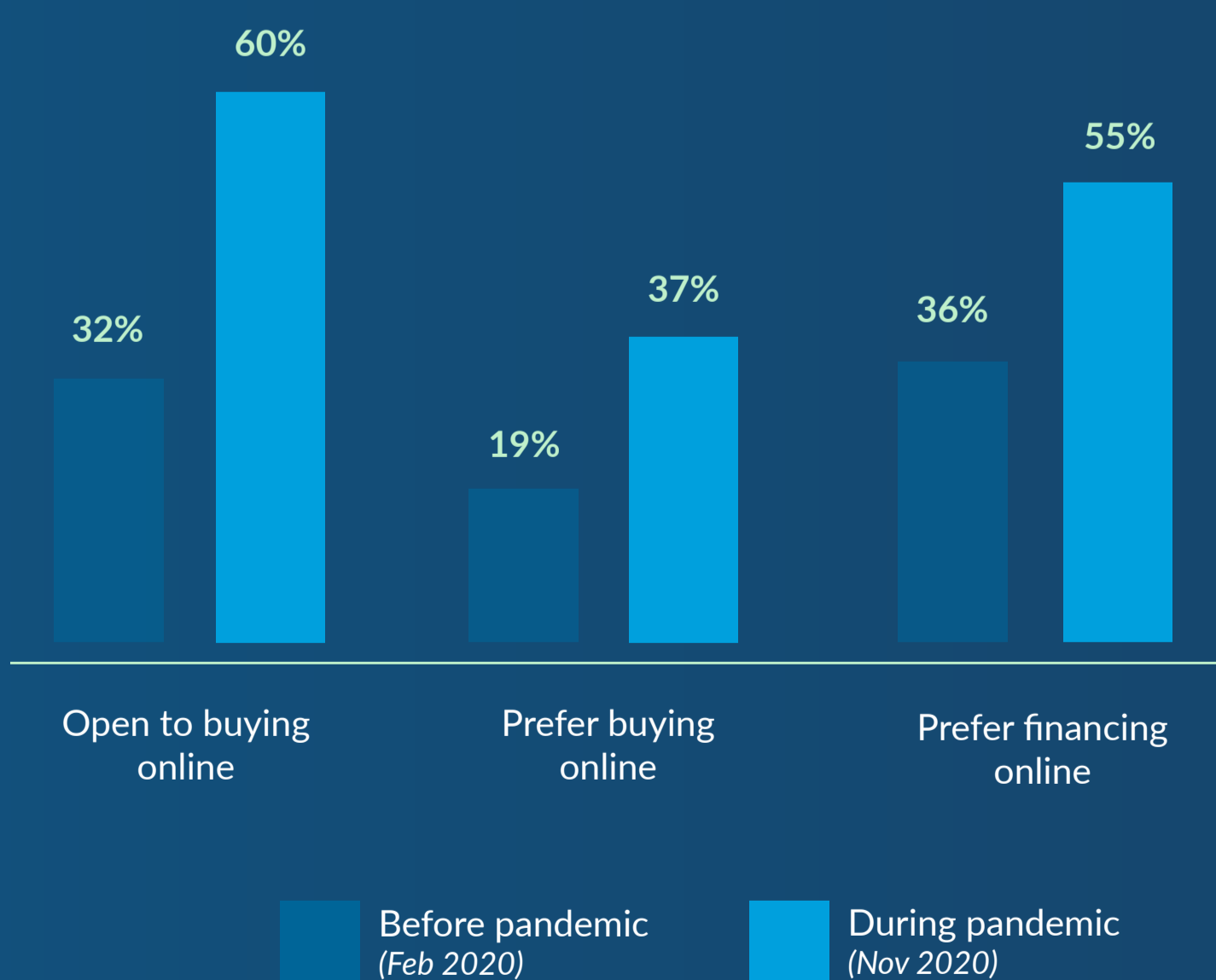


**!** Digital retail helps dealers provide a better buying experience for shoppers



## 3 | INTEREST IN BUYING ONLINE HAS SURGED DUE TO THE PANDEMIC

### Openness & preference for digital retail



**!** Even before the pandemic, millennials were nearly 2x more likely than older shoppers to want to buy a vehicle online.

## Unlock the power of digital retail with CarGurus Convert

Jump-start the deal-making process by allowing purchase-ready shoppers to build a personalized deal while they're on CarGurus, complete with trade-in details, credit check, and F&I products specific to your dealership. Learn more at: [products.cargurus.com/convert](https://products.cargurus.com/convert)

\*Dealers enrolled in Enhanced, Featured, and Featured Priority packages are eligible to receive free early access to CarGurus Convert.