

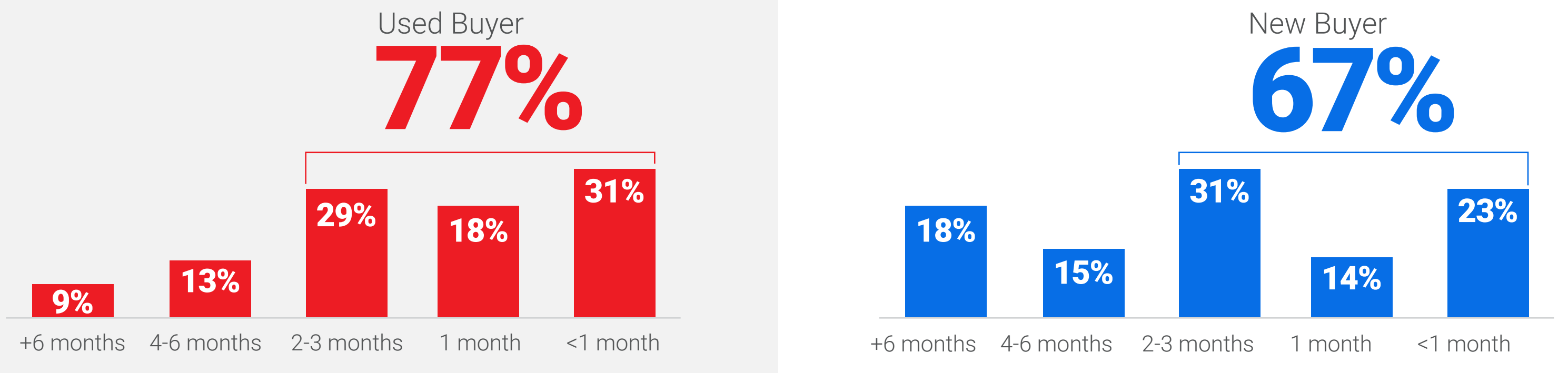
# Vehicle Path to Purchase

## Triggers to Purchase a Vehicle

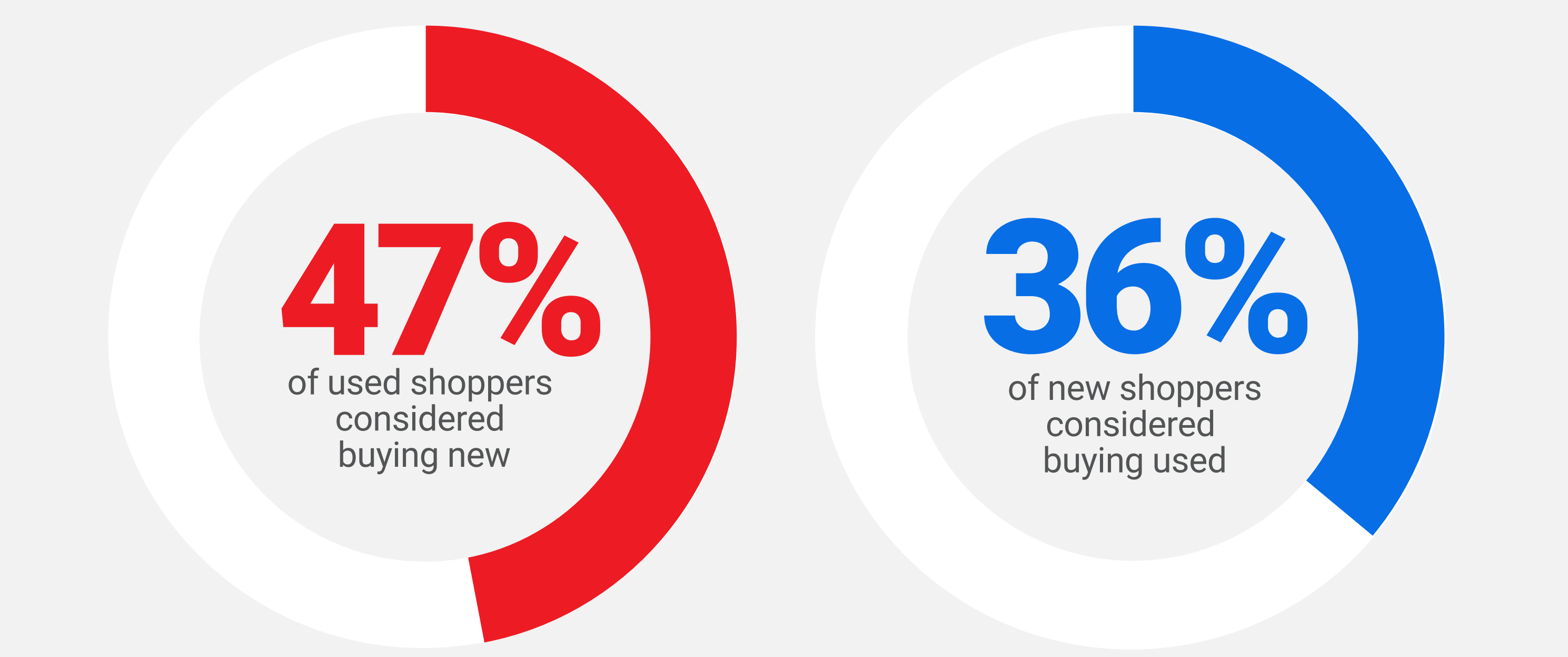


## Time From Trigger to Final Purchase

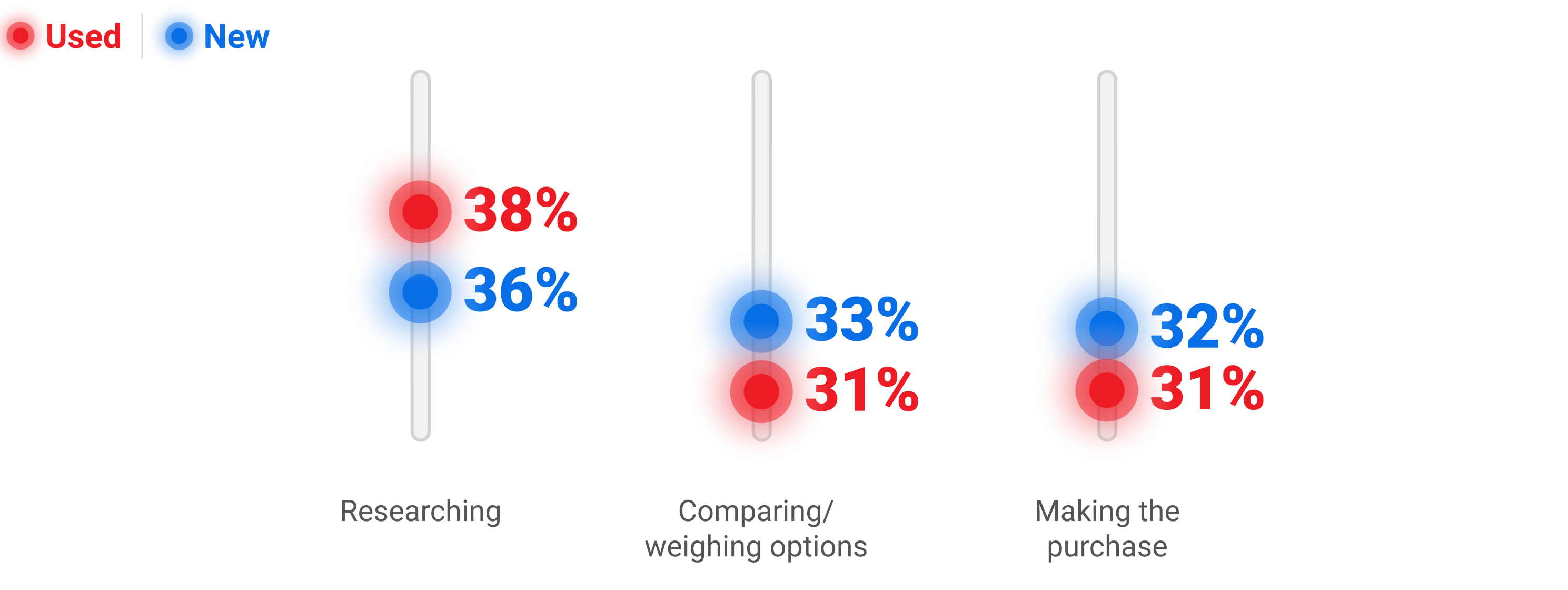
Majority of New & Used Buyers Make a Purchase Within 3 Months



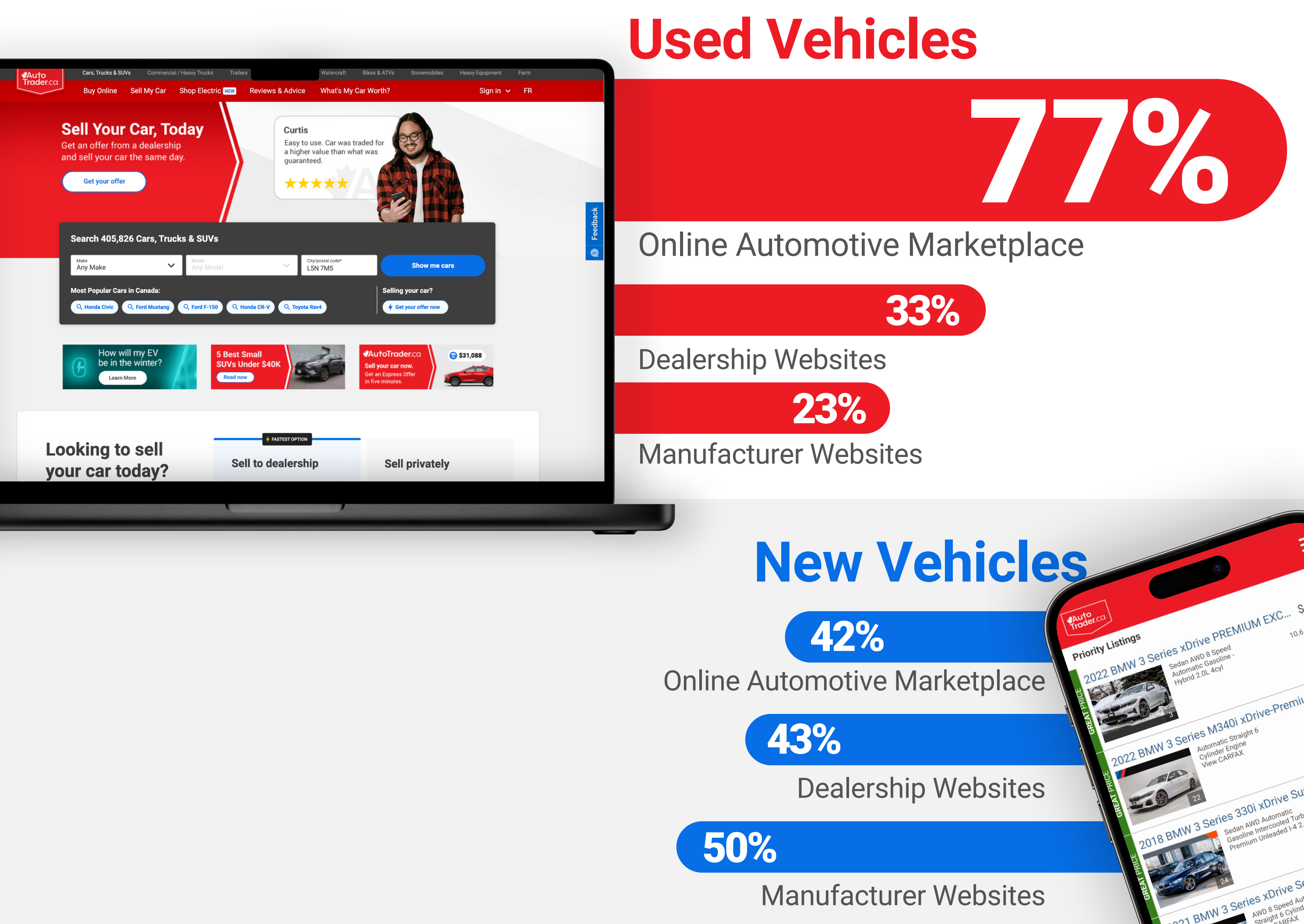
## Used & New Vehicle Cross-Shopping



## Time Spent On Tasks Leading to Final Purchase

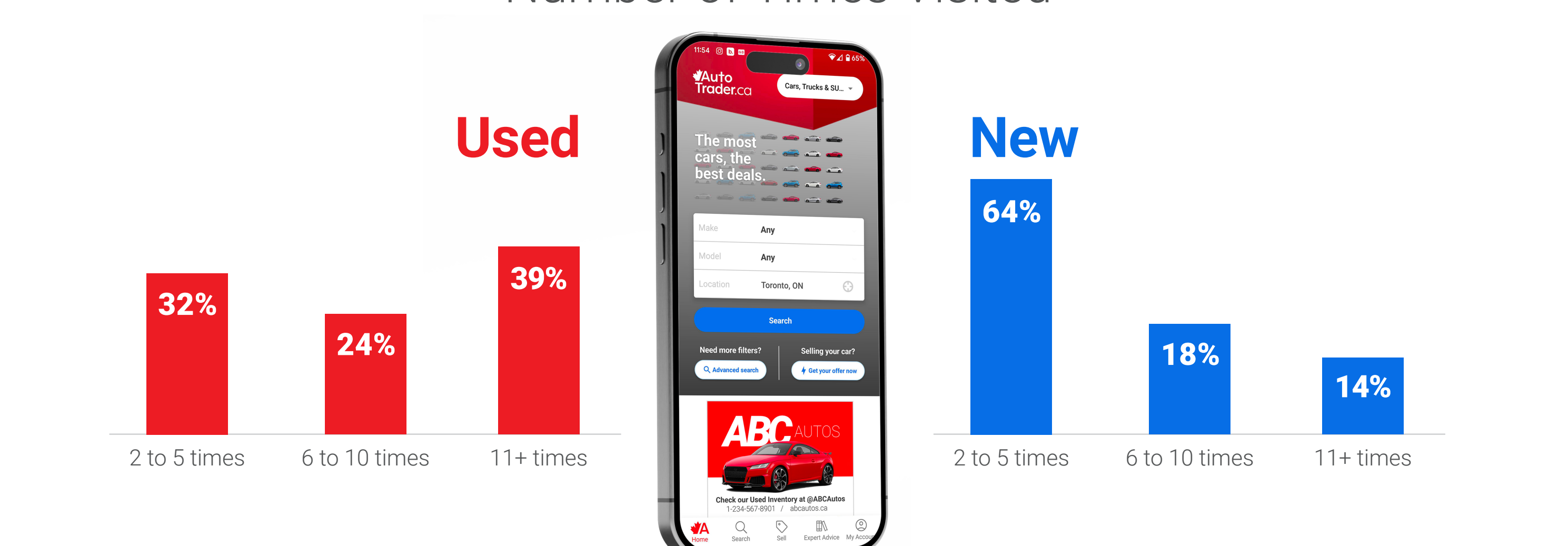


## Information Sources Used

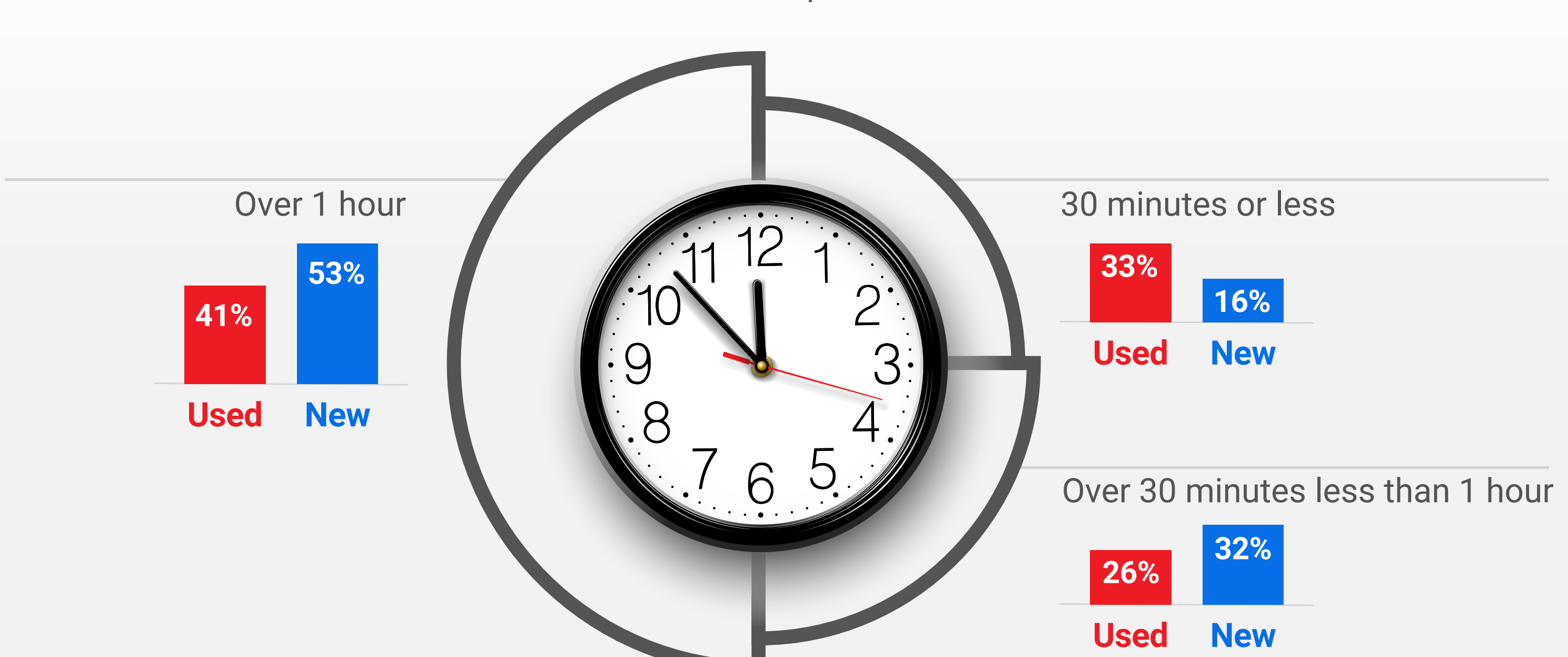


## Visitation of Online Automotive Marketplaces

Number of Times Visited



Time Spent



## Preference for Customer Service Over Great Price

“A fair price and an amazing customer experience”

