## **Buying a car in 2020**

\* Frost & Sullivan 2014 \*\* www.forbes.com 2014

By 2020 buying cars online could be commonplace\*. Here's how the customer journey could look.



Susie and Tom have had their second car for two years. Their family is growing so they research bigger cars online.



Susie's just had a pay rise, which triggered an email reviewing her current finance deal.

Consumers used to visit a dealership 4 times before a purchase, today it's 1.4\*



They explore their finance options online using price-comparison sites and pre-qualification software.



They visit a high-street digital showroom in their lunch break to see a car and take a virtual test drive.

In the first half of 2013, 50% of those ordering from London Audi City did so without a physical test drive\*\*



Experian's AutoCheck product means we can confirm the identity and provenance of their old car.

A couple of evenings later, they talk it over, apply for finance and place their order online.

By 2020, 60-70% of new car sales leads will be generated digitally



A solution to current regulation and compliance needs would mean the entire car-buying journey could move online.



Their old car is collected and the new one arrives on Saturday morning.





Find out more...
E Andrew.Ballard@experian.com
www.experian.co.uk

