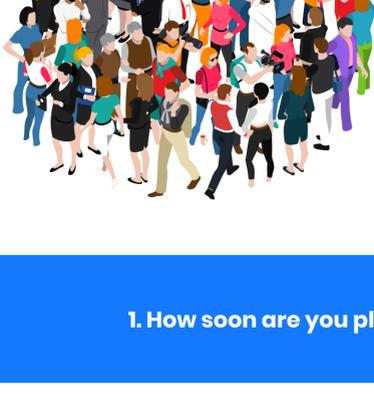


COVID-19 Consumer Survey Results and Implications



We have spoken with **1100 in-market vehicle buyers** since the beginning of lockdown, to gauge how the nature of consumer demand has changed in response to these unprecedented trading conditions.

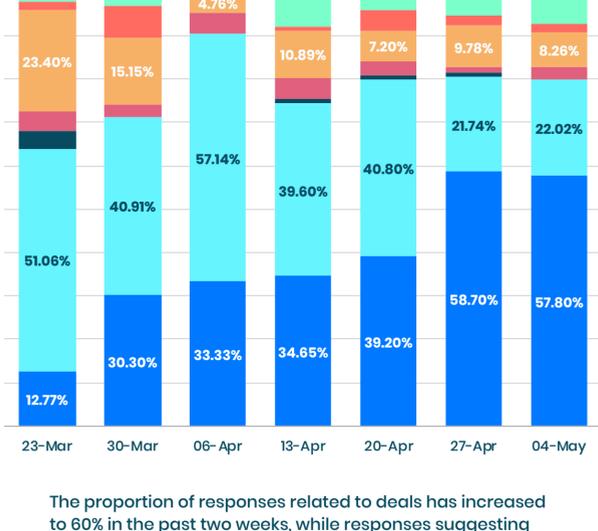
All consumers provided answers directly to TLA contact centre operatives during the course of a verbal conversation about their vehicle preferences and buying intentions.

1. How soon are you planning to buy a vehicle?



35% of buyers are planning to buy in the next month, and 75% in the next 3 months.

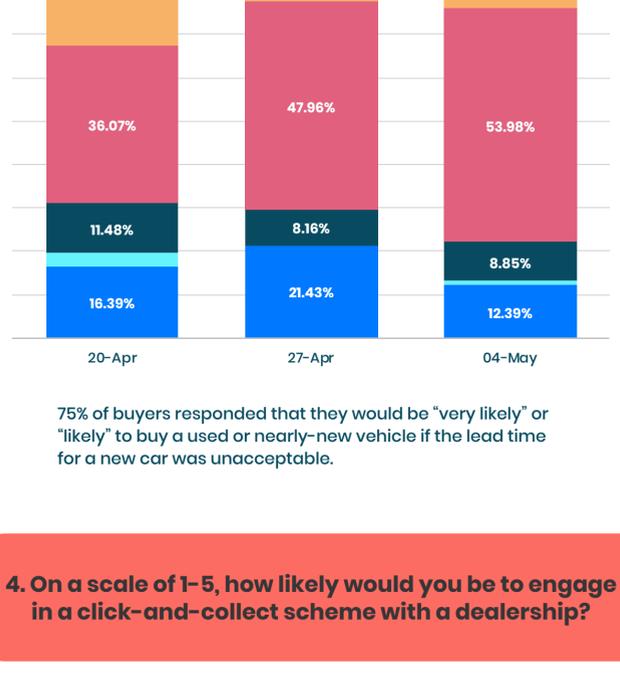
2. What can brands and dealers do to help you with your purchase during the forthcoming months?



The proportion of responses related to deals has increased to 60% in the past two weeks, while responses suggesting that there is "nothing" that brands and dealers can do have fallen to around 20%.

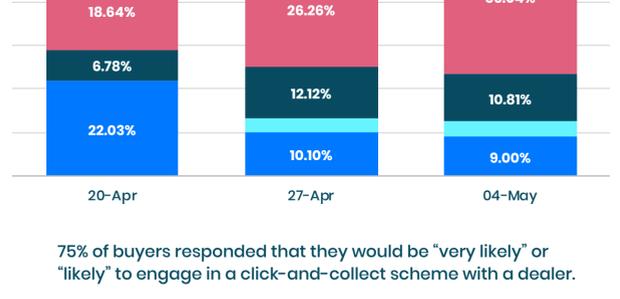
The last four weeks have seen a greater proportion of responses pertaining to dealers providing information on available vehicles and how to buy.

3. On a scale of 1-5, how likely would you be to buy a nearly new or used vehicle if the lead time for a new vehicle was unacceptable?



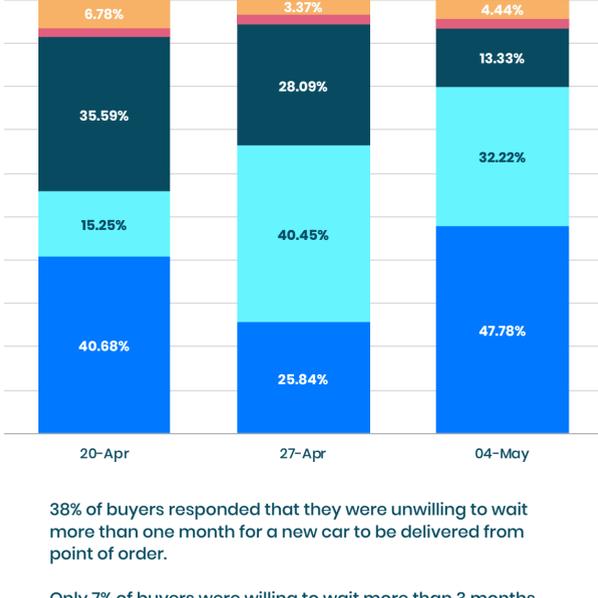
75% of buyers responded that they would be "very likely" or "likely" to buy a used or nearly-new vehicle if the lead time for a new car was unacceptable.

4. On a scale of 1-5, how likely would you be to engage in a click-and-collect scheme with a dealership?



75% of buyers responded that they would be "very likely" or "likely" to engage in a click-and-collect scheme with a dealer.

5. How many months are you willing to wait for a new vehicle to be delivered from point of order?



38% of buyers responded that they were unwilling to wait more than one month for a new car to be delivered from point of order.

Only 7% of buyers were willing to wait more than 3 months.

Why should brands engage now?

There are still potential sales

35% of consumers in market to buy within 1 month.

60% willing to purchase without physically visiting a dealership.

75% willing to use a click-and-collect scheme.

75% willing to switch from a new to a used or nearly-new vehicle purchase.

Nurture and develop prospects

75% of consumers in market to buy within 3 months.

80% willing to switch to another brand if their preferred brand was not available.

93% of consumers are unwilling to wait more than three months for a vehicle to be delivered.

Consumers are showing a greater tendency to engage with dealers through digital channels, such as live chat.

Educate and guide

88% of consumers using extra time to research, and increasingly using third-party sites and social channels.

Uncertainty remains – can dealers now sell cars? Which dealers are open? How long are lead times?

Expect lots of market "noise" when lockdown ends as brands and dealers try to win back consumers with tactical offers and incentives.