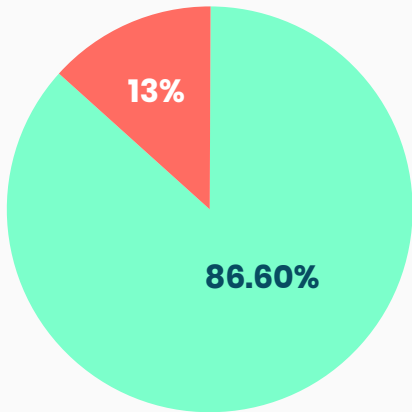




# **Automotive Consumer Trends: Update**

We conducted a snapshot survey of 100 consumers during the first week of June 2020, to gauge their perceptions about the dealer experience in a post-lockdown world.

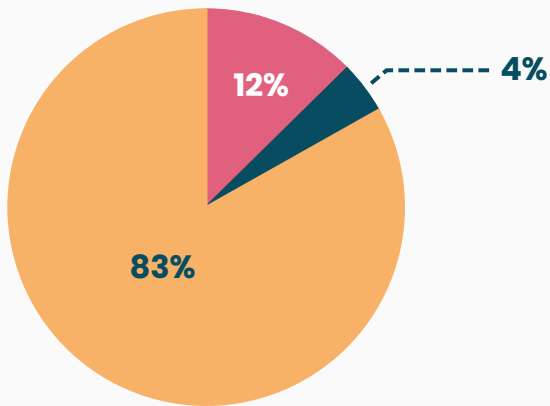
**87%** of respondents suggested that they were planning to take an unaccompanied test drive.



**Do you plan on taking an unaccompanied test drive if available?**

● Yes ● No

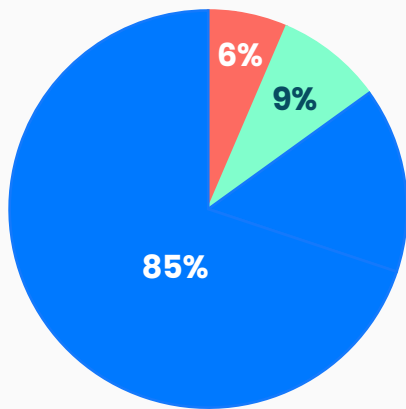
**83%** of respondents considered a test drive important or very important when purchasing a car.



**How important do you consider taking a test drive when purchasing your car?**

- Not important
- Neither unimportant nor important
- Important

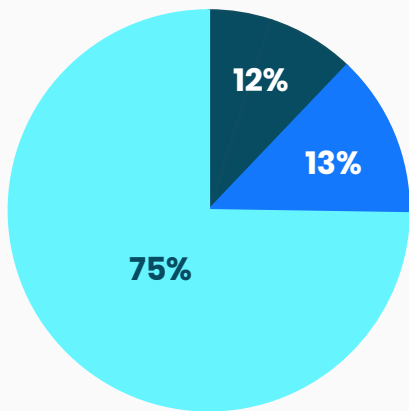
**85%** of respondents felt comfortable or very comfortable about the prospect of taking an unaccompanied test drive.



**How comfortable will you be taking an unaccompanied test drive if available?**

- Uncomfortable
- Neither uncomfortable nor comfortable
- Comfortable

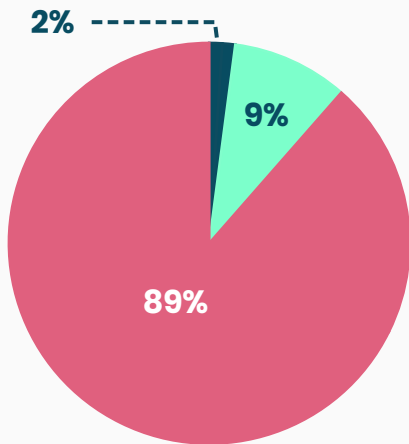
**75%** of respondents suggested that visiting a dealer was important or very important as part of their purchase journey.



**How important is it to visit a dealer in your purchase journey?**

- Not important
- Neither unimportant nor important
- Important

**89%** of respondents said that they were comfortable or very comfortable visiting a dealer.



**How comfortable are you visiting a dealer to complete your purchase?**

- Uncomfortable
- Neither uncomfortable nor comfortable
- Comfortable