



# Driving Future Success

Five key trends in online vehicle retail



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*Consumers are increasingly leaning towards online vehicle sales, with 74% planning to use digital methods for their next purchase. This trend suggests opportunities for retailers to adapt to the shift towards online purchasing.*

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*Offering online motor finance drives sales, with 47% considering vehicle finance from the retailer online. Retailers benefit from accessible digital tools, as consumers find them beneficial for communication and research.*

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*Vehicle buyers overwhelmingly prefer the online sales process, with 75% finding it meets their expectations. Convenience, ease of enquiry, and information access are key factors driving 34% of respondents to progress their purchase online daily.*

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*The implementation of Consumer Duty in the vehicle finance industry has resulted in greater consumer satisfaction, as indicated by positive feedback on fairness, transparency, and understanding of the finance process, with 87%, 82%, and 85% respectively responding 'yes'.*

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*The majority of consumers, 85%, found online tools highly useful for their vehicle buying journey, with vehicle search rated most useful by 68%. Finance options, part exchange, and reservations were also highlighted as impressive tools aligning with real-world needs.*

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# — INTRODUCTION —

Online vehicle retail is widely considered to be a mature market. It accelerated dramatically during the pandemic when digital sales were, for a time, the only realistic option. Many in the industry believe that this moment propelled the channel to its current level alongside physical motor retail and that the two will coexist, roughly equivalent in importance, for the foreseeable future.

That may not be the case, however. iVendi has undertaken new research that suggests online vehicle retail may still have a way to go before it reaches its apex. To assess the current situation and understand its future role, we commissioned a survey of 1,000 used vehicle buyers and conducted a series of detailed interviews with a selection.

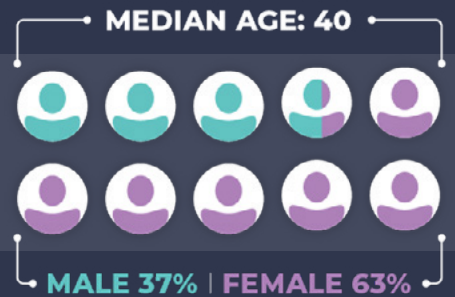
This was then overlaid with our expertise and previous research in online vehicle retail, explaining what we believe consumers will really want when they buy their next vehicle – and how retailers can work to meet those needs.

Our findings show that digital sales are developing at pace and could soon account for a much larger proportion of UK vehicle retail if they continue their current trajectory. If realised, this trend would be of direct relevance to future business decisions made by anyone involved in vehicle retail or vehicle finance – and should serve to start essential new discussions across these sectors.



OVER **1000**  
PEOPLE SURVEYED

Our survey of 1,000 used vehicle buyers took place in November 2023. Respondents were all over 18 years old with a median age of around 40. Overall, 63% were female and 37% male, and responses were collected from across the UK.



We also talked directly to a cross section of the used vehicle buyers that took part in the survey. These interviews were designed to add real-world context to the results, and illustrate the genuine thoughts, feelings, and issues experienced by modern consumers shopping for a used vehicle.



The research was conducted on behalf of iVendi by APD, a global leader in consumer intelligence who specialise in measuring the impact of consumer engagement and supplier management on the retention, recommendation, and loyalty of consumers to brands and products.

## ABOUT US

iVendi is the **market leader** in **connected vehicle retailing technology**, creating **digital products** that help consumers to buy and finance vehicles more easily and retailers to sell them more efficiently, **both online and in the showroom**. Through our platform, we see transactions from around five million consumers every month, working with thousands of car, van, and motorcycle retailers, alongside motor manufacturers and leading finance providers.

# 1 There's a Move Towards Online Sales

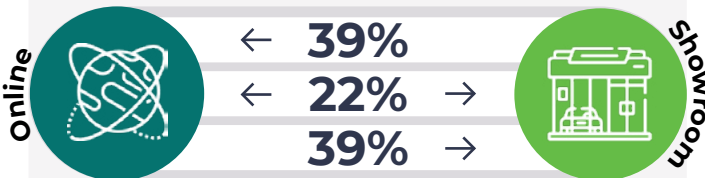


The most significant finding of our research was a shift amongst consumers towards online vehicle sales - although it appears a strong role for physical showrooms will remain.

Vehicle retail is currently an omnichannel environment, and when asked if their most recent experience online or in the showroom had been better, an equal number of respondents - 39% - named both methods, while 22% believed they ranked about the same.

However, there are undeniably strong signs of an increasing desire among consumers to conduct much more of the sales process online in the future. Our survey asked respondents how they thought they would buy their next vehicle, and the answers revealed a clear preference for digital methods.

Online & showroom experience is currently rated equally



**HOWEVER**

**74%**

expected to use some sort of

**ONLINE PROCESS**

This includes buying online and collecting the vehicle in person from the showroom (45%) or buying online with home delivery (29%). Only a quarter of respondents said they would prefer to buy their next vehicle at a physical dealership.

## On the Radar

Our research also shows that many consumers are already thinking about buying vehicles online. We asked respondents if they had considered buying a used vehicle completely online, and 59% said they had.

Of the 59% that considered buying a used vehicle completely online

**61%**

cited the influence of

**FRIENDS & FAMILY**

who had previously purchased a vehicle online as their

**CHIEF INFLUENCE**



31% were motivated by good reviews, and 18-22% cited incentives typically more specific to online sales - advertising for online-only brands, avoiding human contact, a good returns or money back policy, and feeling more comfortable buying products entirely online.

## The Next Generation

The age of respondents – and their respective preferences – is worth noting because it points to the direction of travel for motor retail’s future formats.

Predictably, older consumers are more likely to favour buying physically in the showroom, with 34% of over 45s naming it as their preferred method, compared to 23% of 31-44 year-olds, and 21% of those under 30.

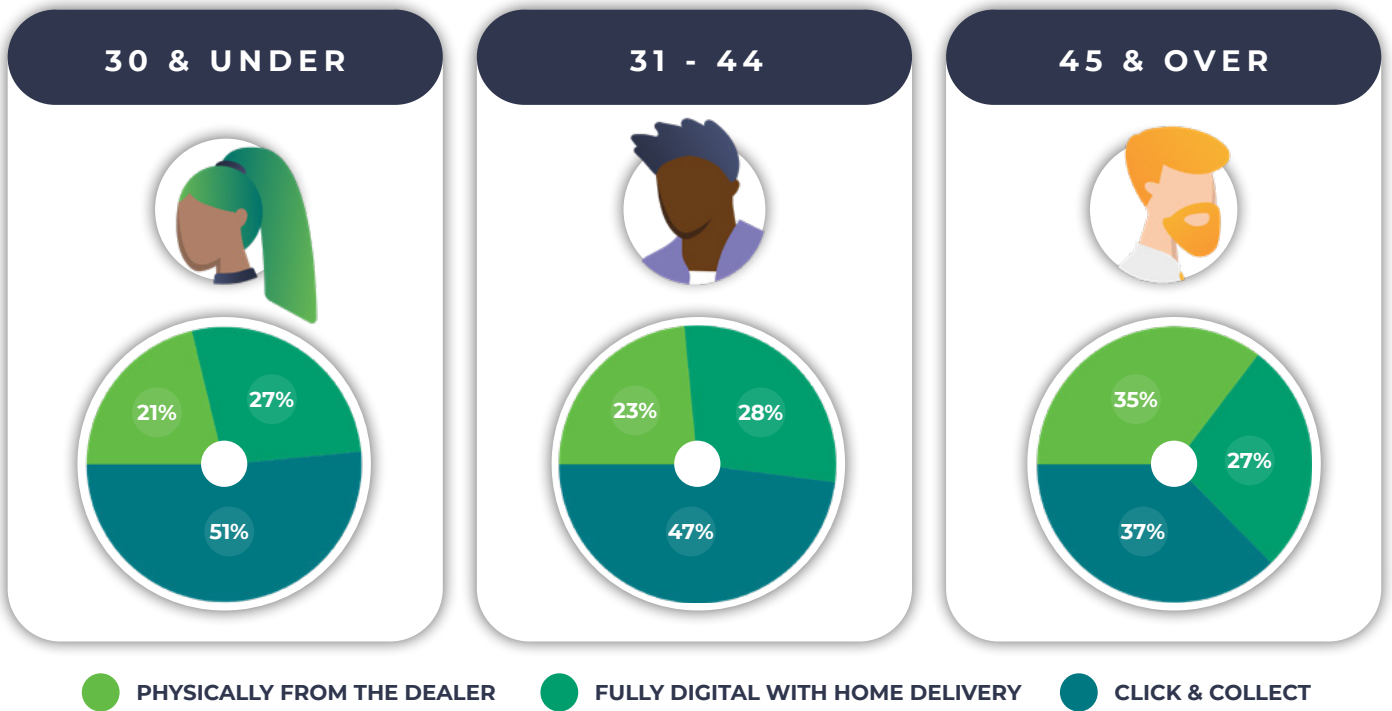
However, perhaps surprisingly, preferences for fully digital purchases with home delivery and no interaction with a physical dealership whatsoever were very consistent

across the age groups at either 27% or 28%.

The ‘click and collect’ method – transacting online, then collecting the vehicle from the retailer, – was not only the most popular response, but also the one with the most progressive trend among the age groups. It was favoured by more than half of respondents under 30 (51%), by 47% of 31-44-year-olds, and by 37% of over 45s.

There was also an obvious preference for click and collect among female respondents, 47% of whom expected to buy their next vehicle this way – a minimum 20% lead over physical and fully online.

Don't underestimate the age of respondents, it points to the direction of travel for motor retail's future!



What do consumers think will be better about buying a vehicle online?





# There's a Move Towards Online Sales Cont.

## Online Edges Ahead



When compared to historical research by iVendi, the latest data showed a decline in the role of physical dealerships.

In a 2018 survey, 87% of respondents told us that visiting the showroom was an important part of the buying process. Today, 70% of respondents expected to have some form of physical interaction with a showroom when they buy their next vehicle – 45% via click and collect and 25% by buying in person in the showroom.

In the last five years, there has been a **27% increase** in appetite for **online purchasing**.



In response to the question 'would you choose to buy a vehicle entirely online if the functionality existed?' 47% of our 2018 respondents said they would. Using our latest survey for comparison, 74% of respondents expected to buy their next vehicle online with home delivery or via click and collect.

## How would you prefer to buy your NEXT VEHICLE?



### UNDERSTANDING TRENDS

Retailers with an understanding of these trends and a solid grasp of the fluid correlation between online and physical sales stand to gain the most as each format shifts and develops. The increasing prevalence of digital means those who invest in and exploit new technologies and strive for high standards in online retail stand to gain the most.



### ONLINE SALES DEFINED

It is important to clarify precisely what we mean by an online sale compared with its traditional, physical equivalent. For the purposes of this research, we class an online sale as both of the following: a fully remote transaction where the consumer buys a vehicle from a website and has it delivered to their home without visiting a showroom, and click and collect sales, where the consumer completes the transaction online but visits a physical showroom to collect the vehicle.

# Lynne Baxter

Female, 37, professional from Dunfermline, Fife, with a family

*"This sounds terrible, but not having to deal with people in the showroom is a big factor. I don't know if it's being female, but they would rather speak to my husband than me. Not being under pressure, being able to make decisions and do it in the house, on my own, was great. The guy who delivered the car was really nice and really knowledgeable, and explained about all the controls. By the time he had told me everything I needed to know and took my car away, it was a 10-minute process – that was it. It was probably one of the smoothest purchases I have ever made."*

1

Decided to change the second family car for a larger one because the family had grown.

2

Searched online for an estate car and looked at a range of franchised retailer group websites, including Arnold Clark, Cazoo and Cinch.

3

Cinch had a good selection of estate cars and also offered to value and part exchange her old car. Their site was easy to use, and they had a car that she wanted, so Lynne then continued the process online with them.

4

Cinch also had links to finance companies. Lynne got three finance quotes online, and selected a four year PCP deal.

5

The new VW car was delivered to her driveway and the part-exchange was taken away within 10 days of the start of the process.

6

After delivery a complaint was quickly addressed.

## How iVendi Can Help

iVendi's Connected Retail products meet the needs of consumers throughout the entire vehicle purchasing journey, seamlessly integrating online and showroom sales processes, and streamlining the buying experience.

Our innovative solutions transform showroom operations with their user-friendly interfaces, facilitating easy and intuitive searches, personalised quotes, multi-lender financing, and cutting-edge deal management.

All of this is available at the consumer's convenience and, by extending accessibility online beyond traditional business hours, provides them with a convenient, personalised space for browsing, researching, and progressing their purchases.

Our technology is designed to adapt to the changing automotive landscape, serving as a flexible foundation for future developments in online motor retail.



*"Our research shows that the move towards online sales is continuing and accelerating, and the key takeaway is that the younger generation is much more in tune with completing the journey online. Retailers might be experts at selling vehicles physically, but that demographic is getting older, and it is important to think about tomorrow's consumers as well as today's. Accommodating those who want to buy online is now a fundamental part of a long-term business model, and we recommend that retailers audit their online proposition to ensure they are offering a full complement of comprehensive and easily accessible tools to facilitate the journey."*

**Darren Sinclair** | CCO

# 2 Offering Vehicle Finance Online Drives Sales



We have found that offering online motor finance drives sales. Retailers can benefit simply because consumers want it.

Many retailers understandably want to maintain the showroom's status as the key physical touchpoint for consumers, and there is sometimes a perception that offering vehicle finance online discourages in-person visits. However, our experience is the belief that withholding information from the website encourages consumers to call or visit the showroom is almost always false.

If they can't find what they want online, they often leave and look elsewhere.

Our survey asked respondents which funding options they considered ahead of their next vehicle purchase, and easily the largest group – 47% – said they looked at vehicle finance from the **retailer online**, followed by buying from **savings** at 40%, using an **online broker** at 31%, **bank loans** at 26%, and a loan from **friends or family** at 12%.



What did you like about the online vehicle finance process?



## Tools of the Trade

We also asked respondents how they interacted with the online tools offered by motor finance providers, and the results were very supportive of the technology.

The majority – 88% – felt communication with the retailer was made easier by such services, 66% said they used online vehicle finance tools to generate quotes, and 64% used online information and tools to research different finance products. Respondents were also asked how easy they found it to access information about the vehicle, the retailer, and the type of motor finance they were considering. These were scored from one to ten, and totalled 67% (vehicle), 62% (retailer), and 55% (finance). This indicates that **finance information, though valued by consumers, is relatively difficult to find on the corresponding websites.**

Retailers and finance providers with a sophisticated multi-lender finance offering – and crucially, digital tools that are easy to find – stand to benefit the most. Those offering consumers the means to progress and complete vehicle purchases create not only another sales channel, but also a lower cost format with advantages such as greater consumer engagement and a potentially faster stock turnaround. Almost two thirds of respondents were influenced by friends and family who had a good experience buying online, which illustrates how powerful a well-executed website can be.

## ONLINE TOOLS DEFINED

Online tools are interactive functions on a retailer's website that assist the consumer journey and the sales process. They include vehicle search, finance calculators and application, part-exchange valuation and administration, and vehicle reservation. Crucially, they should help buyers progress their purchase.



# Waksy Hussain

Male, 32, call centre worker from Preston, Lancashire, with a family

*"Primarily, I was looking online for things like how long the contract is for, the deposit, and how much I would be paying monthly, so I'd get value for money. I looked at different finance options to get a good idea of things like price, and I used sites like Cazoo, Auto Trader, and Arnold Clark. The good thing about these websites is that you can compare the finance options. Arnold Clark offered the best value, so that's the one that I went with. Overall, the whole online process was more positive than negative."*

1

Decided to change his car because the family was growing.

2

Researched model choices online, initially using a community forum for recommendations.

3

Went to the recommended websites of Arnold Clark and Autotrader.

4

Compared online finance quotes from Cazoo, Autotrader and Arnold Clark.

5

Visited Arnold Clark LandRover in Preston once he had made up his mind what type of vehicle he wanted, with a pre-booked test drive.

6

Decided to finance with Arnold Clark because they were best value, but also encouraged by the physical visit. This was 52 months contract hire.

7

Vehicle arrived a week after visiting the showroom.

## How iVendi Can Help

iVendi empowers vehicle retailers through collaboration with finance lenders, integrating multi-lender software into their online platforms.

Strategic calls to action expertly guide potential buyers through the buying journey, emphasising vehicle affordability and enabling easy comparison of finance options without navigating away from the retailer's website.

Our multi-lender quote and compare features build consumer confidence in applying for finance directly through the retailer, whether online or in the showroom, as well as allowing footprint-free eligibility checking. This approach bypasses the need for direct-to-consumer lenders, all while ensuring compliance with Consumer Duty regulations.

By managing finance in this manner, retailers transform their websites into 24-hour showrooms with self-service tools that accommodate diverse buyer preferences and facilitate smooth transitions between online and in-person experiences – ultimately reducing application stress and increasing the likelihood of a successful purchase.



*"Our research shows that consumers genuinely want access to online vehicle finance tools and will use them extensively when they are available. The problem is that website providers often, by default, locate them at the bottom of the page or in other relatively obscure places. Visible and transparent quotations, where consumers can clearly see the monthly cost, are enormously influential factors in a buying journey – far more so than a vehicle's price in most cases. Online vehicle finance tools must be clearly visible, easy to use, and serve up information in a format that is digestible for the buyer. They should also offer as much choice as possible and the provision of quotes from multiple lenders can be a powerful addition, here. This is especially important when competing against online motor finance providers who retain 100% of the finance commission and often charge a fee for introducing the consumer to the dealer. Offering online motor finance on your website helps retailers compete against these expensive 'finance first' solutions."*

**Rob Severs** | SVP Products & Insight

# 3 Vehicle Buyers are Happier Online



A key finding of our survey is that vehicle buyers are simply happier with the online sales process than any other.

When we asked if online transactions met consumers' expectations compared with other purchases, 75% said yes, compared with 61% for showroom sales, and just 47% for transactions conducted over the phone.

Overall, which of the following **purchasing methods** met your expectations?

**ONLINE** 75%

**SHOWROOM** 61%

**PHONE** 47%

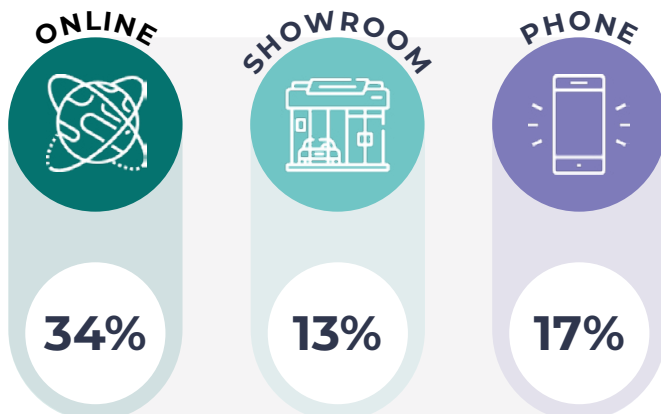
## Why Online Works so Well

Online buying appears to fit much more neatly into consumers' lives and increases the frequency with which they interact with the sales process.

Our survey asked consumers how often they went online to progress their vehicle buying journey compared with calling or visiting the showroom.

Online was easily the most frequent, with 34% of respondents saying they moved their purchase forward through this route at least daily. Only half as many, 17%, called the showroom as often, and just 13% physically visited a showroom the equivalent number of times.

Percentage of consumers that embark on each buying journey daily



When asked what motivated them to enquire online, 60% of respondents cited convenience, 51% ease of enquiry, and 42% said it was to find information. These were the three dominant factors by far, proving that buyers just find it easier.

The top 3 reasons that motivate consumers to buy online

**CONVENIENCE**  
**EASE OF ENQUIRY**  
**INFORMATION**



# Chiedza Muzhona

Female, 37, teacher from Isle of Wight with a family

"I went online, applied for some finance, and looked for a car. First, I looked on Auto Trader and was hoping to find something that could be delivered to me, but when I found the car I wanted, the delivery was too expensive – it would have cost me £600 – so my husband went to fetch it. I like that buying online was quite easy, and it was very convenient. They did all the checks and everything – I didn't have to be there for that part."

1

Decided to change the car because the existing car was becoming unreliable.

2

Searched on Cinch, Autotrader and the websites of a few nearby retailers but did not have a model in mind.

3

Saw a button on Autotrader for a free finance quote. Once she had this HP quote and an account manager from an online broker, she began to look for vehicles in that price range.

4

Took several days to decide on a model.

5

Communicated over several days with the online broker by phone. The first car selected was too old to finance.

6

Process took longer than she would have liked, and the car had to be collected because delivery to the Isle of Wight was too expensive.

## How iVendi Can Help

iVendi's Connected Retailing platform transforms leads into sales by seamlessly blending the showroom experience with online convenience.

Through our Digital Deal, retailers personalise their proposition in moments, incorporating the vehicle price, finance options, part exchange valuation and more. Consumers can then engage with this offer remotely, adjusting quotes and completing their purchase anywhere, any time.

Our platform empowers retailers to manage online orders, reservations, applications, and finance checks within one unified system, ensuring a streamlined and efficient process. It keeps retailers in control, proposing finance offers, attaching warranties, and facilitating remote negotiations at the buyer's convenience.

iVendi's commitment to enhancing profitability extends to selling add-on products digitally. Retailers can introduce value-added products early in the process, making them an integral part of each quote.



"In essence, it is just easier for buyers to research and shop online than it is to call or visit the showroom. Everything about the experience is more convenient, which is perhaps best illustrated by the 34% of survey respondents who engaged with their purchase daily when buying online. The ability to visit a website multiple times and perform and save a range of functions to which they can later return is a real benefit for buyers. Vehicle retail is, and will remain, an omnichannel sector, but it is also important to remember that a website is cheaper than physical premises, therefore the return on investment can be that much greater, especially when it is the consumer's preferred route."

**Jana Jones** | SVP Sales, Marketing & Communications

# 4 The Compliance Journey is Working

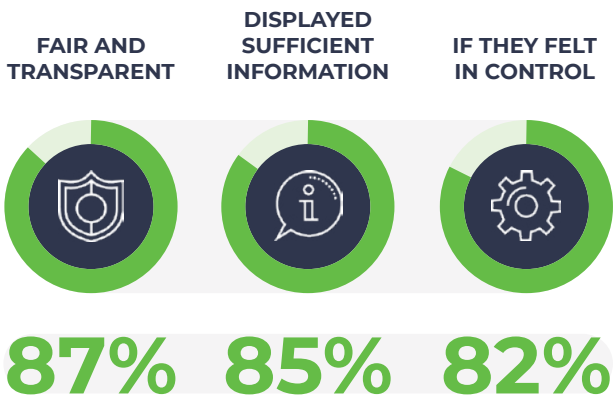


Our survey suggests that the increased focus on compliance in the vehicle finance industry has led to greater satisfaction among consumers.

Consumer Duty was implemented by the Financial Conduct Authority on 31 July 2023, and required finance providers to adhere to a new set of standards designed to make the sales process clearer and fairer for consumers and deliver good outcomes.

Our survey was conducted approximately four months after Consumer Duty's enactment, and respondents were asked if they felt the finance process (1) was fair and transparent (2) if they felt in control of it, and (3) if they saw sufficient information which explained the available finance products. Responses to all three were resoundingly positive, with 87%, 82%, and 85% respectively replying 'yes'.

Percentage of consumers who replied  
..... **YES** .....  
when asked if they found the  
**FINANCE PROCESS**



## Treating Customers Fairly

Most consumers felt they had been treated fairly by the retailer in their vehicle finance interaction. We asked respondents to rate this on a scale of 1 to 10 – with 10 being 'treated very fairly' and one being 'treated very badly'. Results showed 91% scored their retailer seven or higher, while ratings of six, five, and four totalled just 9% and no one rated their retailer three, two, or one.

## Confidence all-round

The results were similar when we examined consumers' interactions with vehicle finance products in more detail. When asked if they felt confident in choosing the right finance product for them, 88% of respondents said yes, 91% said they felt the online vehicle finance process was well-structured and easy to understand, 83% felt the finance choices they were offered represented fair value, and 87% agreed that the way in which their personal details would be handled was fully explained.

This is further evidence of consumers' ease and confidence in online motor finance applications and illustrates that Consumer Duty's four key outcomes are being met. In brief, they are:

### Products and services outcomes

Vehicle finance providers must ensure their products and services are right for the end consumer, and consider and account for any vulnerabilities among their target market.

### Price and value outcomes

A focus on the fair pricing of products and value for money. Firms should review commission arrangements, for example, and ensure they do not encourage the sale of products that are not in the consumer's interest.

### Consumer understanding outcomes

Consumers should be allowed to make an informed decision about the available vehicle finance products. This could involve providing further information in a digestible and accessible format when it is most relevant to the consumer.

### Customer support outcomes

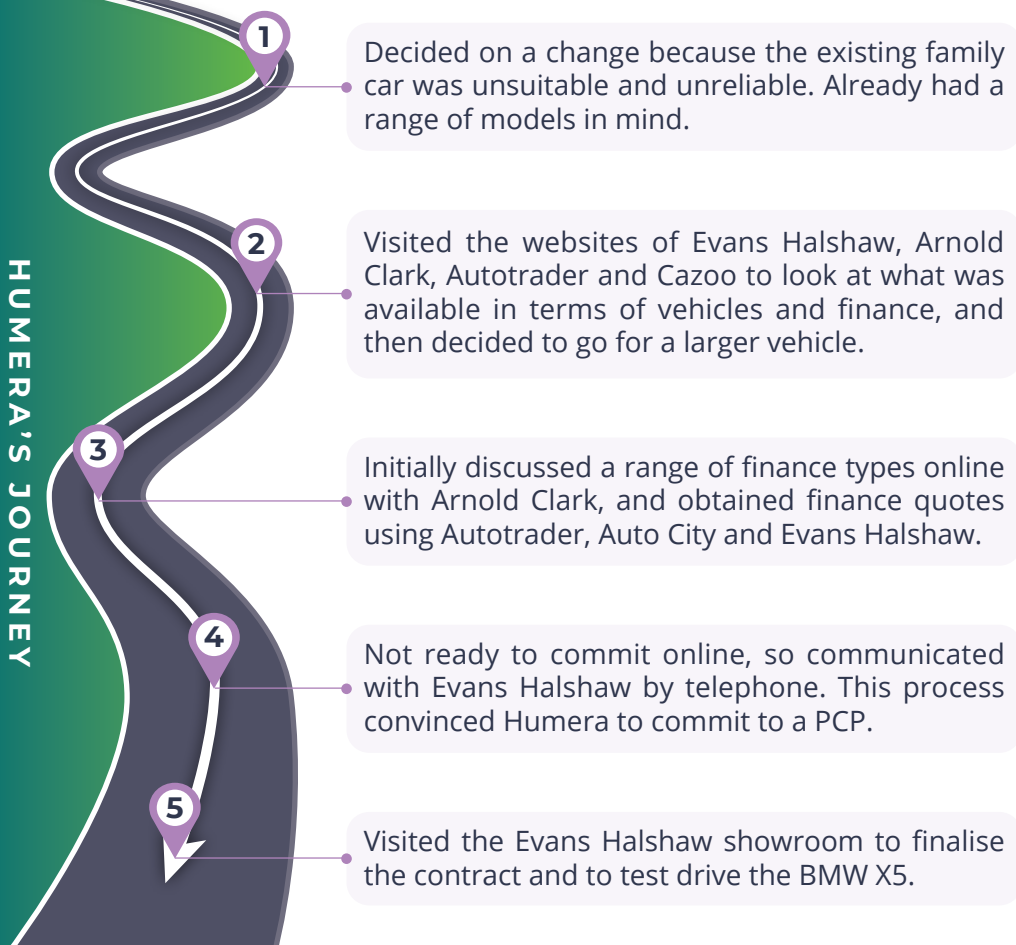
Straightforward and transparent after sales support should be provided to vehicle finance customers. It should not be any more difficult to cancel, switch or complain about a product than it is to purchase it initially.



# Humera Mahood

Female, 28, part-time call centre worker from Bradford with a family

*"The retailer was happy to do a part-exchange. That helped us, because we just wanted to get rid of the old car, and it helped with the deposit. First, we looked at hire purchase, then personal car leasing, but I preferred personal contract purchase. The retailer was really helpful, sitting us down and explaining the contract and the purchase agreement. They also let us look at and test drive the car, which gave us peace of mind, and said if there was any fault within the first 60 days then we could bring it back – and even gave us seat covers. Really nice."*



## How iVendi Can Help

iVendi's Connected Retailing platform is a vital tool for vehicle retailers and lenders managing Consumer Duty responsibilities in the automotive industry, enabling them to satisfy regulations within a seamless, consumer-centred experience.

Our technology provides detailed information on chosen finance products to maximise transparency direct from lenders. With product videos, consumers easily grasp the benefits of each product. Suitability assessments, including lender-specific questions, guarantee understanding and if needed, retailers can offer personalised assistance.

Meanwhile, signposting directs consumers, especially vulnerable ones, to helpful resources during the journey that can help with their decision making and shows them the kind of support that is available.

It's a solution that creates a smoother journey for retailers and buyers, ultimately delivering increased consumer satisfaction and maximising regulatory compliance.



*"There are two ways of viewing these results. The immediate one is that, just a few months after Consumer Duty was introduced, we are seeing very high levels of satisfaction among vehicle buyers, measured using relevant metrics. It really does suggest that the new regulations are working plus, of course, we would expect to see these numbers improve further as they bed in. The other view is that there is still room for improvement - 13% of respondents did not feel the motor finance process was fair and transparent and 15% said they did not see sufficient information explaining the available motor finance products. Things are arguably going well but there is certainly no room for complacency among retailers."*

**James Tew** | CEO



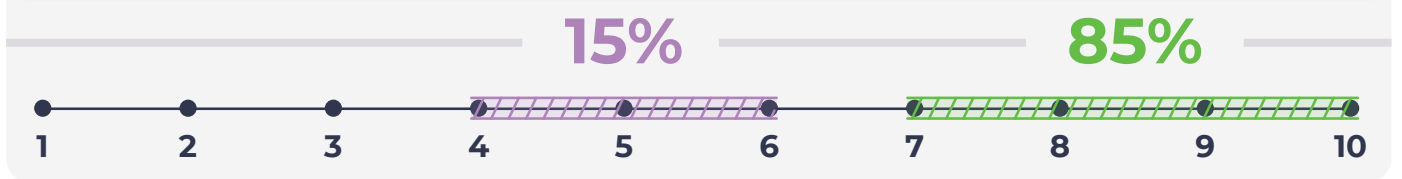
# 5 Online Tools Drive Engagement



Most consumers in our research had made extensive use of online tools as part of their vehicle buying journey.

When asked how useful online tools were in helping their decision making on a scale of 1 to 10 – with one being ‘not at all useful’ and 10 being ‘very useful’ – 85% of respondents scored seven or more and the remaining 15% in the six to four categories.

On a scale of **1 (not useful)** to **10 (very useful)**, how useful were **online tools** through the vehicle buying journey?



## It Starts with Search

More than two thirds (68%) said vehicle search was the most useful online tool, being well established as the entry point for most vehicle buyers and almost universal in its application.



However, while searches work well for buyers with a clear idea of the vehicle they want and relatively generic requirements, they often do not account for more specific needs.

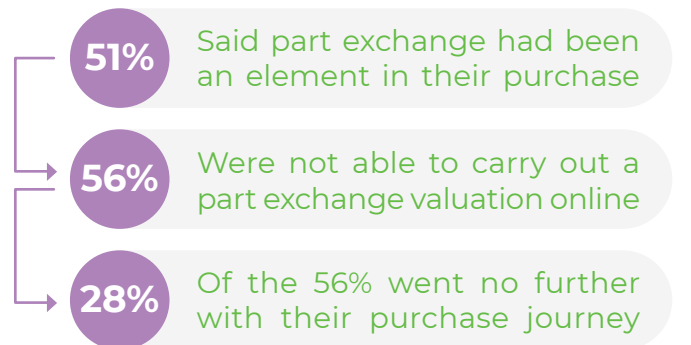
One of our interviewees, 31-year-old Sammy Brady, from Worcester, described online searches as “a bit overwhelming... there is so much out there” and said the filters did not work with her criteria of seven-seat vehicles, instead showing her five-seaters.

## Real World Applications

Finance options (35%), part exchange (19%), and reservations (17%) were cited by respondents as the online tools that impressed them the most.

Crucially, these functions align with vehicle buyers’ real-world needs. When they are made available to consumers in a clear and simple format on a strong retailer website, these tools can form a critical part of a modern, effective, consumer journey, and help to drive sales.

Part exchanges are an interesting part of the consumer journey at present, and play an important role for many consumers in the buying journey.

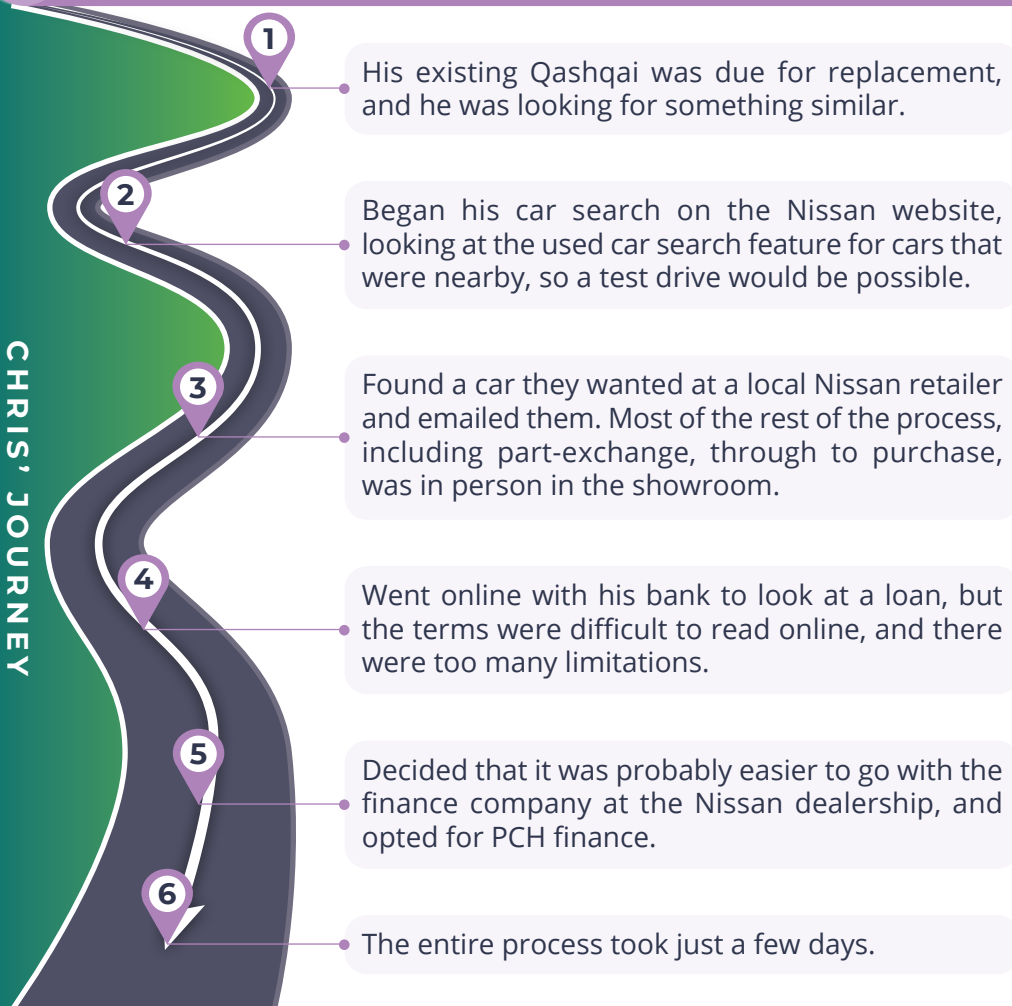


The convenience of online part exchange valuations is clearly helping a portion of consumers to progress with their next vehicle purchase – and the lack of them is a dead end for others. They should therefore be considered a valuable tool in retailers’ online offerings.

# Chris Simpson

Male, 49, pharmacist from Calder Valley, Yorkshire, with a family

*"Before we used to buy cars online, we would visit all the showrooms. Now there is no point. Because of the time limitations, it is better to just look at the car online, and we knew exactly what we were getting anyway - it's the same make of car, just a better spec. I know you can sell your cars privately and get a better deal, but I don't want the hassle of doing that, because I don't have the time. We put the car in as a part-ex with the retailer and got a new one within a few days. It was all pretty painless, really."*



## How iVendi Can Help

iVendi transforms the vehicle buying process, giving retailers powerful tools that progress consumers through each step of their purchase.

Features such as our Finance Calculator, Finance Check and Apply Now streamline affordability checks and credit approvals, easing consumers into the financing journey.

As potential buyers explore their options, the multi-lender Finance Comparator aids in choosing their optimal solution, while the Reservation Tool and Buy Online facilitate secure transactions. Multi-lender capability ensures a spectrum of financing choices tailored to individual circumstances.

Online and Showroom Deal Management, alongside features such as Online Orders, the Digital Deal builder, and Quoting Tool, simplify the entire purchasing process, while Self-Serve gives consumers autonomy, and Part Exchange Valuation ensures fair trade-ins.

All of this adds up to a consumer journey that enables maximum transparency while seamlessly guiding consumers from the initial research phase to final sale.



*"This is an area where there is clear potential for retailers, ensuring they have the tools in place online that consumers expect as part of their consumer journey. The key touchpoints here are vehicle search, vehicle finance, part exchange and reservations. While there are problems around search – look at the experience of Sammy Bradley in the interview on this page – it is perhaps part exchange where there is the biggest ground to be made up. The research shows that this is a dead end for many car buyers when it comes to their online journey, which is unnecessary because effective solutions are being used by many retailers. When more sales move online, the issue of providing part exchange facilities online will become ever harder to ignore."*

**Richard Tavernor** | COO

# CONCLUSIONS

## The Key Lessons



Anyone who works in vehicle retail knows that over time, people increasingly want to buy vehicles online and that retailers need to provide ever more effective tools that enable them to do so.

The surprising finding from our research is the degree and speed at which this could happen, with three out of four consumers saying that their next vehicle purchase is likely to happen digitally, using the retailer only for delivery. That is a substantial, rapid potential swing away from the current position.

Does that mean the omnichannel approach that forms the basis of current sales strategies is dead? Our view is a firm no – there is a distinct message coming through in the research that vehicle buyers like knowing that a physical showroom remains in place and some will continue to want to shop in the showroom – but that omnichannel journey could become dominated by digital quite quickly.

So what lessons should retailers take away? Simply, that there are huge opportunities for those who work to meet this consumer trend. Vehicle retailers providing a sophisticated consumer journey – one that allows the buyer to identify the right vehicle, finance it in a way that suits them, creates a digital route to part exchange, and strongly commits to compliance – will be ideally placed to maximise sales now and in the future.



**Darren Sinclair**

CCO | iVendi

# TALK TO US

We believe that this white paper raises a whole series of issues for retailers who want to maximise sales today and be ready for tomorrow's opportunities, and would very much value the opportunity to discuss its findings with you, examining how they can be applied to your business.



## GET IN TOUCH

For further information, contact the iVendi team on [0330 229 0028](tel:03302290028), email [tellmemore@ivendi.com](mailto:tellmemore@ivendi.com) or visit [www.ivendi.com](http://www.ivendi.com).



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For further information, contact the iVendi team

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