

Now what?

On the Path to Digital Retail Success

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October 2021

Agenda

- 1 The Marketplace
- 2 The Shift
- 3 The Experience

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The Marketplace





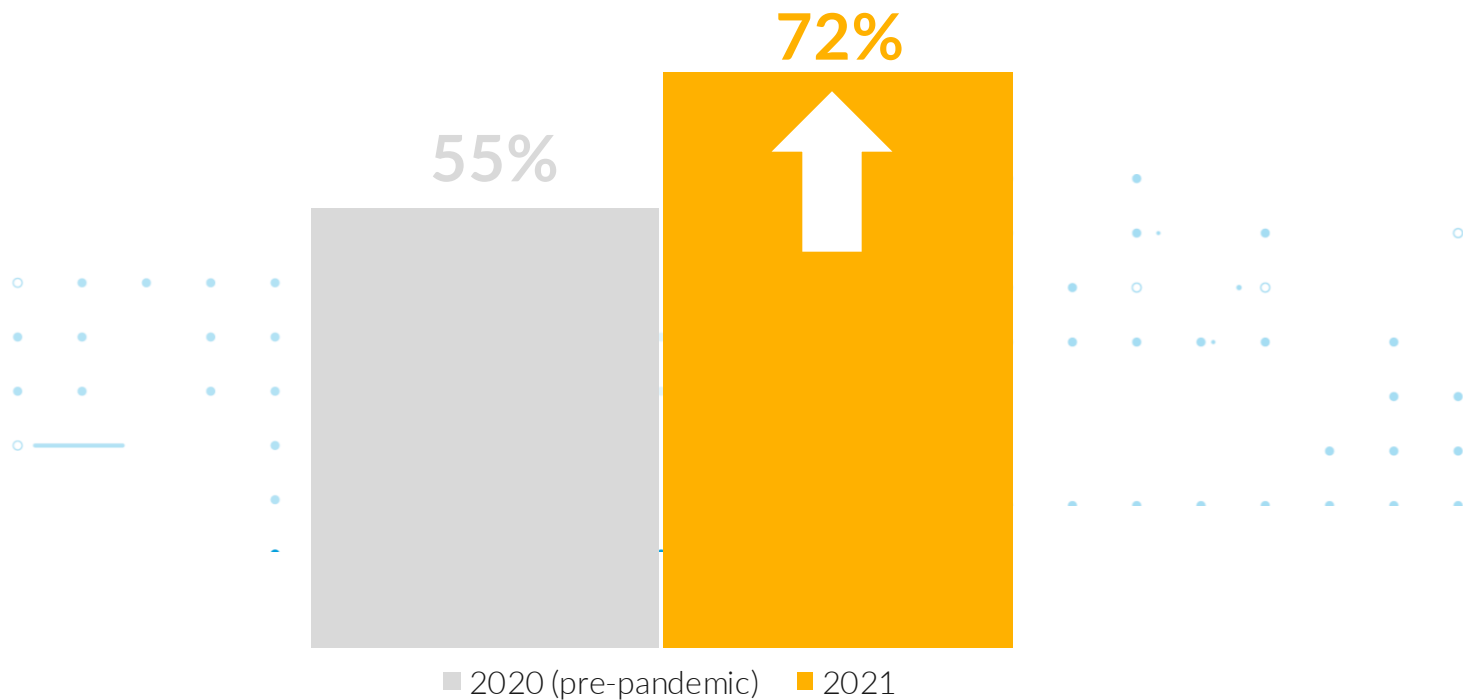
MARKET

SELL

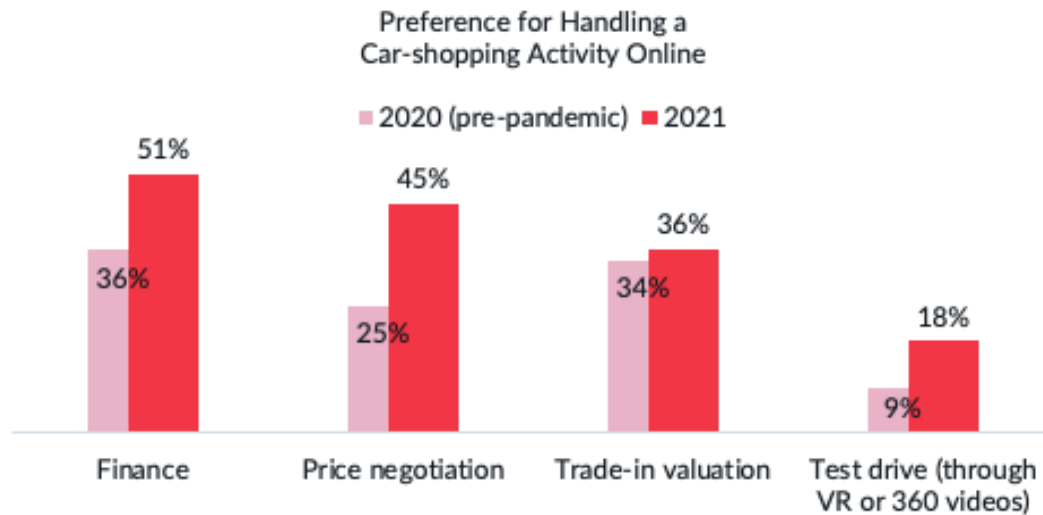
DEAL APPROVED

The Shift

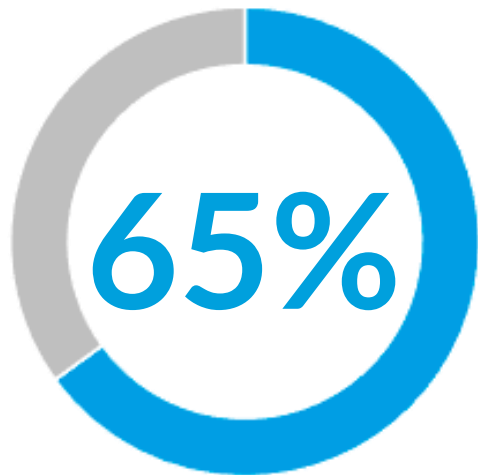
Openness to buying online surged due to pandemic



Preference for digital retail is growing too

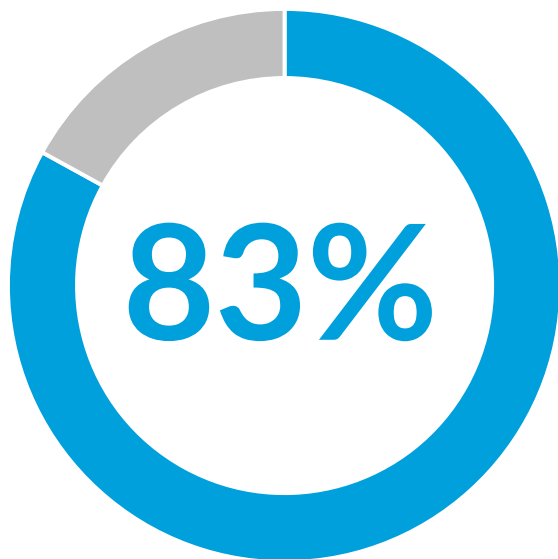


More than a passing trend



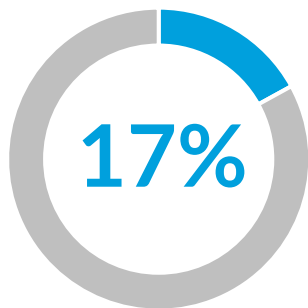
Of shoppers expect more online purchase options in the future

Shoppers will pay more for the convenience online offers



Of shoppers said they would
pay up to 10% more online

Online car retail sites are becoming increasingly popular

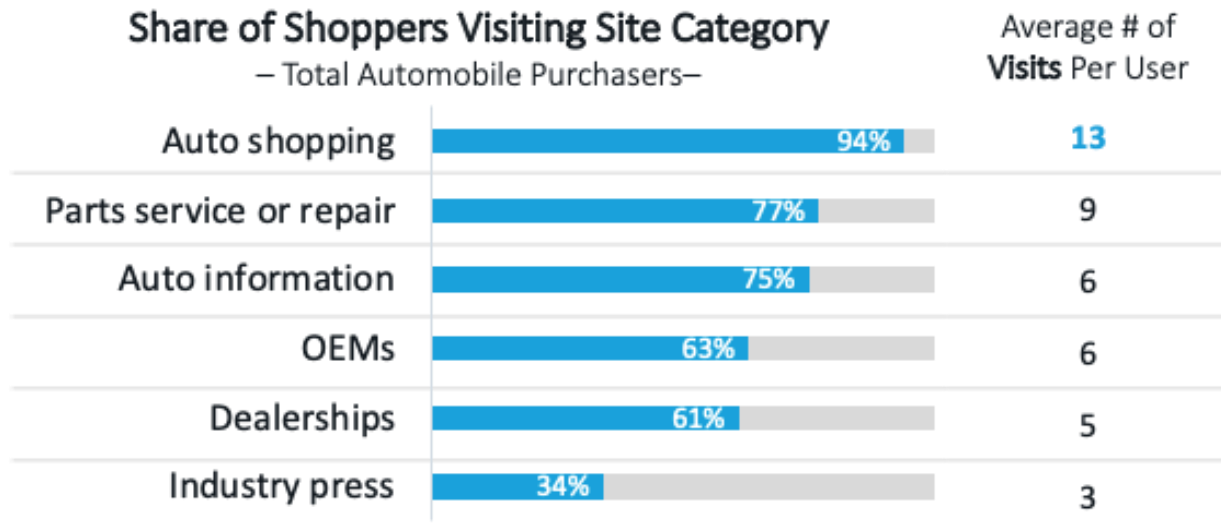


of vehicle buyers **visited a New Form Online Retailer** in 2020,

up from **11% in 2019** and only **3% in 2017**,

while the **number of visits to dealership and OEM websites dropped**

Auto shopping sites remain the most widely used online resource



CarGurus 2021 Buyer Insight Report, US (n = 3,031)

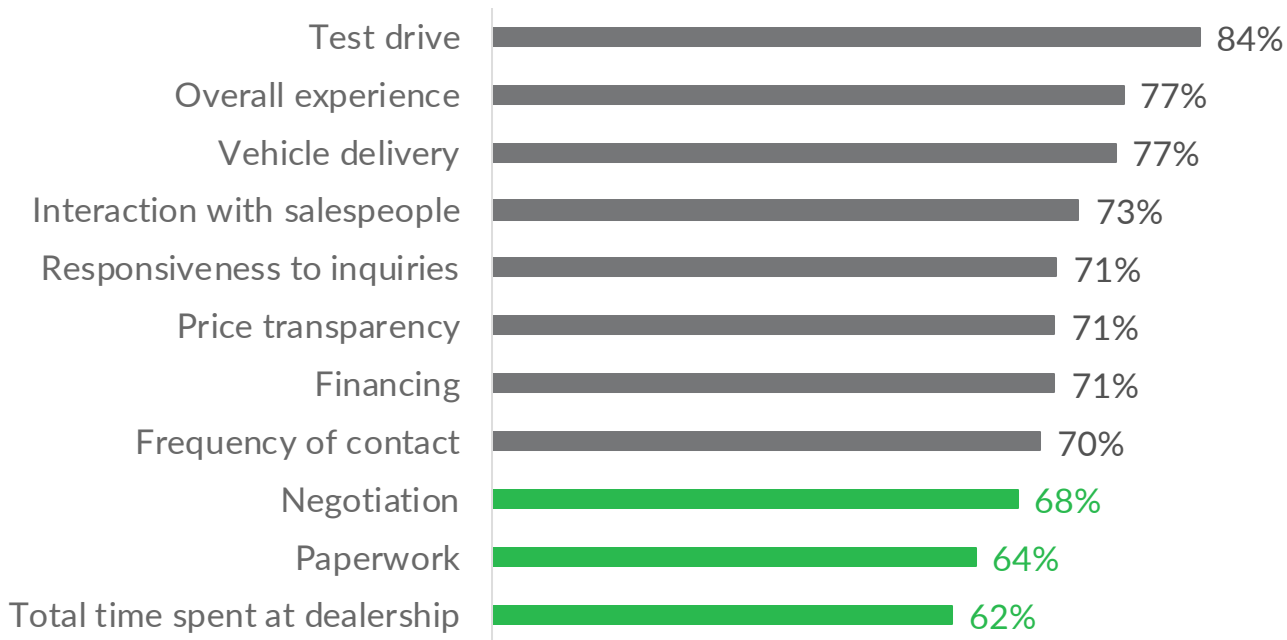
CarGurus is the most used auto shopping site, especially when making final decisions



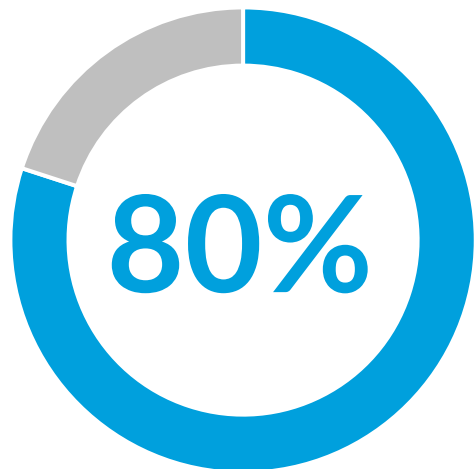
Compared to the competition*, CarGurus is **nearly 3X** as likely to be the final auto shopping site visited before purchase.

Improve the dealership experience, win the customer

BUYER SATISFACTION WITH ELEMENTS OF DEALERSHIP EXPERIENCE

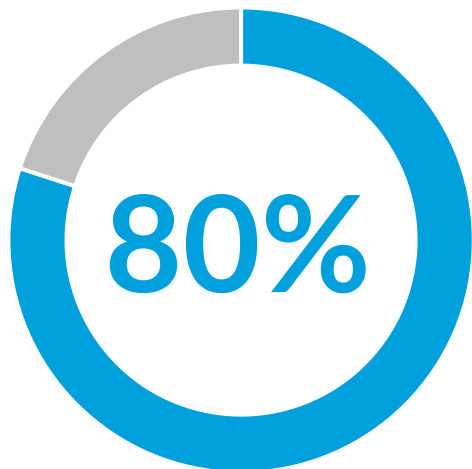


Dealers are embracing—and finding value in—digital retail

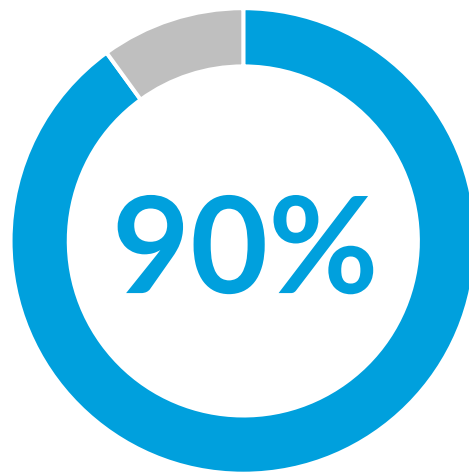


said the pandemic has
**accelerated their adoption of digital
path-to-purchase experiences**

Dealers are embracing—and finding value in—digital retail



said the pandemic has
**accelerated their adoption of digital
path-to-purchase experiences**



**expect to continue, or
accelerate, digital retailing
at their dealership**

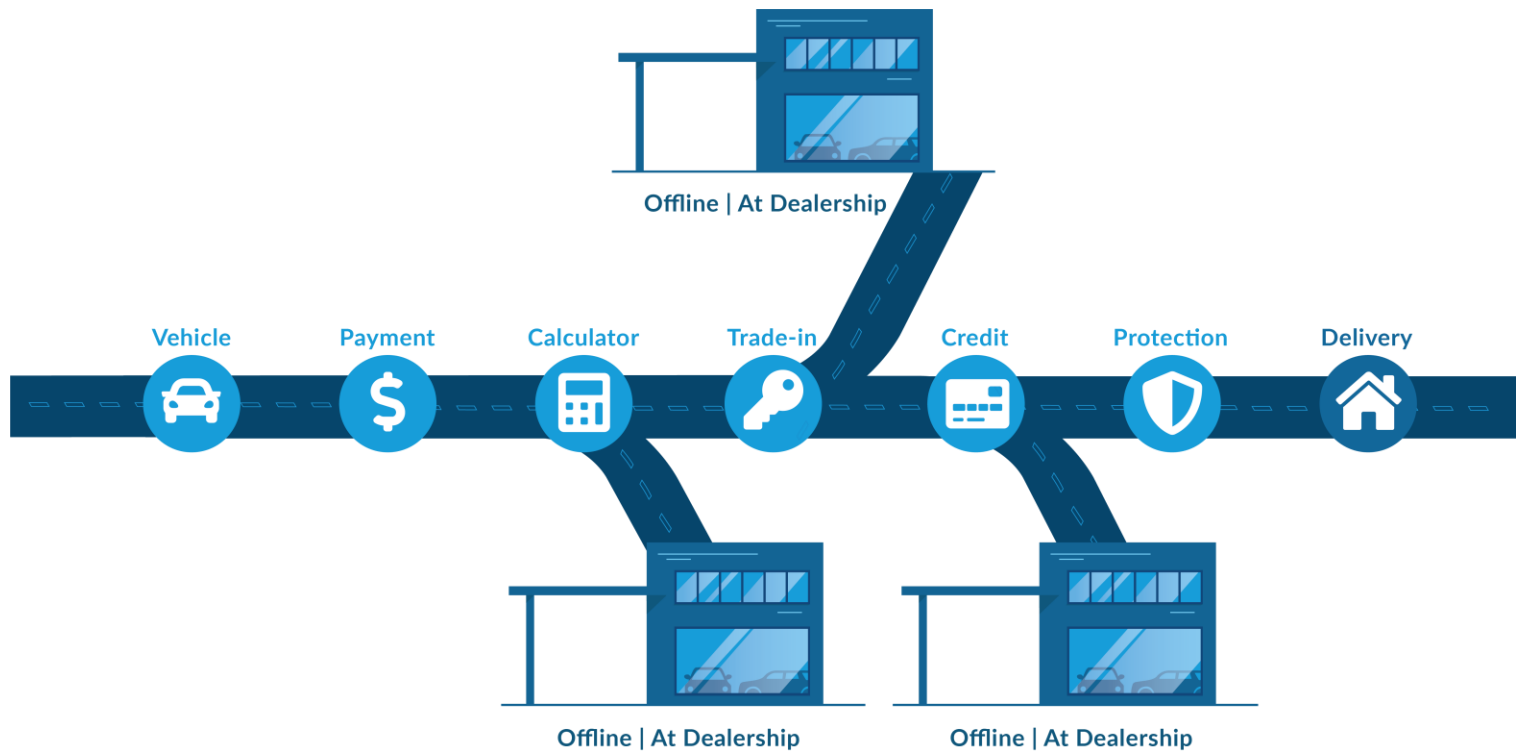
The Experience

WHAT'S HERE AND WHAT'S COMING

Digital retail gives buyers and dealers the power to choose



Digital retail gives buyers and dealers the power to choose



CarGurus is creating a better way to transact



**Reach + Engage
Shoppers**



Make a Deal



Expedite the Sale



Vehicle to Shopper

What are the benefits
of digital retailing?



Access

What are the benefits
of digital retailing?



Access

Demand



Access

Demand



Close





Access

Demand



Close



Streamlined processes



Don't just take our word for it

Mac Haik Auto Group



Location: Houston, TX



Dealer Type: Franchise



Customer Since: 2016



“CarGurus Pre-Qualified Leads move through the sales process quicker than consumers who aren't pre-qualified. They've mentally taken ownership already...They come in more committed to close and finalize their transaction.”

12% increase in overall sales

+275 extra cars sold annually

38% higher close rate among pre-qualified leads

MARKET

REACH AND
ENGAGE SHOPPERS



MARKET

LEAD SUMMARY

Approved Credit

Trade In

Extended Warranty

MAKE A DEAL

REACH AND
ENGAGE SHOPPERS



MARKET

REACH AND
ENGAGE SHOPPERS



LEAD SUMMARY

Approved Credit
Trade In
Extended Warranty

MAKE A DEAL

SELL

EXPEDITE
THE SALE

DEAL
APPROVED



Extended Warranty
Trade-in Accepted
Financing Approved



MARKET

REACH AND ENGAGE SHOPPERS



LEAD SUMMARY

- Approved Credit
- Trade In
- Extended Warranty

MAKE A DEAL

SELL

EXPEDITE THE SALE

DEAL APPROVED



Extended Warranty
Trade-in Accepted
Financing Approved



DELIVERED TO HOME



Nationwide shoppers

PICK UP IN-STORE



Local shoppers

Evolving to meet dealers' needs

Market

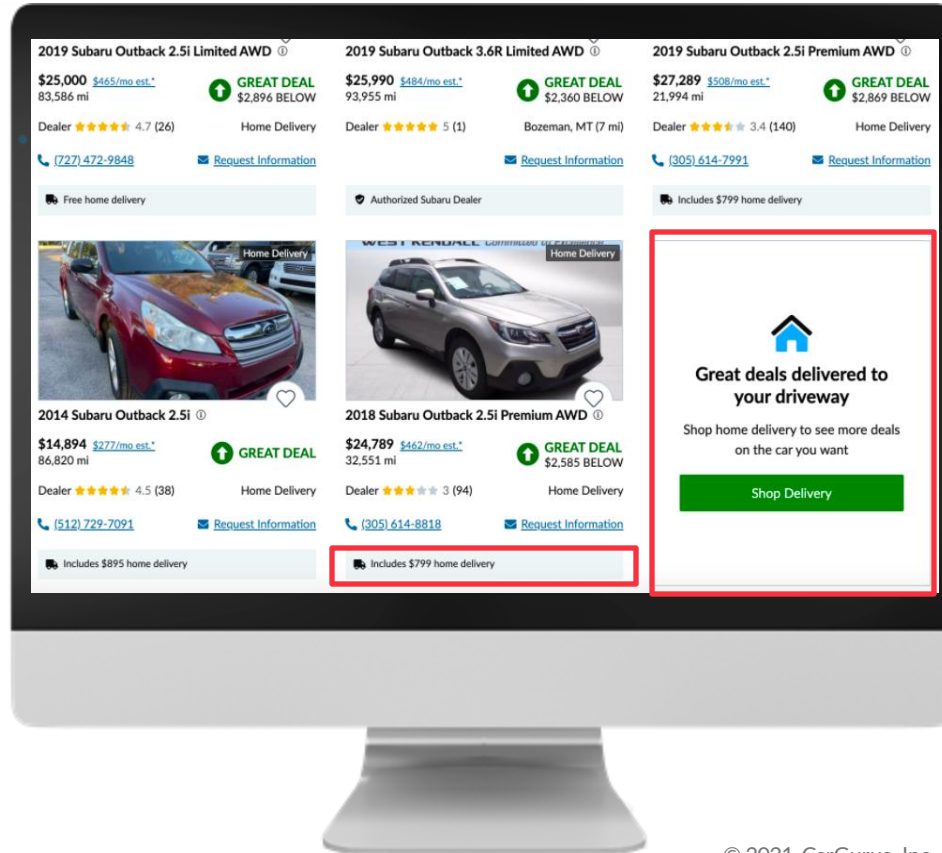
With transparency



Sell

With ease and confidence

Area Boost



Area Boost



Don't just take our word for it

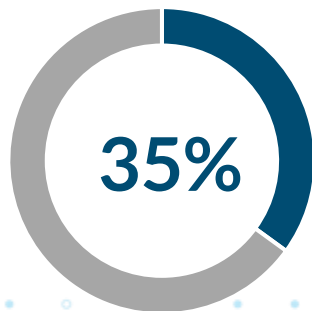
 **Location:** Gaithersburg, MD

 **Dealer Type:** Independent

 **Customer Since:** 2013

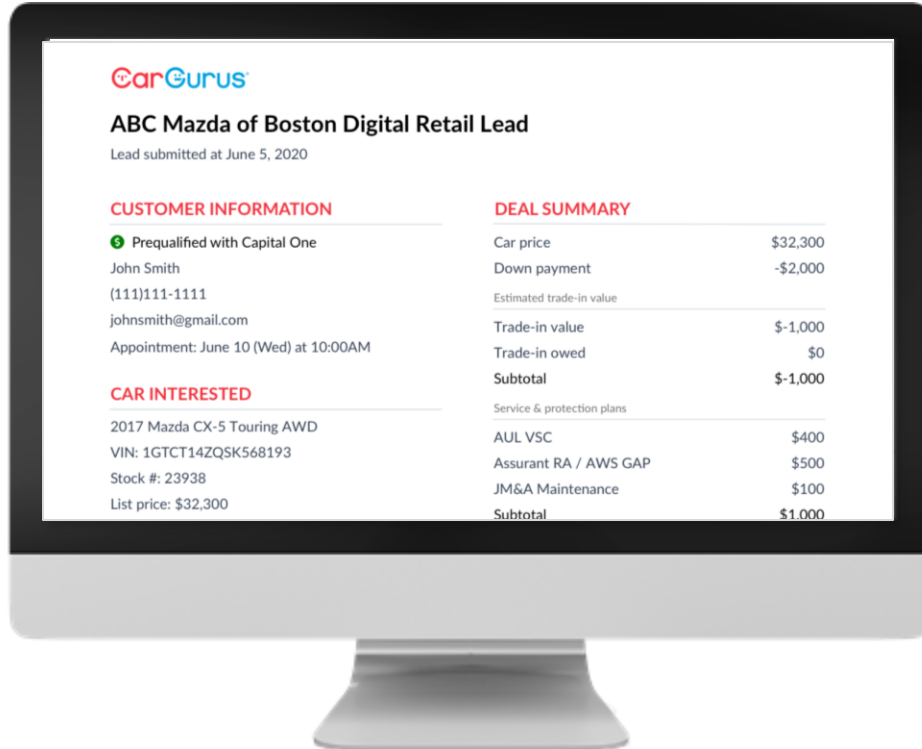


“[Area Boost] has helped us with turn time tremendously because we have more customers looking at our vehicles and purchasing our vehicles. It also allows us to have a larger share of voice.”



of sales are from **online delivery leads outside 50-mile radius**

Convert



Don't just take our word for it

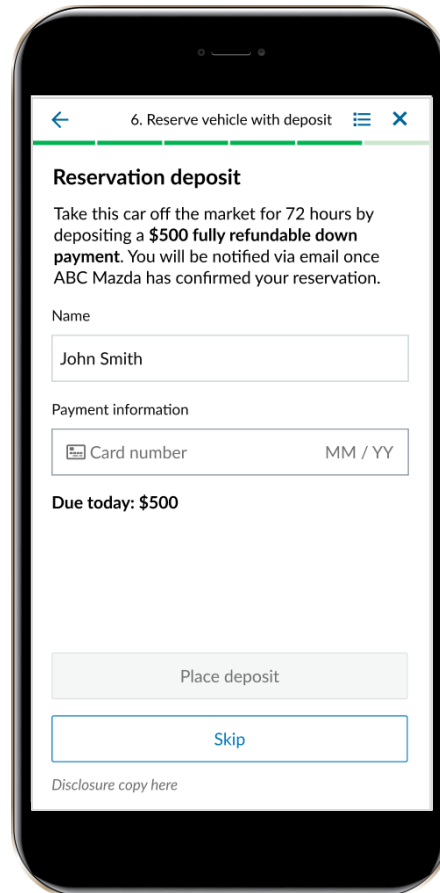
 **Location:** Bridgeview, IL 

 **Dealer Type:** Independent

 **Customer Since:** 2015



Deposits and reservations



6. Reserve vehicle with deposit

Reservation deposit

Take this car off the market for 72 hours by depositing a **\$500 fully refundable down payment**. You will be notified via email once ABC Mazda has confirmed your reservation.

Name

Payment information

Due today: \$500

Place deposit

Skip

Disclosure copy here



Delivery logistics

Transaction leads > Transaction # 2405

 Delivery

Order #S-026380484
1994 Dodge Viper shipping to Gilroy CA



STATUS
[April 2 @ 11:47 AM EDT] Your vehicle has been picked up and is in transit.

CARRIER
PLYCON VAN LINES, INC. DBA PLYCON TRANSPORTATION GROUP

PICK-UP
Greg
Latham, NY 12110, USA

DROP-OFF
Wayne
Gilroy, CA 95020, USA



Maximizing efficiency and profitability



Meet Evolving Consumer
Needs



More sales



Increased efficiency



Thank You!
