

DRIVING *CONNECTIONS*

Linking In-Store and Out-Of-Store Experiences for Car Buyers.

Many of today's car buyers want the ability to start the negotiation process on their own terms — preferably online. Is your dealership equipped to deliver? According to a recent CDK Global study on customer interest in connected stores:

Overall,

83%

of car buyers said a tool with connected store capabilities **helps to narrow their choices and clarify what they can afford.**¹

81% said it provides information they need to negotiate at the dealership.¹

80% found it convenient to use at home or in the office.¹



More than half

of car buyers are extremely likely or very likely to use the tool to a varying degree:

80%

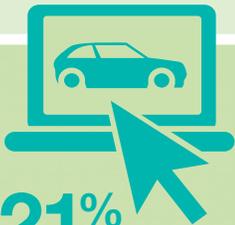
would configure approximate payments online **anonymously.**

60%

said they would configure approximate payments and **provide contact information without credit information.**

53%

of car buyers would configure a payment and **provide contact information including credit information.**



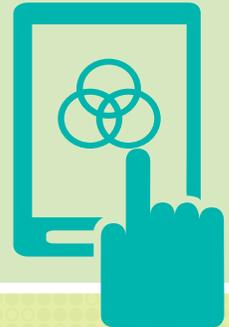
21%

of Americans would **purchase a car completely online.**³

88% of Americans will not purchase a car **without test-driving it first.**²



86% of car buyers would choose a dealership that offers connected store capabilities over one that does not.¹



68% of car buyers actually already expect to be able to begin their negotiation on a dealership website.¹

59%

of car buyers feel comfortable using tools

to configure a payment on a dealer website.



71%

of car buyers do not want to be pressured when filling out paperwork.²

The average car buyer spends **75 days shopping** before a purchase. A luxury car buyer spends 105 days.⁴



With CDK Connected Store, car buyers are able to start their quotes online and can save time in store by eliminating the need to provide information more than once — making the process more streamlined for customers and personnel.

Visit cdkglobal.com/connectedstore to learn more.



Evolving the Automotive Retail *Experience*

1. CDK & Root and Associates, *Connected Store Study*
2. Autotrader, *Car Buyer of the Future Study*
3. Capgemini, *Cars Online 2015 — The Selfie Experience: The Evolving Behavior of the Connected Customer*
4. CDK Global Business Intelligence