

Driving Shoppers Closer to Their Next Purchase

The Power of Content in the Car Buying Journey

With more models and new technology, car buying decisions aren't getting any easier. **Three out of four shoppers are undecided** at the start of their car buying journey. And where do they turn to guide their decisions?

They seek out engaging videos, informative articles and trusted reviews to guide their choices. Whether it's learning more about EVs and hybrids or researching award winning vehicles, **content is the key to influencing their decisions.**

What is Content?

Sources of information created by third-party platforms, content creators, or brands

Intend to use content in the future to research new vehicles

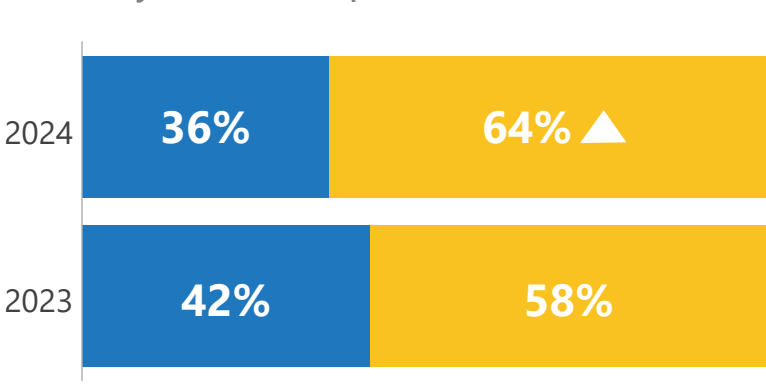
91%

Video breaks through to shoppers.

More shoppers prefer video for vehicle education. It saves time, is easier to understand and helps simplify complex concepts. Videos inspire action.

Preferred method for learning about vehicles

Among new in-market shoppers and buyers with a preference



▲▼ indicate higher or lower significance in 2024 compared to 2023

Took action after seeing online video ad for a vehicle

72%

Actions include looking up more information, visiting or contacting a dealership, researching financing or lease offers

Videos are a key tool for EV and Hybrid education. Online video reviews from an expert are now a top source for learning about Hybrid/EV.

Awards make an impact.

Winning an award confirms the quality of your vehicles and sparks curiosity and interest with potential buyers. In fact, awards from a trusted source are more influential than special pricing, especially among Millennials.

83%

Vehicle awards and accolades are important

80%

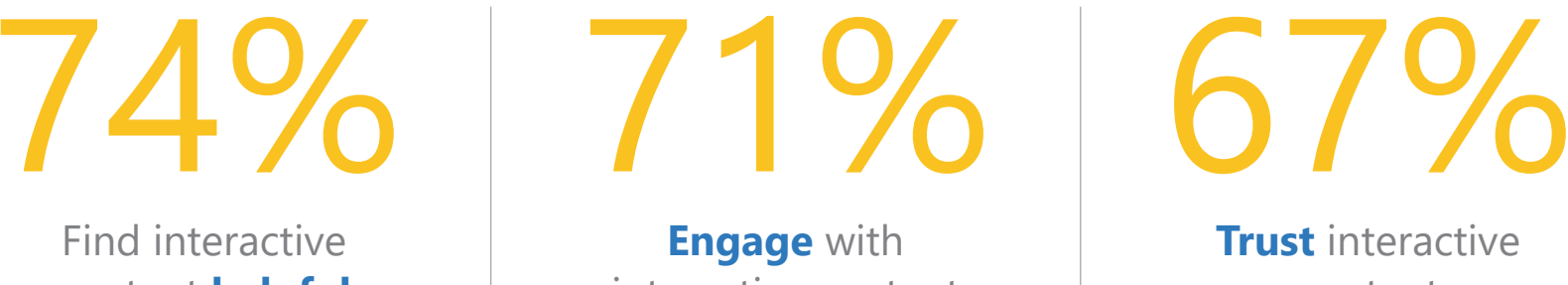
Took action after hearing a vehicle won an award

Interactive tools drive decisions.

Interactive content such as pricing calculators, personalized monthly payments and quizzes to help find a vehicle match are helpful and trusted by shoppers.

Interactive content is driving EV and Hybrid choices

Interactive content among new in-market shoppers and buyers (% Likely)



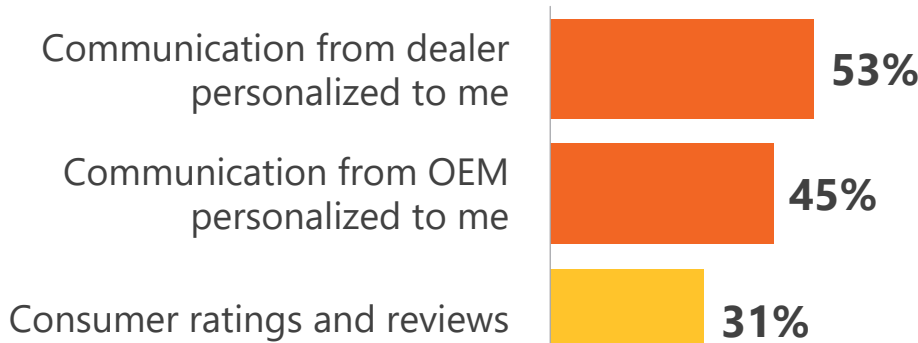
*EV and Hybrid consumers over-index on these metrics making interactive tools even more important for the EV/Hybrid audience.

A personalized touch makes a big difference.

Customization is the key to brand loyalty. Personalized communication from the dealer or OEM are the top influences on brand loyalty.

Customization is the key to brand loyalty

Top 3 sources that would influence brand loyalty among new in-market shoppers and buyers

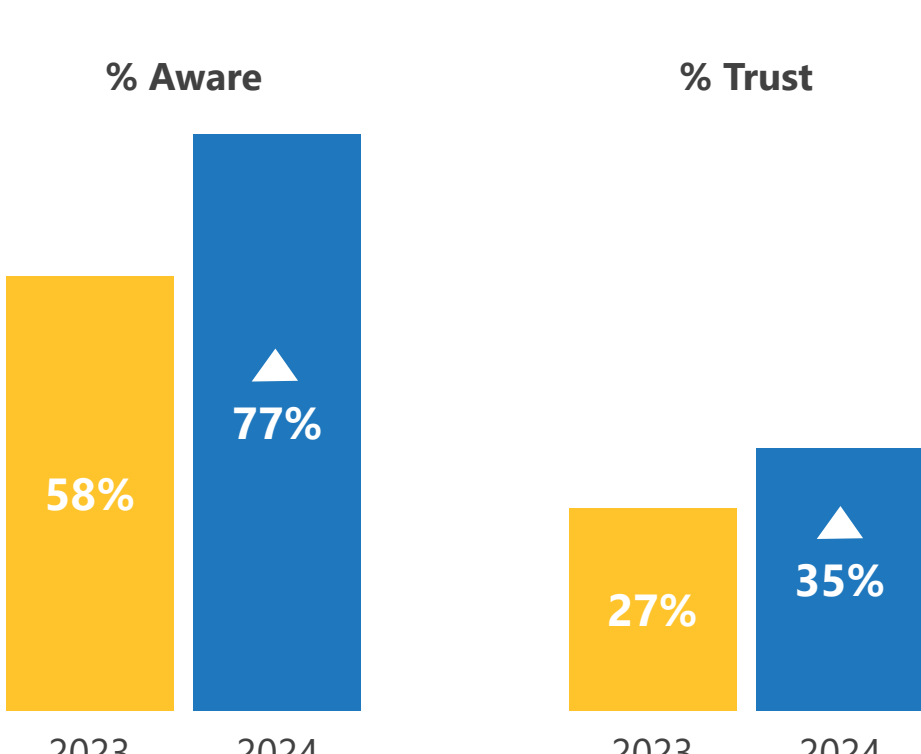


Shoppers are more receptive to AI-Generated Content.

While human generated content is still king, shoppers are becoming more open to machine-made content, especially if it is human-reviewed. Gen Z and Millennials are more aware and more likely to trust AI generated content.

Awareness & Trust – AI-Generated Content

Among new in-market shoppers and buyers



▲▼ indicate higher or lower significance in 2024 compared to 2023
Online survey with respondents who have purchased or leased a New vehicle in the last 6 months or intend to buy a New vehicle in the next 24 months.
Source: 2024 Cox Automotive GfK Content Influence Study

To learn more about how new vehicle consumers engage with auto-related marketing content and the impact it has on their vehicle purchase journey, contact your Cox Automotive representative or visit kbb-autotrader-oem.com.