



Cox AUTOMOTIVE

# Reimagining the Automotive Consumer Experience

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*Today's experience needs to evolve!*

**36%**

of **consumers** are  
*very satisfied* with their  
vehicle dealership<sup>1</sup>

**89%**

of **dealers** agree they  
must find alternative ways  
to sell and service vehicles  
if they want to survive<sup>2</sup>



# Re-imagining the automotive consumer experience...

...to both minimize pain points in the process and explore ways to deepen consumer relationships with OEMs & dealers

## Phase 1

**Talking with  
Consumer Experience  
Experts & Futurists**



## Phase 2

**Co-Creating with  
Trailblazing Consumers  
in “Dream Labs”**



## Phase 3

**Measuring Appeal of  
Forward-Focused  
Concepts Among  
Consumers**

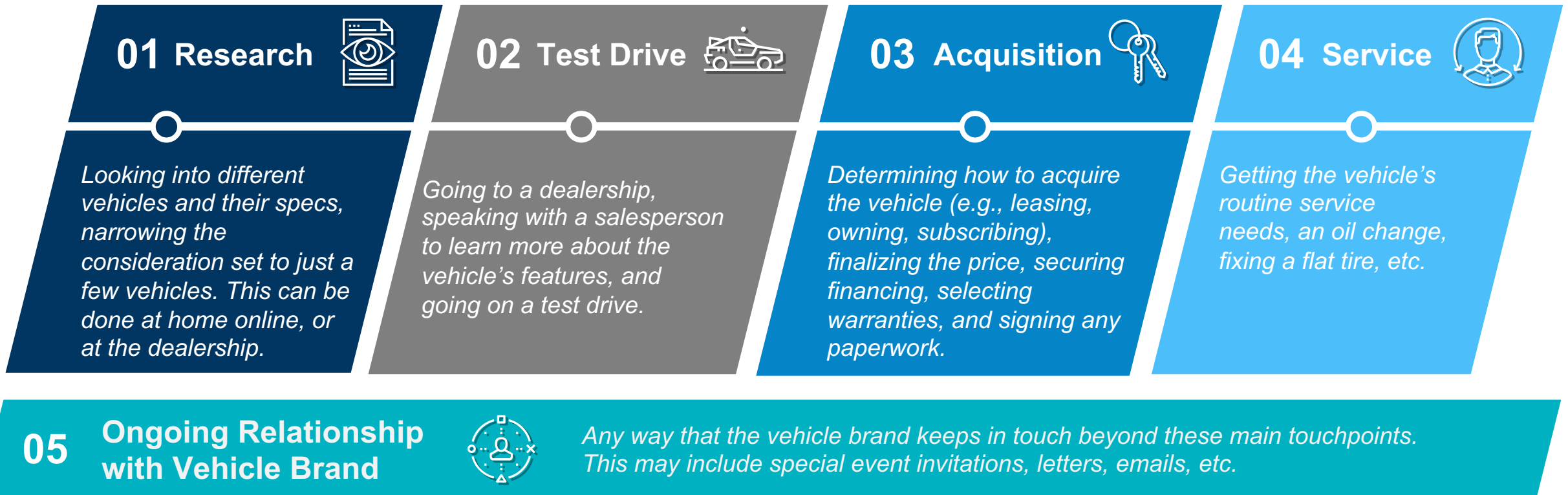
**29 concepts tested**

**2,000 consumers**



# Re-imagining the automotive consumer experience...

...29 concepts tested across 5 touchpoints of the automotive experience







*Consumers are ready for change...NOW!*

**98%**

of consumers found  
**at least one** of the  
forward-focused  
concepts **appealing**



# Top 5 most appealing concepts across all touchpoints

Concept		
		Service Drop-Off & Pick-Up + Loaner
		Purchase Vehicle Swap/Return
		Test Drive Delivery
		Purchase Vehicle Delivery
		At-Home Maintenance

Touchpoints	
	SERVICE
	ACQUISITION
	TEST DRIVE
	ACQUISITION
	SERVICE

# Top learnings from new study...

## #1

The vehicle **purchase and service** touchpoints provide the largest opportunity to **remove unwanted friction** *now*



## #2

Today's consumer still wants **immersive, high-touch experiences** when **researching** vehicles



## #3

Pay attention to **Trailblazer consumers** who point the way to a more **high-tech, personalized future**

