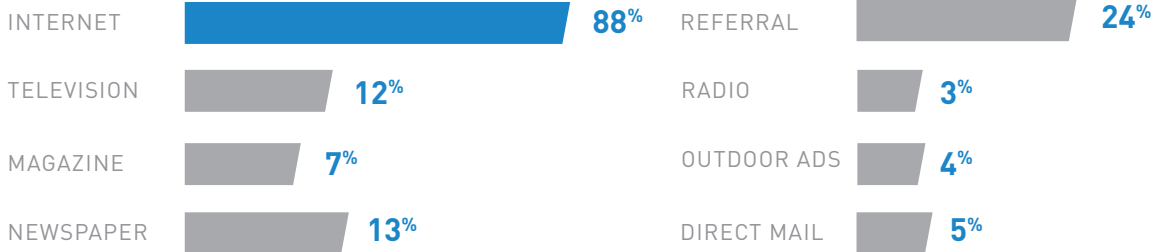


# 2016 CAR BUYER JOURNEY KEY CAR BUYER STATS

## THE INTERNET IS THE #1 INFORMATION SOURCE FOR VEHICLE BUYERS SHOPPING IN 2016\*



### THE RESEARCHING & BUYING PROCESS IS LONGER FOR THOSE WHO USE THE INTERNET THAN THOSE WHO DON'T



TOTAL BUYERS



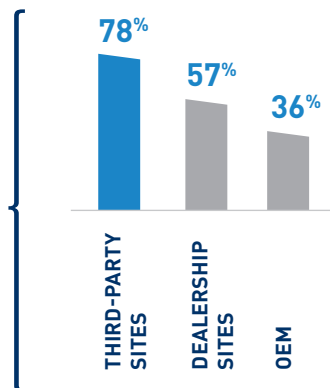
TOTAL INTERNET BUYERS

### MORE THAN HALF (59%) OF THE TOTAL CAR BUYING PROCESS IS ALLOCATED TO INTERNET



RESEARCHING & SHOPPING ONLINE

OF THE **88%** WHO USE THE INTERNET TO SHOP, MORE THAN **¾** USE THIRD-PARTY SITES



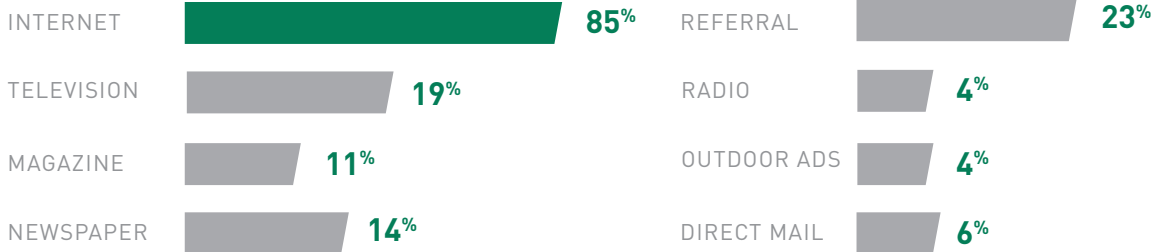
# 73%

Use **Autotrader** or **Kelley Blue Book** to Research & Shop or Value their old vehicle during the car buying process

1. Source: 2016 Car Buyer Journey Provided By Autotrader & Kelley Blue Book  
 2. All stats are among car buyers who used the internet unless otherwise noted  
 3.\*Base: Among All Buyers

# 2016 CAR BUYER JOURNEY KEY NEW CAR BUYER STATS

## THE INTERNET IS THE #1 INFORMATION SOURCE FOR NEW VEHICLE BUYERS IN 2016\*



### NEW VEHICLE BUYERS THAT USE THE INTERNET SPEND MORE TIME RESEARCHING & BUYING THAN THOSE WHO DON'T USE THE INTERNET

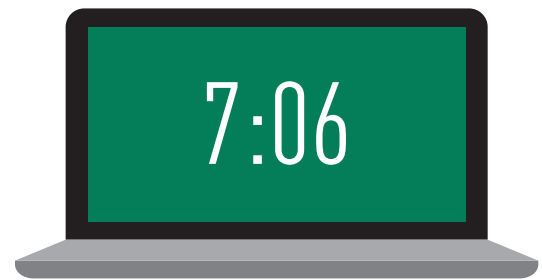


TOTAL NEW BUYERS



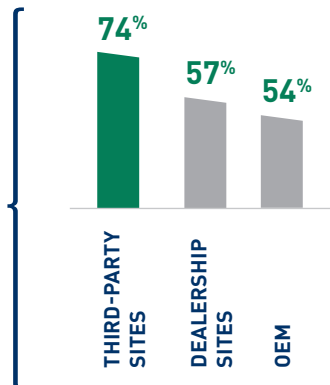
NEW INTERNET BUYERS

### MORE THAN HALF (55%) OF THE NEW CAR BUYING PROCESS IS ALLOCATED TO INTERNET



RESEARCHING AND SHOPPING ONLINE

OF THE **85%** WHO USE THE INTERNET TO SHOP, MORE THAN **¾** USE THIRD-PARTY SITES



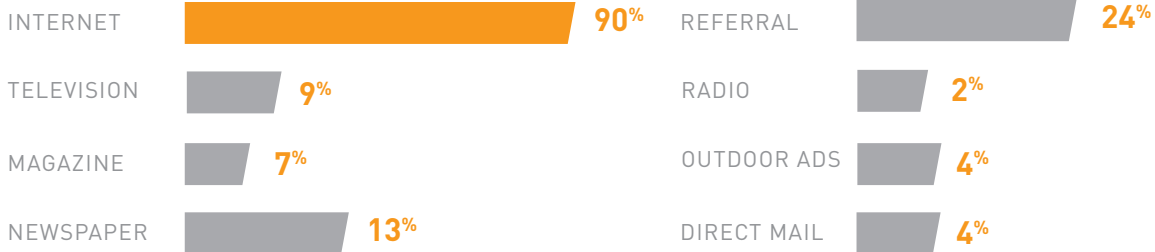
**64%**

Use **Autotrader or Kelley Blue Book** to research & shop or value their old vehicle during the car buying process

1. Source: 2016 Car Buyer Journey Provided By Autotrader & Kelley Blue Book  
 2. All stats are among car buyers who used the internet unless otherwise noted  
 3.\*Base: Among All New Car Buyers

# 2016 CAR BUYER JOURNEY KEY USED CAR BUYER STATS

## THE INTERNET IS THE #1 INFORMATION SOURCE FOR USED VEHICLE BUYERS IN 2016\*



### USED VEHICLE BUYERS THAT USE THE INTERNET SPEND MORE TIME RESEARCHING & BUYING THAN THOSE WHO DON'T USE THE INTERNET



TOTAL USED BUYERS



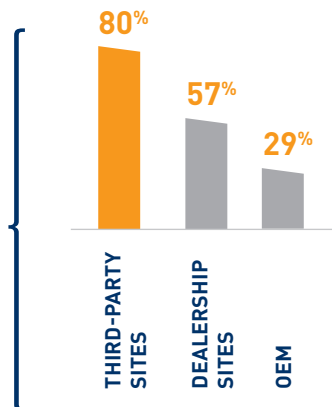
USED INTERNET BUYERS

### MORE THAN HALF (60%) OF THE USED CAR BUYING PROCESS IS ALLOCATED TO INTERNET



RESEARCHING AND SHOPPING ONLINE

OF THE 90% WHO USE THE INTERNET TO SHOP, MORE THAN 3/4 USE THIRD-PARTY SITES



76%

Use **Autotrader** or **Kelley Blue Book** to research & shop or value their old vehicle during the car buying process

1. Source: 2016 Car Buyer Journey Provided By Autotrader & Kelley Blue Book  
 2. All stats are among car buyers who used the internet unless otherwise noted  
 3.\*Base: Among All Used Car Buyers