

2015 CPO STUDY

CPO OWNERS



Drive the growth of your CPO program by educating shoppers on its benefits. Most owners weren't familiar with a CPO program prior to their purchase.



needed to learn more about the program at the start of the shopping process before purchasing/leasing their CPO vehicle.

Most CPO owners still considered other vehicles before purchasing/leasing their vehicle

ONLY considered CPO

19%



Considered Used

50%



Considered New

40%



TOP BENEFITS OF CPO VEHICLE OWNERSHIP

76% of owners are very satisfied with their CPO vehicle.



62% Warranty



58% Vehicle History Report



51% Multi-Point Inspection



33% Service Plan/Free Maintenance

Highlight these key benefits in your CPO messaging.

CPO IS A GATEWAY TO BUILDING BRAND LOYALTY AND NEW VEHICLE PURCHASE

74%

are likely to purchase their next vehicle from the same brand as their current CPO vehicle.



45%

are likely to buy a new vehicle from the same brand.

SHOW CONSUMERS THAT YOU HAVE THEM COVERED.

Highlighting your CPO program's benefits provides shoppers with peace of mind now and increases their likelihood to purchase the same brand (CPO or New) again.

To learn more about the Autotrader CPO Owner Study and CPO Solutions, contact your Autotrader Account Executive.

The Autotrader 2015 Certified Pre-Owned (CPO) study details CPO Owners' satisfaction with the CPO Ownership experience and their likelihood to repurchase the same brand. Autotrader conducted a quantitative online survey to understand the CPO Ownership experience. 1,358 current CPO owners were surveyed in August 2015.

