

2015 CPO STUDY

CPO SHOPPER MINDSET



Consideration and positive perceptions for CPO are at an all-time high, particularly for Used car shoppers.

Consideration

More car shoppers are familiar with the concept of CPO vehicles than ever before



Positive Perceptions

New and Used car shoppers are more positive about CPO vehicles

BUT...THERE'S EVEN MORE ROOM TO GROW.

As Only **49%** of used car shoppers are familiar with CPO.

Car shoppers are **willing to pay a premium** for the peace of mind that comes from a CPO vehicle with a **manufacturer-backed warranty (about \$2,000 more).**

Willing to pay premium

- New shoppers**
Luxury Vehicle: + \$2,737 / Non-Luxury Vehicle: + \$2,174
- Used shoppers**
Luxury Vehicle: + \$2,770 / Non-Luxury Vehicle: + \$2,006
- CPO Shoppers**
Luxury Vehicle: + \$2,806 / Non-Luxury Vehicle: + \$1,930

CPO vehicles provide peace of mind

The Certification **Inspection** Process and **Warranty** Gives Shoppers Peace of Mind.



With CPO familiarity and perception on a steady rise, turn consideration into motivation by promoting your CPO programs and educating shoppers on the benefits.

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

Autotrader

The Autotrader 2015 Certified Pre-Owned (CPO) study gives new insights into the shopper's perception of CPO vehicles. The Autotrader CPO Shopper Study was created to trend shopper familiarity, opinion, and consideration of CPO vehicles. Autotrader conducted a quantitative online survey in August 2015. 445 interviews were completed, split evenly among new, used, and CPO considerers. To qualify, respondents must have been planning to purchase a vehicle in the next 6 months.