

20 | 4 U.S. WOMEN'S CAR BUYING REPORT:

SHOPPING, BUYING, LEASING + SERVICE TRENDS AT CAR DEALERSHIPS



WOMEN-DRIVERS.COM
CONNECTING WOMEN + FAMILIES TO CERTIFIED CAR DEALERS

Purchasing INSIGHTS



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4.25 **WHEN SHOPPING**

AVG. WSI SCORE

55% of women went to the dealer by themselves

86% of women report the sales person was respectful, friendly and provided valuable information

77% of women received follow-up communication from the dealer

76% of women would recommend their sales person



4.65 **WHEN BUYING**

AVG. WSI SCORE

45% of women went to the dealer by themselves

94% of women report the sales person was respectful, friendly and provided valuable information

89% of women received follow-up communication from the dealer

94% of women would recommend their sales person

On average, women will visit **2 dealerships** prior to purchase



72% of women who leave a dealership without purchase will not return

Sources:
Women-Drivers Women Satisfaction Index[®] (WSI) Dealer Data

TOP EMOTIONS WHEN SHOPPING

- 1 Excited
- 2 Relaxed
- 3 Confident
- 4 Apprehensive
- 5 Overwhelmed
- 6 Composed
- 7 Nervous



TOP EMOTIONS WHEN BUYING

- 1 Excited
- 2 Apprehensive
- 3 Relaxed
- 4 Confident
- 5 Nervous
- 6 Overwhelmed
- 7 Intimidated

82% of women, when **shopping**, were satisfied with the price and payment discussed



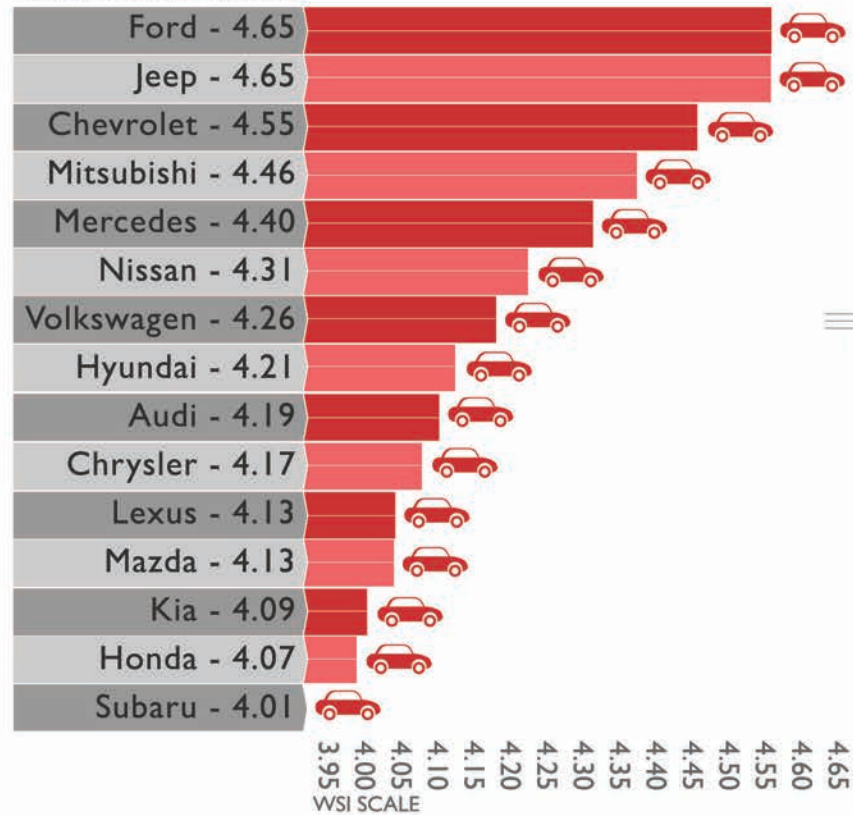
91% of women, when **buying** were satisfied with the price and payment discussed

Sources: Women-Drivers Women Satisfaction Index[®] (WSI) Dealer Data

THE TOP 15 BRANDS

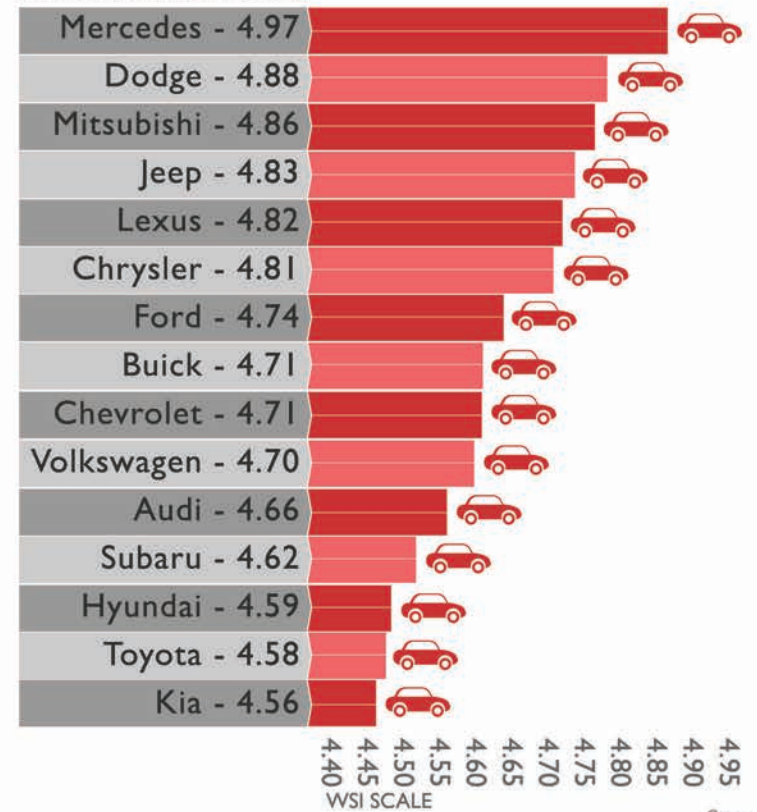
SHOPPING

VEHICLE BRAND & WSI SCORE



BUYING

VEHICLE BRAND & WSI SCORE



Sources: Women-Drivers Women Satisfaction Index[®] (WSI) Dealer Data

THE TOP 5 REASONS FOR BUYING AT THIS DEALERSHIP

- 1 Treatment by sales person
- 2 Best price or deal
- 3 Dealer reputation
- 4 Best model and/or color selection
- 5 Locations and/or hours

THE TOP 5 REASONS FOR BUYING FROM THIS SALES PERSON

- 1 Trusting
- 2 Respectful
- 3 Knowledgeable
- 4 Likeable
- 5 Understanding

THE TOP 5 REASONS FOR NOT BUYING AT THIS DEALERSHIP

- 1 Still Looking
- 2 Poor price/deal presented
- 3 Didn't like the way they were treated
- 4 Didn't have a model/color
- 5 Poor trade-in offer

TOP WEBSITES RESEARCHED WHEN BUYING

- | | |
|---------------------|---------------|
| 1. Dealership | 6. Edmunds |
| 2. Kelley Blue Book | 7. Cars.com |
| 3. Manufacturer | 8. Carfax |
| 4. Consumer Reports | 9. Craigslist |
| 5. AutoTrader | 10. JD Power |

41% of women said the dealer's website was **not** helpful

f 26% of women visited the dealer's Facebook page

OF THOSE ↴

77% said the posts were helpful or interesting

 **60%** said they "liked" the Facebook page

Leasing TRENDS



4.80 | WHEN LEASING

AVG. WSI SCORE

45% of women went to the dealer by themselves

97% of women report the sales person was respectful, friendly and provided valuable information

90% of women received follow-up communication from the dealer

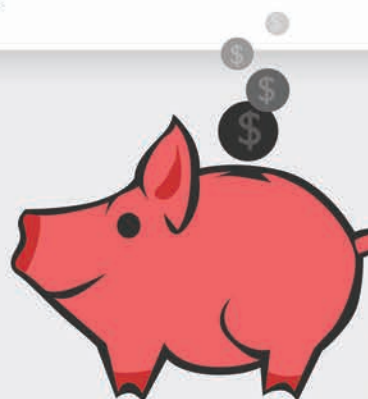
97% of women would recommend their sales person

THE TOP 10 REASONS FOR LEASING A VEHICLE

- 1 Price
- 2 Style & design
- 3 Brand or model reputation
- 4 Safety
- 5 Technology
- 6 Space & functionality
- 7 Color
- 8 Warranty
- 9 Mileage
- 10 Other

ESTIMATED

27%
of all new vehicles were leased in 2013



87%
were satisfied with the leasing finance process

46%
thought the information on the dealer's website was **not** helpful

Sources: NADA.com/ Dealer Data
Women-Drivers Women Satisfaction Index[®] (WSI)

Service TRENDS



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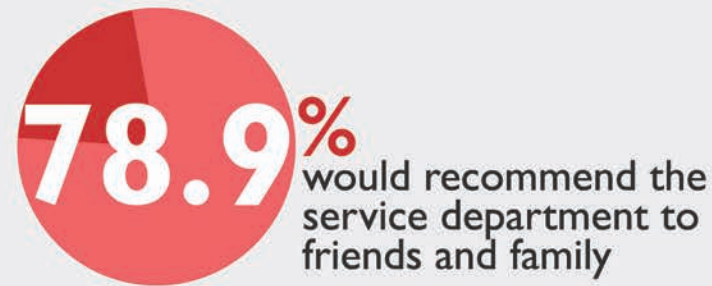
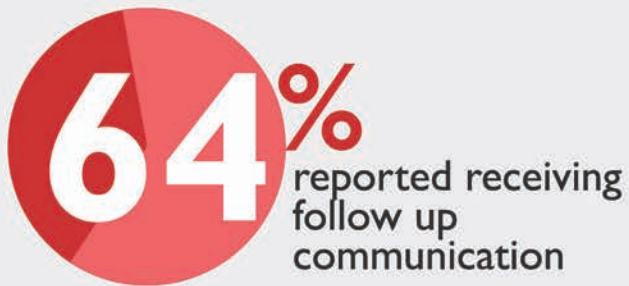
4.38 **WHEN** AVG. WSI SCORE **SERVICING VEHICLE**

- 85%** received an estimate prior to work being completed
- 86%** reported service was completed correctly on time & at estimated price
- 76%** were satisfied with the car's cleanliness after service
- 86%** reported service personnel were friendly & respectful



8.5 of 10
women say the work was done to their satisfaction

9 of 10
women say it was easy to schedule their service



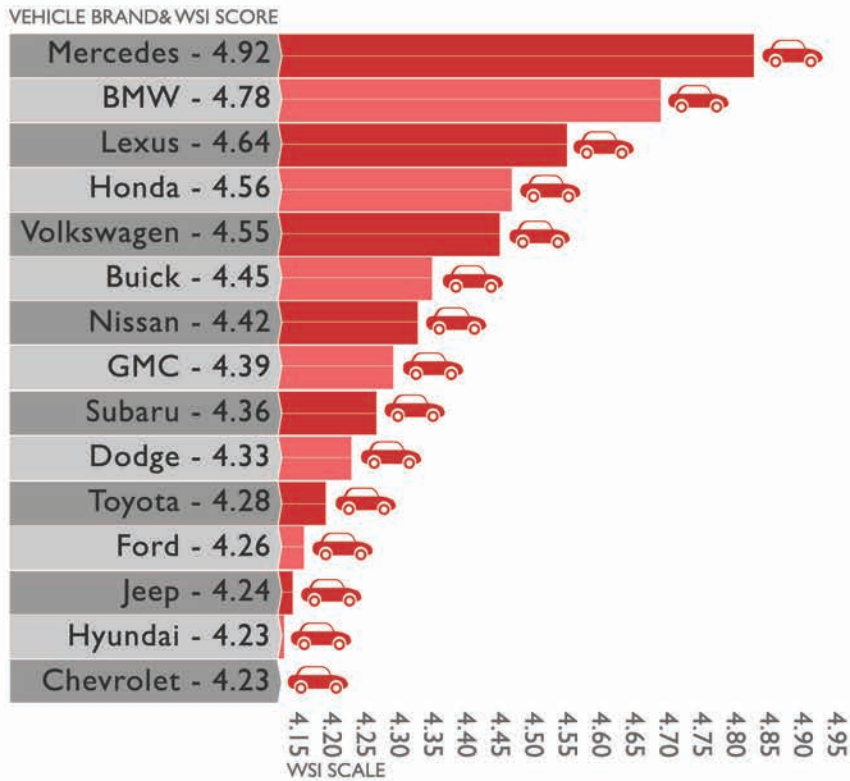
Sources:
Women-Drivers Women Satisfaction Index[®] (WSI) Dealer Data

Service TRENDS



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THE TOP 15 BRANDS



3 of 4 reviewers plan to return for future service

TOP REQUESTED CONCIERGE SERVICES

-  1. Courtesy Vehicle
-  2. WiFi/TV
-  3. Cafe
-  4. Child's Play area

THE TOP 7 REASONS FOR NOT GETTING SERVICE AT ORIGINAL DEALER

- ① Not satisfied with last visit
- ② Didn't like how they were treated
- ③ Inability to get issue resolved to satisfaction
- ④ Cost of service
- ⑤ Hours not convenient
- ⑥ Location not convenient
- ⑦ Lack of concierge services

Sources: Women-Drivers Women Satisfaction Index[®] (WSI) Dealer Data