

Automotive Dealerships: An Evolution in Progress

There are 17,600 New Car Dealership businesses in the US as of 2023, with the US market having grown approximately 0.3%/year between 2018 – 2023.



Source: IBISWorld

4.1%

The online car dealer industry has grown an average of 4.1%/year from 2017 -2022.



Source: Cox Automotive

4.2

Auto consumers visit 4.2 websites on average in their purchasing process.



18 Million

In 2021-22, approx. 18 million cars were cut from production worldwide due to lack of chip supply.

Source: Statista

55%
US electric auto sales increased 55% from 2021 to 2022.

Source: International Energy Agency



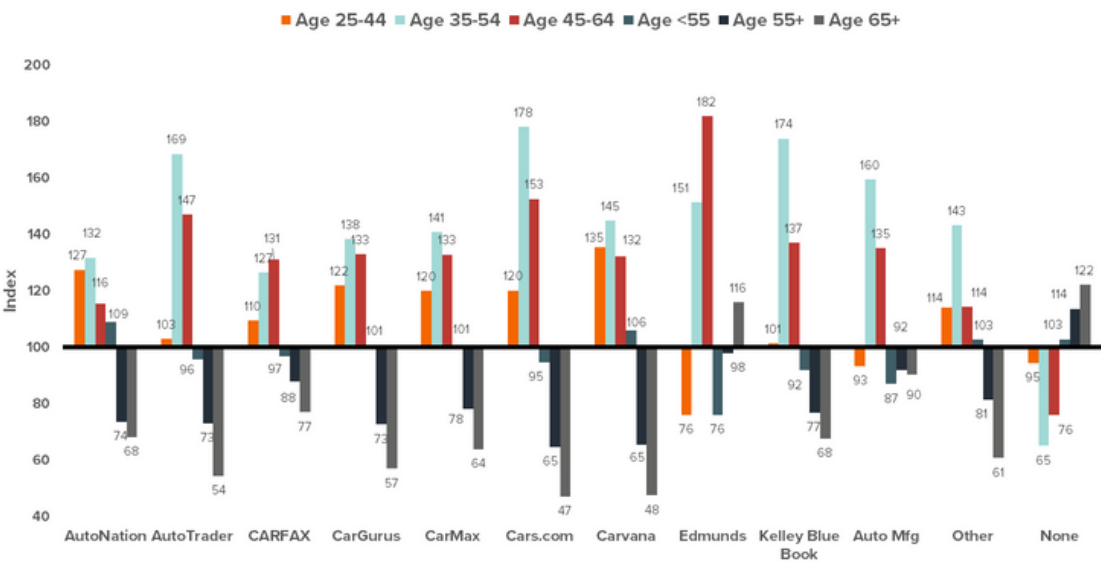
As much as **95%** of consumers now start their car search online. Which digital sites they choose varies greatly - especially by age.

Source: Google

148%

"Networked Neighbors"* ranked higher than any other syndicated audience for using online sites, and are **148%** more likely to use TrueCar.

Websites Used to Gather Info When Shopping for New/Used Cars - by Household Age Range



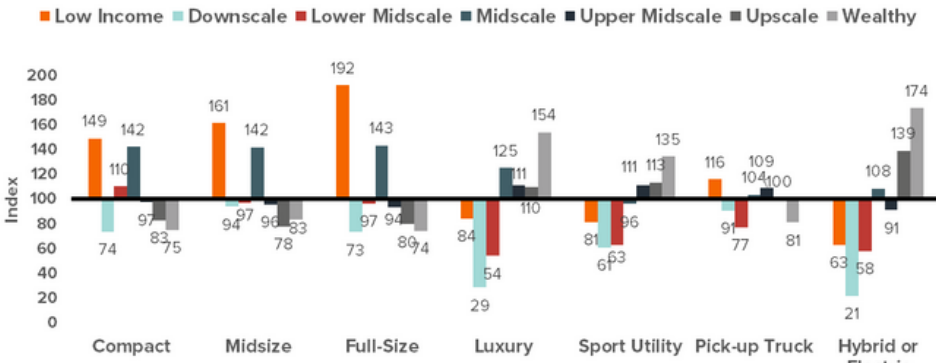
Networked Neighbors

- Elite Suburbs
- Wealthy
- Middle Aged / Mostly w/ Kids
- Mostly Home Owners
- High Technology Use

*Networked Neighbors is just one of the syndicated audiences in Claritas' PRIZM Premier, one of the most widely adopted segmentation solutions. PRIZM Premier provides rich insights for every household in the U.S. including demographics, lifestyle and media preferences, shopping behaviors and technology usage.

Inflation. Rising interest rates. Supply Chain Issues.

Vehicle Household Plans to Buy New/Used/Lease in Next 12 Months - by Income Level



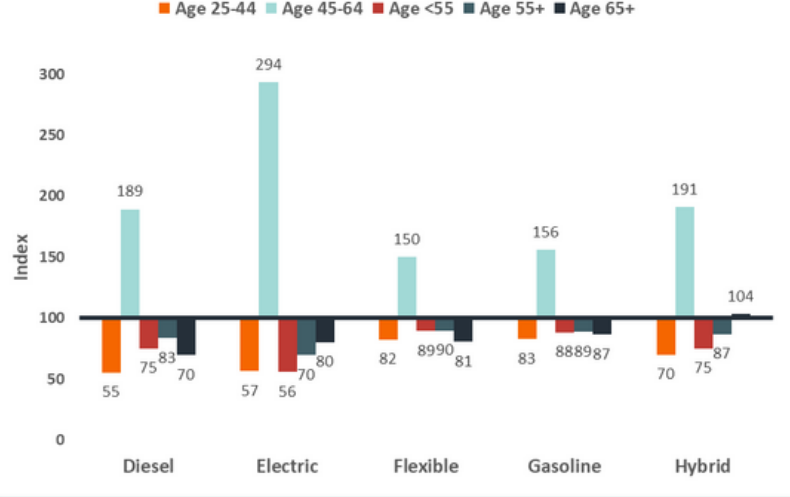
These are all key reasons affecting the affordability amongst many potential buyers. More income categories are turning to compact cars, used vehicles, or even other forms of transportation.

PRO TIP: Best prospects for both new and used vehicles should be identified in order to offer the most appropriate cars, as well as pricing models that fit those audiences.

Networked Neighbors again lead the way in ownership of both electric vehicles (Index 664) and Hybrids (Index 283). Most other wealthy categories also ranked high for these cars.

PRO TIP: As production increases for environmentally friendly options, prices should become manageable for more income categories. Knowing other key details such as age, geographic location, distance to work, vacation preferences, type of desired cars,, etc. can help guide audience selection.

Types of Vehicles Owned - by Household Age

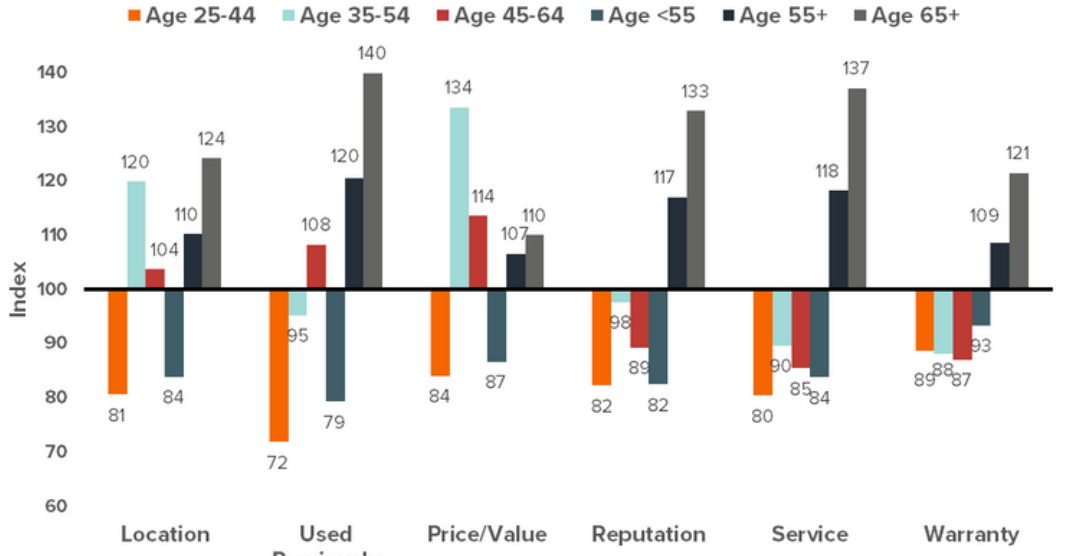


Where Will You Find Your Top Automotive Customers in 2023 and Beyond?

White Picket Fences

- Town
- Midscale
- Middle Aged / Family Mix
- Mix of Home Ownership
- Above Average Technology Use

Reasons for Choosing Dealer - by Household Age Range



Typically older and higher income categories scored highest, particularly when looking at brand loyalty (Used Previously). Networked Neighbors scored highest for Price/Value (Index 152). Segment "White Picket Fences" was one of the few categories that scored high for Warranty (Index 171).



Identify

Know more about who your best customers and prospects are with our industry-leading segmentations

Simply Know MORE with Claritas



Deliver



Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph

intelligence driven, multichannel marketing



Optimize

Know more about what's working and improve what isn't with our near real-time analytics and advanced modeling capabilities