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.

Inflation. Rising interest rates. Supply Chain Issues. Town Midscale
Middle Aged / Family Mix
Mix of Home Ownership
Above Average
Technology Use
White Picket Fences

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

I d e n t i f y
Know more about who your best customers and prospects are with our industry-leading segmentations

D e l i v e r
Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph

O p t i m i z e
Know more about what's working and improve what isn't with our near real-time analytics and advanced modeling capabilities

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

4.2
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.

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

4.2%
US electric auto sales increased 4.2% from 2021 to 2022.

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

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

800.234.5973 or visit www.claritas.com