

THE DEAL WITH DEALERSHIPS

THE TIMELINE

 **2-4 MONTHS**

Amount of time **40%** of respondents start **researching cars**

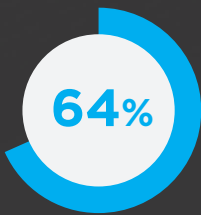
<1 HOUR

The amount of time **90%** of consumers **spend at a dealership**



Amount of survey respondents **interested in car buying in the next 6 months**

THE WHEN & WHERE



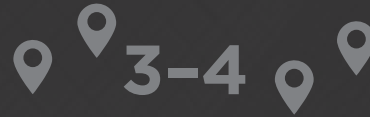
Of dealership visits occurred between **Wednesday & Saturday**



53% of dealership **visits occurred during this time**



67% of visitors travelled **less than this distance**



Amount of dealerships **36%** of respondents would visit

THE BEST SELLERS

Top dealerships from July - September 2018



TOYOTA PRÉSIDENT
Montréal



WILLOWDALE SUBARU
Toronto



MONTMORENCY FORD LINCOLN
Brossard

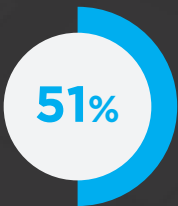


WEST TORONTO KIA
Toronto



CAPILANO AUDI
Vancouver

THE THINGS THAT MATTER MOST



Amount of respondents who said **price is the biggest determining factor**

SUV/CROSSOVER

What **23%** of respondents are **looking for**



Are influenced by **online advertising**



MANUFACTURER'S WEBSITE

The **most popular resource** for **30%** of respondents