

Certified Pre-Owned

CPO Consumer Journey

All car buyers share the same goal – the ‘Best Deal’ for them, but their definition varies by stock type. For the CPO buyer, the best deal is “a car I can rely on.” As consumers go through the car buying process, they answer their key needs through thinking and then acting on their triggers. Here’s a look at the consumer journey when considering CPO inventory within the car buying process. Meeting these needs can help influence a CPO purchase.



KEY NEEDS

- Risk averse – desire reliability in choice.
- Easy to use research sites in order to dial up and down key makes, models, years, and mileage.
- Looking for that “needle in a hay stack” vehicle that meets my needs.
- Getting the most for the money.

THOUGHTS

- What does CPO Mean?
- Do the warranties differ by dealer and make?
- Is CPO right for me?
- Which make is the best for my needs?
- What is the best model I can afford?
- Can I afford new or stick with CPO?
- What is my optimal mileage and year range?
- Will I ever find the CPO for me?
- Why does this process take so long?
- Am I confident this is the right car for me?

TRIGGERS

- Establish budget to determine stock type.
- Narrow down makes and models.
- Narrow down to 2 or 3 specific cars.
- Finally narrow down to one primary target car.
- Found it!



DEALERS THAT CERTIFIED 75-100% OF THEIR INVENTORY FELT THAT CONSUMERS ALWAYS OR OFTEN INQUIRED ABOUT CPO VEHICLES