



Tell Me Again Why New Car Buying Can't Be Online?



THE CURRENT SITUATION WITH CAR BUYING:

- 1) *87% of Americans dislike something about car shopping at dealerships and 61% feel they're taken advantage of while there. (2016 Beepi Consumer Automotive Index)*
- 2) *Approximately 86 percent of car shoppers conduct **online** research before deciding to visit a local dealership, according to new research from digital marketing agency Adtaxi.*
- 3) *Rocket Mortgage has proven that a large Consumer purchase process can be moved almost entirely online.*

Quicken Loans Mortgage Volume Makes It America's Largest ...

<https://www.quickenloans.com/.../quicken-loans-mortgage-volume-makes-americas-la...>

May 4, 2018 - "Rocket Mortgage is game-changing technology, but it's just the ... Quicken Loans was able to **complete** its first e-closing in late 2017, with the ...

WHY SIGNIFICANT:

- CLARIFICATION: not the current new car buying process where the Consumer researches online and then has to go into the **'traditional'** dealership, but the entire select / find / price / submit credit / find loan / place insurance / prepare docs, DMV / sign / pay closing amounts / drive away process.
- The advances in Ai, Data Analytics and Machine Learning make it possible.
- Dealers lobbied in the early 2000's and made sure the state franchise laws stopped online buying. See the story of CarOrder.com
- Reality: Consumers have no choice but go to a Dealership. And they don't like it.

See Page 2 to find out what to do about this

WHAT TO DO ABOUT IT:

Someone in this industry needs to stand up and lead the group into the future, which includes Artificial Intelligence, to adapt the Dealership Business Model before it is disrupted ... and in great peril...

Perhaps it will be the Private Equity Firms that have gobbled up dealerships?

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Send responses, rebuttals, & reaction to mpochan@edgsys.com or just yell loudly out your window.

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