

The Rise of Contactless Car Shopping in the Wake of Covid

Consumers are warming up to the idea of digital retailing as more car dealerships take the car-buying process online during the covid19 pandemic. And customers increasingly say they'd like to handle certain parts of the transaction virtually instead of in person.

Advantages to consumers:

1. Less risk of infection
2. More choices
3. More time
4. Less stress and no salesman pressure
5. Better deals

A recent sentiment survey showed a noticeable uptick in the contactless and digital shopping trend from February 2020 to April.

	FEBRUARY	APRIL
Test drive	9%	25%
Trade-in valuation	34%	38%
Price negotiation	25%	65%
Financing	36%	54%
Purchase	19%	39%

