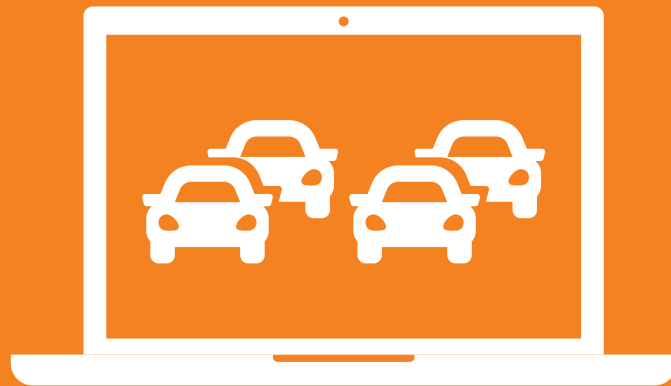




The Year 2020
and its Most Critical
Lesson for Dealers:
**VEHICLE HOME
DELIVERY IS
ESSENTIAL**



In 2020, customers expect their products to come to them, not to have to go their products. And with safety clearly on the top of customers' minds this year, the demand for home-delivery options has grown to nearly half of all people searching for vehicles. Pre-COVID conversations around e-commerce and vehicle delivery – largely brought on by the success and increased competition of well-known online retailers – have now taken center stage. As customers demand the same level of transparency and speed they receive with any other online order, dealers are working to meet their demands for a safe, easy and excellence-driven home-delivery experience.

Of all the lessons 2020 has delivered to the auto industry, one of them has been especially clear – consumers want the option to buy vehicles online and have them delivered straight to their doors.

Even before impacts from the COVID-19 global pandemic started to seriously shape the industry and consumer expectations, an increasing number of customers were flocking to popular online vehicle retailers for their automotive needs. Through a few simple clicks on a laptop, tablet or phone, online customers could select a car they liked, place an order via the retailer’s website and schedule a delivery to their preferred location. Carvana’s CEO Ernest Garcia III even told Automotive News recently, “This is what consumers want and expect now. The product comes to you. You don’t go to the product.”¹

Digital automotive retailers were causing major waves with their web-based models, fashioning them after other types of e-commerce companies customers regularly turn to for services and goods. These online retailers were not only shaking up ideas about the future of the industry but were creating speculation around whether more straightforward dealerships could learn from their successes and apply similar delivery models to their respective businesses.

Then, COVID-19 emerged, and the demand for convenient vehicle home-delivery options ramped up at lightning speed. Cox Automotive reports that, between March and September 2020, 47% of vehicle buyers reported taking more steps online for a vehicle purchase than they had ever taken before. Additionally, an increasing number of dealerships began offering not only vehicle home delivery, but also options like pickup-and-delivery for vehicle maintenance and service options, with 19% of all vehicle owners reporting they used remote vehicle-service options in this same timeframe.²

Most dealers have now come to terms with the reality that vehicle home delivery is not only here, but here to stay. But that doesn’t mean they all have the capacity to handle the resources, time and logistics involved with developing a high-quality home-delivery experience for their customers. On top of that, many dealerships are still navigating local mandates, closures, lower staffing volumes and safety requirements, amid ongoing concerns from the pandemic.

Therefore, many dealers are partnering with vehicle-transportation providers to establish a safe, easy and reliable home-delivery program to benefit their businesses and customers. Through such a working partnership, dealers can ensure their customers’ safety and convenience, utilize sophisticated technology to create an accessible and easy-to-navigate process and develop a custom home-delivery program for their unique customers and specific business needs.



19%

OF VEHICLE OWNERS

reported using remote vehicle-service options²



47%

OF VEHICLE BUYERS

reported doing more steps online for their purchase than ever before²



18%

OF VEHICLE SHOPPERS

would buy sooner if there was an online-purchase option⁴



68%

OF VEHICLE SHOPPERS

would be more likely to shop with a dealer that offers online payments, trade-ins, financing and more⁵



1. SEARCH



2. TRADE-IN



3. PURCHASE

Buying a
vehicle online:
***THE CUSTOMER
JOURNEY***



4. FINANCING



5. COMPLIANCE



6. SHIPPING



7. CARE &
SERVICES



8. PICK-UP OR HOME DELIVERY

Sophisticated and Simple-to-Use Technology is Key

More than at any time before, customers are turning to e-commerce options when it comes to purchasing vehicles. In fact, Carvana reports that 61% of all customers say they'd consider purchasing a car online,³ while Think with Google recently noted that 18% of all auto shoppers say they'd buy a vehicle sooner if there was an online-purchase option.⁴

Team members, proper infrastructure, safety precautions and a commitment to the customer are all crucial elements to being able to develop a high-quality vehicle-delivery program, but to truly offer a top-of-the-line online-shopping and vehicle-delivery program, dealers need access to the right technology. Ideally, such technology is sophisticated enough to handle the many different incoming requests, delivery updates and order management needs that come with the vehicle home-delivery territory - but simple enough to use that a customer feels comfortable with each part of the process.

In efforts to provide the highest levels of visibility to dealers and their customers, many vehicle-transport providers now utilize technology with vehicle-tracking features. Just as they look for tracking and watch it closely when they order a new piece of furniture, groceries or clothing online, customers who shop for vehicles and

arrange delivery online expect to receive updates and have access to accurate, real-time tracking.

Technology can also serve to extend a dealer's offerings beyond the e-commerce and vehicle-shipping realm, paving the way for a dealer to offer customers even more online-based and contact-free service options. To better accommodate their customers' needs, more and more dealerships have started branching out into additional remote services like vehicle care and maintenance, repairs, trade-ins and test drives. By and large, customers are excited about these additional remote-service options, with 68% of vehicle shoppers saying they'd be more likely to shop with a dealer that offers online-based payments, trade-ins, financing and more.⁵

Crucially, dealers with already-existent operating systems can often continue using the same programming without issue, as most transport providers with sophisticated technology solutions have the ability to API integrate and instantly send information to and from the dealer's system. Such fast and efficient operating-system integration between the dealership and outside provider results in a faster, more efficient and more readily accessible workflow between the two entities, with fewer delays and a better overall speed-of-delivery to the customer.

A Refocusing of Priorities: Safety and Convenience Must Come First

No matter the type of dealership, preferred drop-off location or type of vehicle purchased, customers expect safety and convenience with their home delivery. In fact, customers give these as the two most prominent reasons they choose to shop and request delivery

for vehicles online.

Auto Remarketing recently quoted Cars.com's research, which reported that 57% of recent vehicle buyers said they conducted

most of their business online with their local dealership because they "prefer to stay home and shop from afar.⁵ At the same time, more auto shoppers than ever (35%) are reporting they do more of their vehicle-shopping process online than in person.⁵

Because of this, both customer safety and convenience must be top priorities for dealers working to establish their own home-delivery programs. Dealers who choose to partner with outside vehicle-transport providers can often work closely with the provider to establish a safety routine that fits CDC guidelines and meets their customers' expectations. In addition to sanitization efforts at all possible points of contact, drivers and carriers should be masked at all times and stay at a proper social distance from customers.

Additionally, logistics providers often have the infrastructure and tech-based solutions to develop a no-contact experience for the dealer, where customers can complete all aspects of the vehicle-purchase-and-shipping process remotely and online.

No matter the type of dealership, preferred drop-off location or type of vehicle purchased, customers expect safety and convenience with their home delivery.

Beyond customizable features related to safety and health, and depending on the exact route and distance, transportation

providers typically offer two primary modes of delivery - car haul and drive away. For customers who prefer their new purchases arrive without any unnecessary mileage, especially if they've bought brand-new vehicles, car-haul delivery via a flatbed truck is an ideal option.

And for customers who like a more personalized delivery experience, drive away services mean that a well-trained, professionally dressed driver delivers their vehicle purchase to their door. Drivers can perform a thorough check of vehicles upon delivery, answer any potential customer questions about the car and even show off its special features. Many times, dealers that want their customers to have a truly VIP experience can opt for white-glove service options for the highest-possible delivery quality.

Strategizing for the Stay-at-Home Economy

Ultimately, dealers who plan to partner with an outside vehicle-transport provider should ensure it has the proper setup to offer:

- Proper safety precautions with full sanitization of all points of contact and options for completely contact-free deliveries.
- Choices when it comes to delivery type, with the ability to transport vehicles via car haul or drive away.
- Professional service and highly qualified drivers and carriers, with additional options for VIP-style service and home-concierge services for care and maintenance, trade-ins and more.
- Sophisticated, simple-to-use technology with accurate and real-time tracking capabilities.
- Seamless integration with the dealer's existing operating system for optimal workflow and productivity.
- Flexibility to create an ideal vehicle home-delivery program for the dealer and its unique customers.

About ACERTUS

ACERTUS is not new to the vehicle home-delivery scene. As a trusted and reliable home-delivery expert, its teams have **more than 23 years** of experience in this field.

ACERTUS' technology-enabled automotive logistics and services allow it to enhance its customers' experience and provide custom, end-to-end solutions throughout the lifecycle of a vehicle – whether those services include vehicle transport, title and registration, vehicle storage, home delivery, care and maintenance, compliance services or more. Our people, process, innovative technology and relentless drive to deliver are just some of the reasons we were named on Inc. Magazine's list of the 5,000 fastest-growing companies in the United States.

ACERTUS is committed to helping dealers realize these multiple benefits to their business through its vehicle home-delivery solutions. To learn more about ACERTUS' vehicle home-delivery services, visit ACERTUSdelivers.com.

ACERTUSdelivers.com



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