

Mobile Usage in Car Shopping Grows Significantly--Again

The use of multiple devices to shop for vehicles nearly doubled in two years, according to a 2015 AutoTrader.com study.

ATLANTA, Jan. 23, 2015 /[PRNewswire](#)/ -- According to AutoTrader.com's 2015 Automotive Buyer Influence Study, the adoption of mobile devices for car shopping is increasing at a rapid pace. The 2015 study shows that 42 percent of recent car buyers used multiple devices to shop for cars, compared to the 24 percent who used multiple devices in 2013. The increase in mobile device usage is being led by used car buyers, who showed the most significant increases in using smartphones and tablets for car shopping.

"The power and proliferation of mobile devices in the U.S. is undeniable, and consumers are rapidly turning to these devices as they shop for cars," said Jared Rowe, president of AutoTrader.com. "The importance for all automotive advertisers to have a robust cross-platform presence cannot be underscored enough if they want to reach and influence consumers as they shop for cars."

The use of smartphones and tablets for car shopping both saw significant increases among recent buyers who used the Internet to shop for cars. In the 2015 study, 39 percent reported using a smartphone, compared to just 19 percent in 2013. Among those who use smartphones for car shopping, 65 percent use the device while visiting a dealership. For tablets, 35 percent reported using a tablet in the 2015 study, compared to 19 percent in 2013. Additionally, 25 percent of tablet users reported using that device while visiting a dealership.

Along with the ascent of mobile usage in car shopping, the study also found a slight—but notable—decline in desktop/laptop usage. In 2013, 91 percent of car buyers who used the Internet to shop for cars reported using a desktop/laptop. In the 2015 study, however, that number decreased to 82 percent.

"Mobile will continue to be an important element in the future of car shopping, as it enables buyers to get the information they need whenever and wherever they need it," added Rowe. "But rather than just thinking with a mobile mindset, automotive advertisers need to ensure that they are developing specific experiences across the spectrum of devices consumers use to shop for cars so they can deliver the right information at the right time."

About the Study

The 2015 Automotive Buyer Influence Study was commissioned by AutoTrader.com through IHS Automotive. Now in its fourth year, the Automotive Buyer Influence Study is the only large-scale research study that looks at new and used car buyers. The 2015 study was conducted among nearly 2300 car buyers (~1300 new car buyers and ~1000 used car buyers) and ran from August through September 2014. To qualify for the study, participants must have purchased a light vehicle within the past 12 months and have been the primary decision maker in the vehicle purchase. The study used a combination of online and offline survey methods, resulting in a large, representative sample of online and offline car buyers who purchased new and used vehicles.

About [Autotrader](#)

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect

the online and in-store shopping experience.

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For further information: Media Contact: Julie Shipp, 404-568-7914 (o) 404-558-7837 (m), julie.shipp@autotrader.com

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