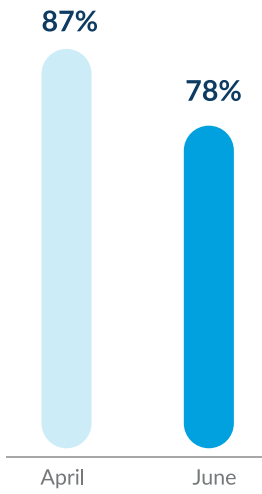


June COVID-19 Sentiment Study: Bright spots ahead for car dealers

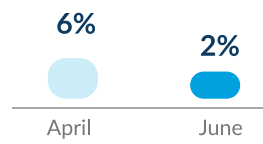
In June, CarGurus surveyed 505 car shoppers to see if their attitudes and preferences around car buying had changed since our last sentiment study in April. Overall, the survey found that there is reason for car dealers to be optimistic despite the current health crisis.

Fewer purchases are being delayed

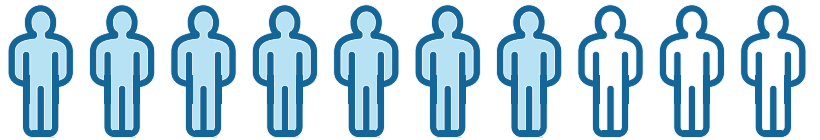
Car shoppers reporting **delays** in their purchasing plans: *among total respondents*



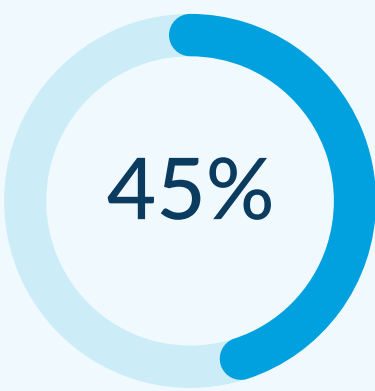
Car shoppers reporting **indefinite delays** in their purchasing plans: *among those that planned to purchase in 2020 before the pandemic*



70% of those who are delaying their purchase are actively researching



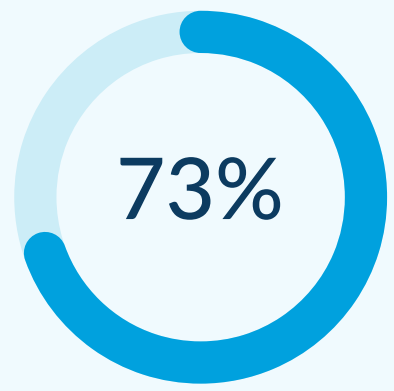
Vehicles are more vital than ever



See their car as an escape or for fun



Expect to use their car more for road trips or longer drives



Of those planning to travel this year say they intend to drive, rather than fly, for one or more trips

Car buyers expect a new normal

The wide majority of those planning to buy or service a car in 2020 expect dealers to take proactive steps to assure their safety. Some of the top expectations are:

Wipe down surfaces regularly

64%

Adhere to social distancing guidelines

58%

Employees wear facemasks

57%

Transparency about the steps they take to address cleanliness

56%

Allow buyers to visit by appointment only

50%

Customers wear facemasks

49%

66% of 2020 prospective buyers would prefer to use contactless services like virtual appointments, at-home test drives, or home delivery

