

THE FUTURE OF AUTOMOTIVE SALES

Direct. A new way for OEMs and dealers to thrive in times of disruption.

Technological disruption has brought the industry to a **tipping point**



One in five customers are dissatisfied with the current way that cars are being sold

WHAT CUSTOMERS WANT

Customers have been conditioned by technology and digital players to expect new standards in retail.



47% would like to buy their next car **online**



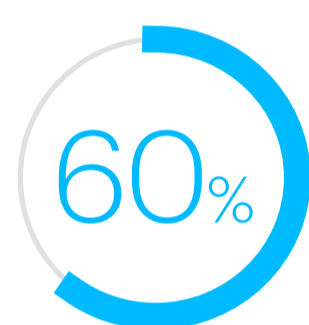
73% would like to buy a car at a **fixed price**



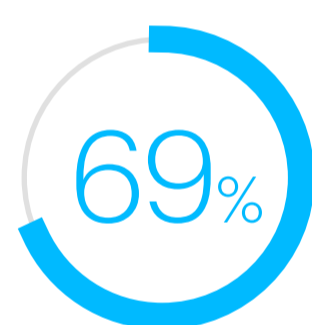
64% would like to have the car delivered to their **home address**

WHAT DEALERS OFFER

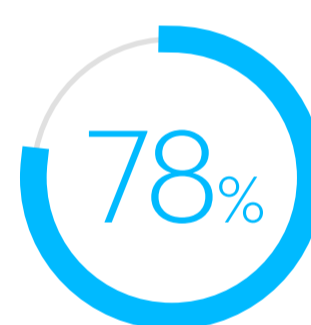
To satisfy customer expectations, automotive retail must be revolutionized. But dealers lack the resources to master this change on their own.



do not have the means to invest into **digitalization**



expect connected, autonomous, shared and electrified mobility to **harm their business**



do not generate **leads online**

HOW OEMS CAN PIVOT TO THE FUTURE

Customer insights and intelligence are key to tap into lucrative new value pools



DIRECT SALES

enables intelligent pricing across online and offline sales channels and can reduce CoR by up to 4 percent



SHARING/SUBSCRIPTION

offers customers the flexibility and convenience that they crave for and connects OEMs with the new, urban population



PLATFORM BUSINESS MODELS

open up new multi-billion value pools by monetizing digitalization services in and around the vehicle



Reach out to our experts



[@AccentureInd](#)



[linkedin.com/showcase/accenture-industrial/](https://www.linkedin.com/showcase/accenture-industrial/)

MORE INFORMATION AT:

[accenture.com/us-en/insights/automotive/future-automotive-sales](https://www.accenture.com/us-en/insights/automotive/future-automotive-sales)