

A dark SUV is driving away on a winding asphalt road that curves through a lush, mountainous landscape. The background features steep, rocky hillsides and a valley with some clouds or mist. The overall scene is dimly lit, suggesting a dusk or dawn setting.

# MOTOINSIGHT

Redefining Retail Together

***Digital Retailing:  
Big Opportunities and  
Challenges on the Horizon***

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## Remarketer Takeaways

- ✓ **Merchandise vehicles online with robust content and detail to differentiate**
- ✓ Leverage OEM websites with massive traffic to drive audience to used and CPO vehicles
- ✓ Differentiate CPO value proposition with assurances such as Carvana's "7-day test own"



## Remarketer Takeaways

- ✓ Trade-in process is evolving with greater transparency and shorter cycle-times
- ✓ Traditional vehicle auctions are becoming decentralized creating direct-to-consumer opportunities
- ✓ Opportunity to streamline lease return process to shorten timeline and enhance customer experience

