

FALL 2021

3RD PARTY AUTO RETAILERS PLAYBOOK

NBCUniversal

PURPOSE

The **digitization**

of the Auto consumer journey has led to the **growth** of 3rd Party Retailers.

This presentation provides an overview of the
**3rd Party Auto
Retailer marketplace**
and NBCU **solutions** for the challenges.

TABLE OF CONTENTS



1. Marketplace



2. NBCU Strategic Solutions



MARKETPLACE

An overview of the 3rd Party Auto Retailer landscape including the **opportunities and challenges**



NOW IS THE TIME FOR 3RD PARTY AUTO RETAILERS

With rising consumer interest and shifting marketplace conditions, 3rd Party Auto Retailers are experiencing success



The car buying process is **moving online**, with a focus on used cars



Search **volume** is up



3rd Party sites are **indispensable** to the **consumer journey**



Consumers see them as **trustworthy**, offering **good warranties**, and **convenient**



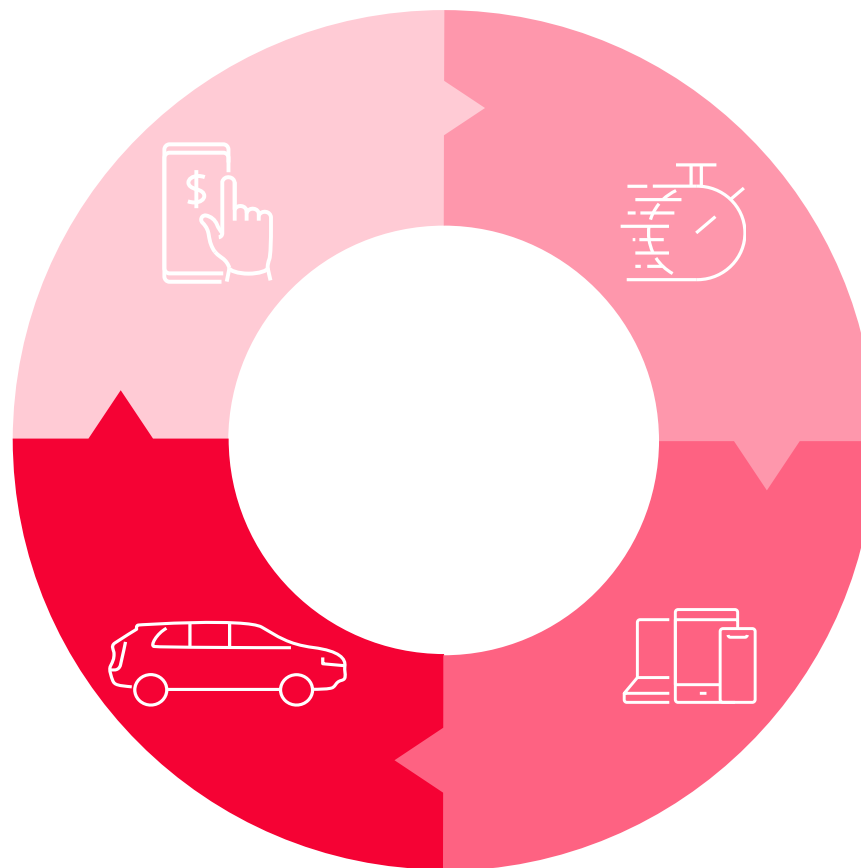
THE CURRENT CAR BUYING PROCESS IS **SHIFTING IN FAVOR OF 3RD PARTY AUTO RETAILERS**

DIGITAL ACCELERATION

64% of shoppers want to do more of the purchase process online the next time they buy a vehicle¹

USED CAR GROWTH

57% of vehicle buyers looked at both new and used vehicles in 2020 vs. 53% in 2019²



SHORTENED PURCHASE PROCESS

Car buyers are spending 13h 13m in the purchase process in 2020 vs. 14h 53m in 2019²

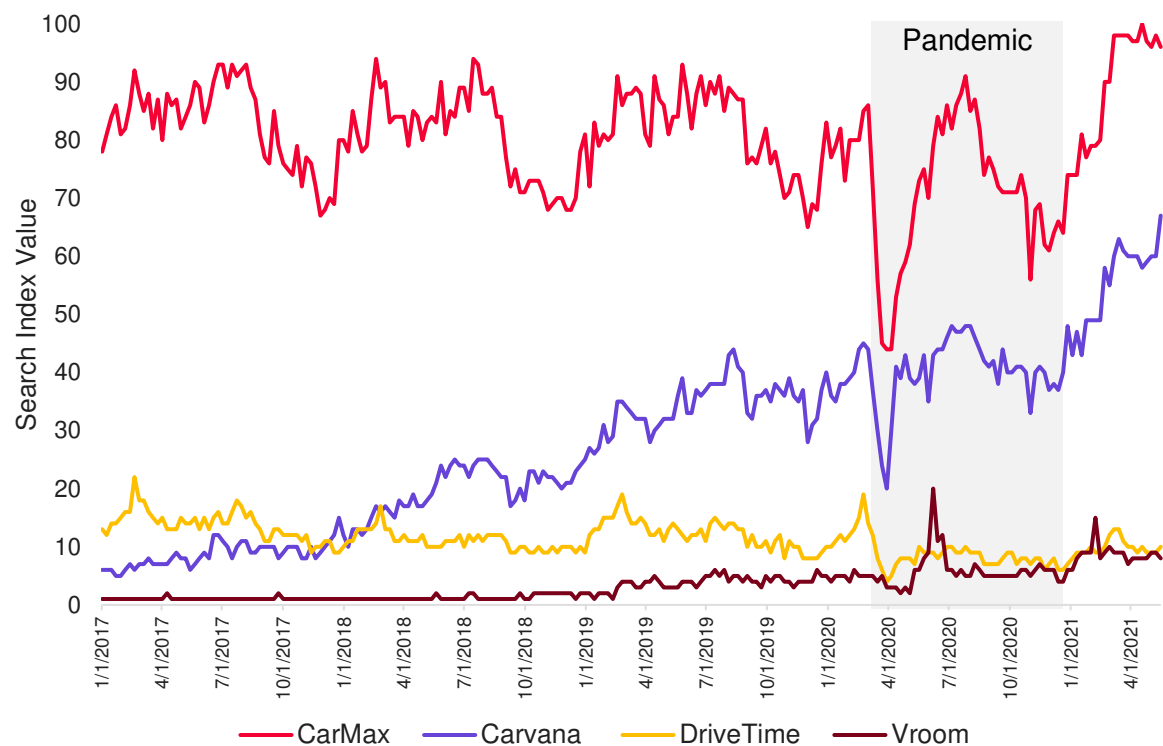
NEW SOURCES FOR EXPLORATION

Dealership visitation fell an avg of 7% YoY since 2016 while online retailer use increased an avg of 5% YoY²

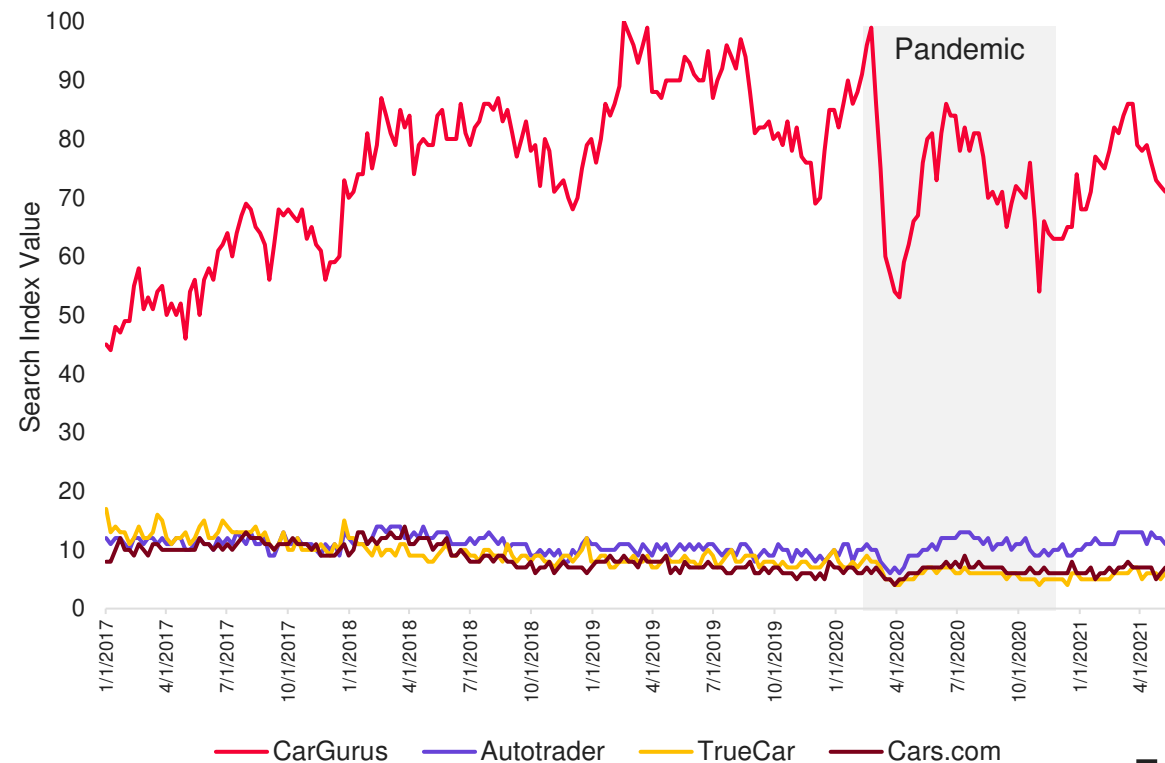
CONSUMERS ARE INCREASINGLY INTERESTED IN 3RD PARTY AUTO RETAILERS

Search Volume has Risen to a 4-year High

Google Search Trends – Inventory
2017 - May 2021

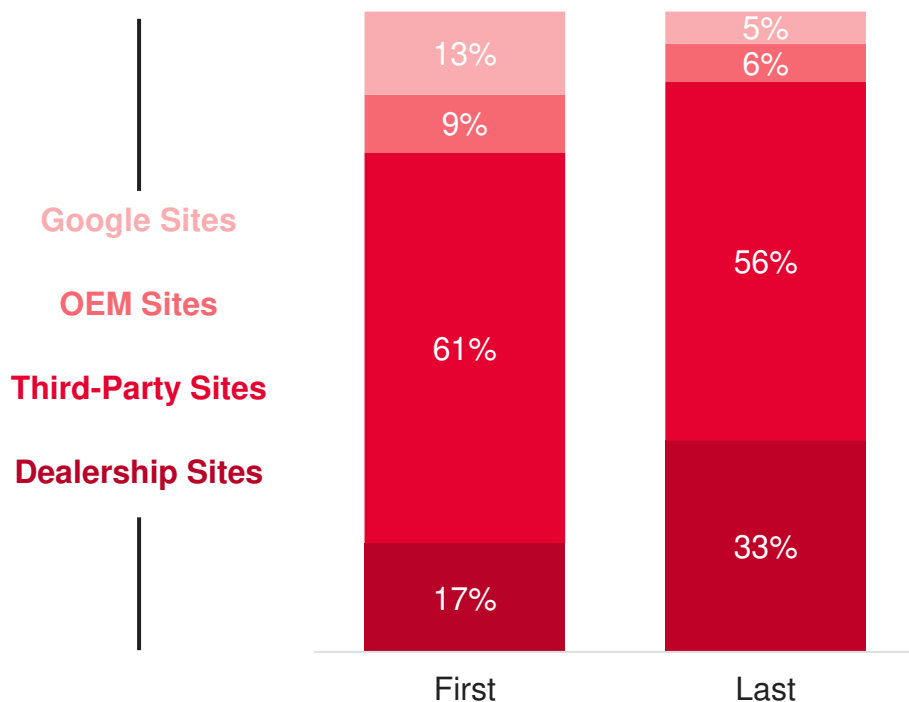


Google Search Trends – Non-Inventory
2017 - May 2021



3RD PARTY WEBSITES ARE A CRITICAL TOUCHPOINT IN THE SHOPPING EXPERIENCE

First & Last Website Visited Among New and Used Vehicle Buyers



3rd party websites are the
most common
first and last website visited

80%
of all car buyers visit them during the shopping process

Consumers use these websites to get ideas, research more objective information, and more often, **complete some or all of the buying process**

A CONSUMER-FOCUSED APPROACH IS FUELING GROWTH



TRANSPARENCY

Consumers **trust** a brand that is transparent and appears to truly have their best interest at heart

CarMax Example:

39%

Of buyers said, “**I trusted this seller,**” vs. 37% for a traditional dealership, and 31% for a dealer group



WARRANTY

A vehicle warranty provides **peace of mind** and adds to a brand’s perception as trustworthy and reliable

32%

Of buyers said, “**They gave me a good warranty,**” vs. 17% for a traditional dealership, and 19% for a dealer group



CONVENIENCE

A **low-pressure sales environment** helps car buyers feel heard and able to choose a car that best meets their needs

28%

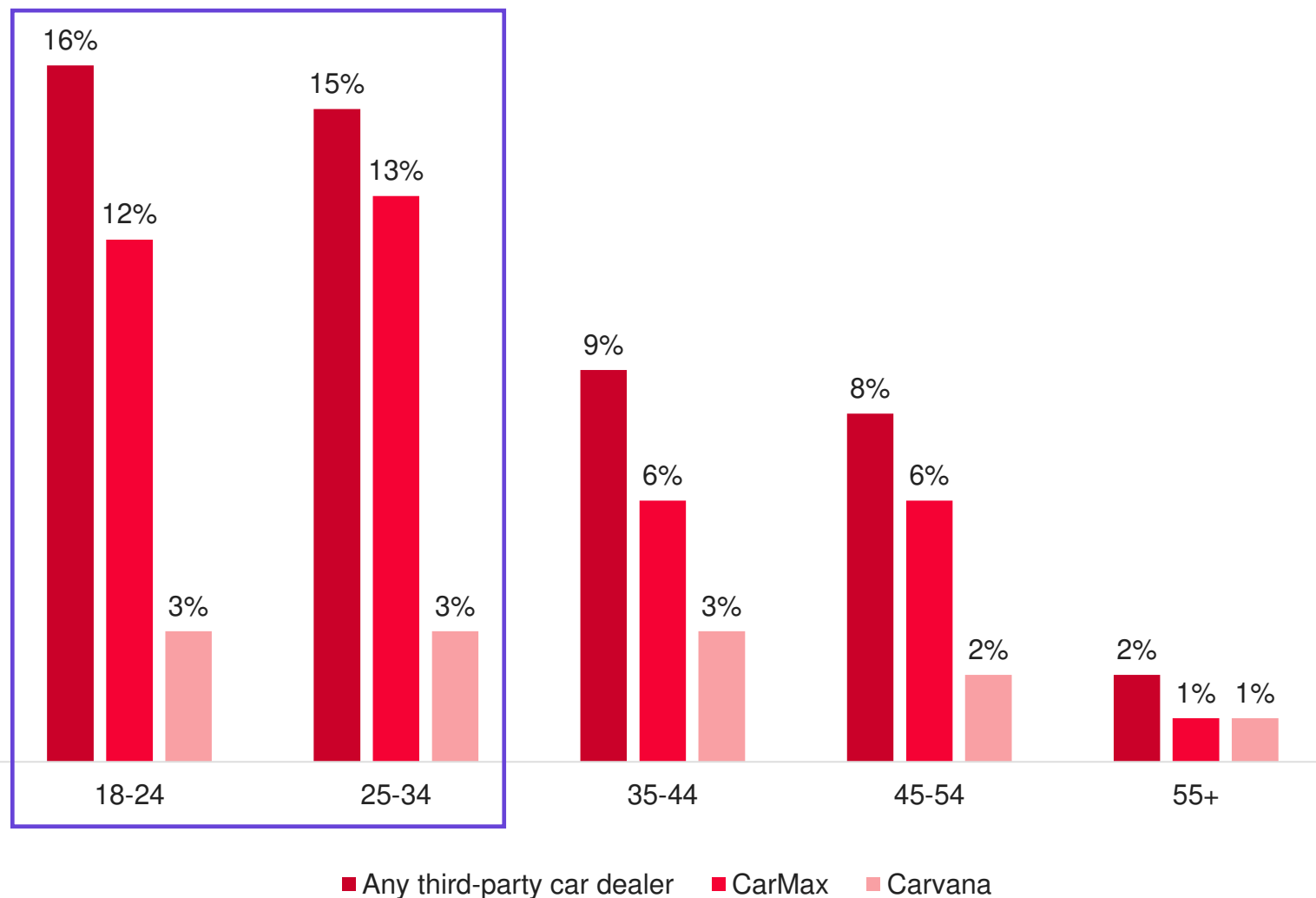
Of buyers said, “**They had an easy purchasing process,**” vs. 21% for a traditional dealership, and 21% for a dealer group

...ESPECIALLY AMONG YOUNGER, DIGITALLY NATIVE CONSUMERS

"I think of them [third party auto retailers] as convenient and trustworthy. They're not pushy and urgent like typical car dealerships."

- Female, 18-24

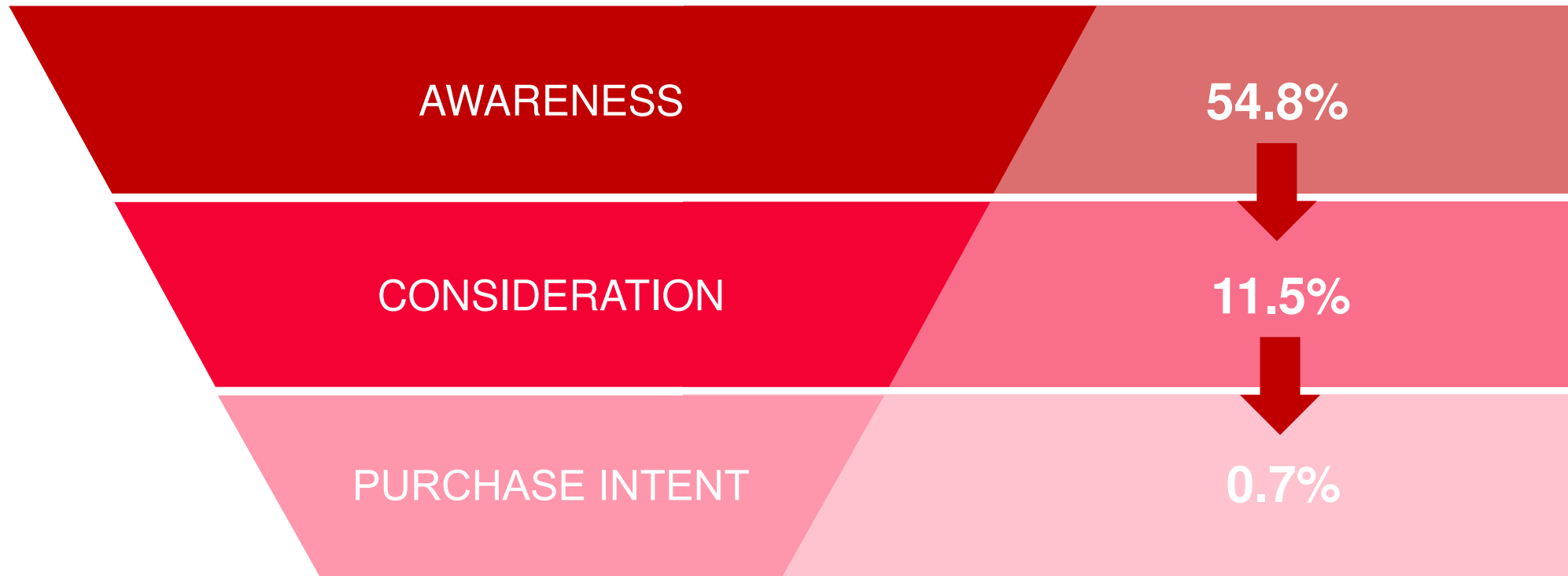
"Where was the most recently acquired vehicle in your household purchased?"



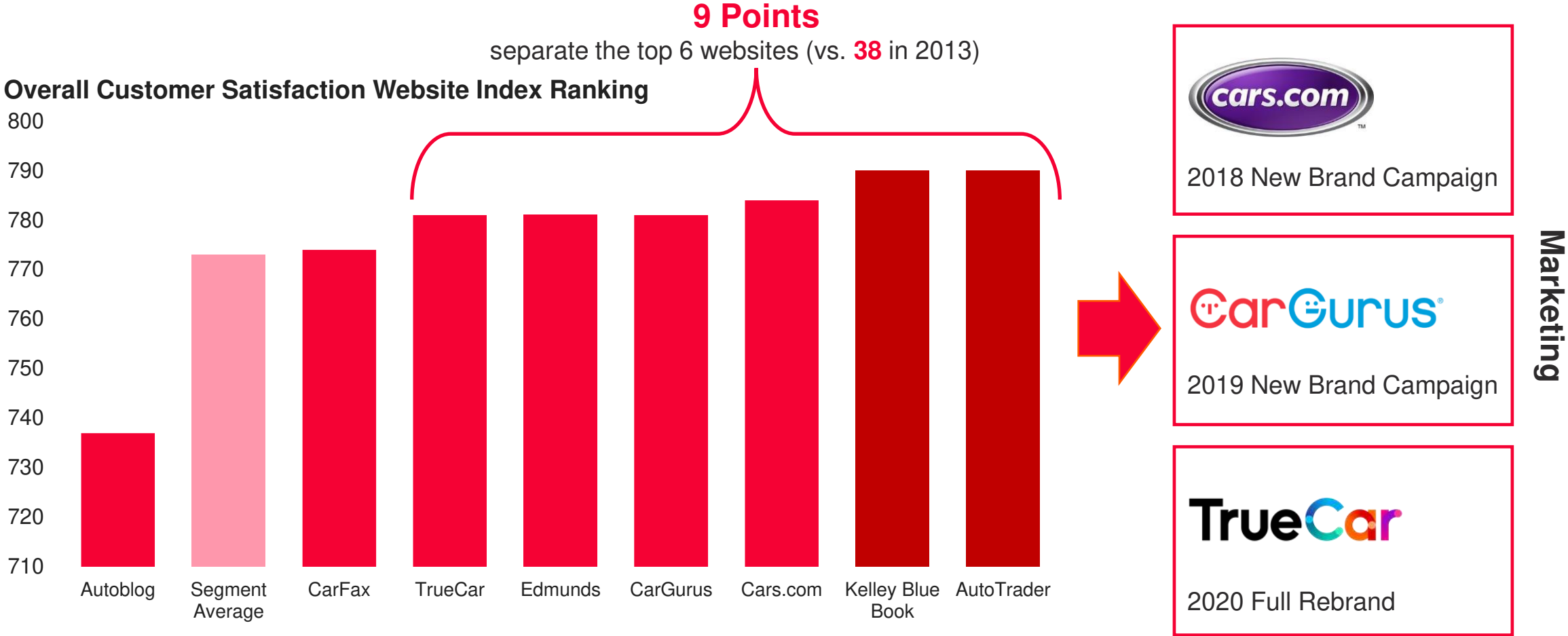
HOWEVER, THERE IS A SIGNIFICANT GAP BETWEEN AWARENESS AND CONSIDERATION FOR ALL BRANDS

3rd Party Auto Retailers Need to Focus on Middle-funnel Tactics

Key Objectives



CONSIDERATION USED TO BE DRIVEN BY A SUPERIOR WEBSITE, NOW IT NEEDS TO COME FROM MARKETING



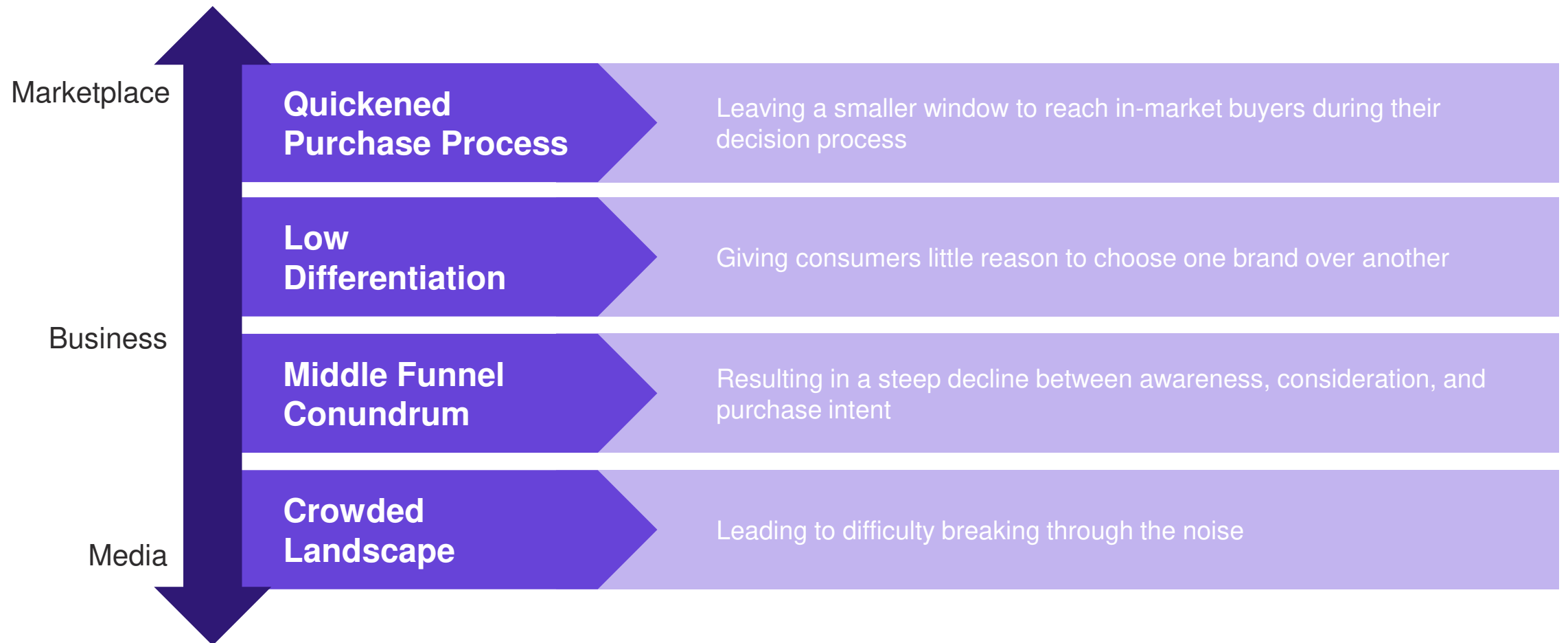


NBCU STRATEGIC SOLUTIONS

Media Solutions Addressing 3rd Party Auto Challenges



3RD PARTY AUTO RETAILERS FACE UNIQUE CHALLENGES



NBCU CAN HELP ADDRESS THESE CHALLENGES...



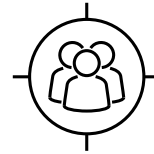
Break Through the Noise

Build brand association among potential in-market buyers through cultural relevance



Tell Your Story

Establish your unique value proposition and become top-of-mind



Reach In-Market Buyers

Engage high value audiences at scale

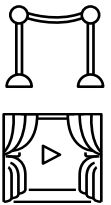


Drive Consumer Engagement

Motivate audiences with actionable content

WITH SOLUTIONS THAT BUILD BRAND AND DRIVE ACTION

Break Through the Noise



TENTPOLES

**STREAMING
& SPORTS**

Utilize commercial innovation within a tentpole or Sports event to stand out and get people talking

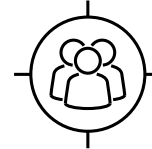
Tell Your Story



**TALENT AS
INFLUENCERS**

Educate consumers by creating custom content with relevant NBCU talent using your brand and its suite of functionality

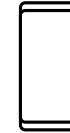
Reach In-Market Buyers



**ADVANCED
TARGETING**

Engage your target audiences through their decision journey across screens leveraging a surround sound approach

Drive Consumer Engagement



**APPLE
NEWS**

Target Auto Intenders on Apple News and drive immediate action via tap-to-dealer maps and model discovery units



THANK YOU

NBCUniversal