

Shoppers Want Actual New Vehicle Photos, Not Stock Photography on Dealer Web Sites

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According to a new study conducted by Kelley Blue Book Marketing Research among in-market car buyers, 90 percent of vehicle shoppers would prefer to view actual photos of new vehicles currently on the dealer's lot than view stock photography of a vehicle they are interested in buying.

When it comes to purchasing a used vehicle, viewing photos of the exact vehicle, its options, condition and mileage help a potential buyer make a purchase decision. But, when it comes to buying a new vehicle, in-market shoppers say they want to have that same luxury; seeing photos of the exact vehicle on a dealer's lot before driving to the dealership. Today, most dealerships use stock photography of new vehicles provided by the manufacturer to showcase current model-year vehicles.

Recent market research shows nearly 70 percent of today's new vehicle shoppers are turning to the Internet for new vehicle research. Nearly half of these shoppers visit at least one dealership Web site during the research process, making the information found on the dealer's Web site crucial in garnering a new customer. In fact, 74 percent of vehicle shoppers say they are more likely to visit a dealership if they are able to view a picture of an actual vehicle currently available on the lot, rather than stock photography. What's more, 53 percent would be more likely to buy that particular vehicle from a dealership offering actual photos of in-stock vehicles.

CDMdata Inc., a Kelley Blue Book Company, offers products and services that aid dealers in easily marketing both their new and used vehicles online with photos. CDMdata's DigitalLot® Solution is a device that collects vehicle information by scanning the VIN, takes multiple photos of the actual vehicle and then uploads all of the information to the dealer's Web site (and up to 150 retail Web sites) with the simple push of a button. The DigitalLot Solution can take up to 32 photos of each vehicle, and the in-depth VIN explosion allows consumers to instantly and accurately view all of the detailed information about their prospective new or used vehicle. For dealers who prefer to have someone else doing the book-in work, CDM Dealer Services provides a company representative to come to the dealer's lot to upload the information and photography for them.

"The online automotive shopping and buying process must continue to evolve, and the DigitalLot Solution is a critical tool to help dealers improve their relationships and build more trust with online shoppers," said Mike Romano, chief operating officer for CDMdata, Inc. and vice president of dealer strategy for Kelley Blue Book. "Whether using the solution for new or used vehicles, the DigitalLot quickly and easily automates the process of uploading dealers' online inventory, allowing them to ultimately sell more cars faster."

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers perform their research on kbb.com.

SOURCE: Kelley Blue Book

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