

Dealer sentiment survey – summer 2020

Covid-19 reaction & response

/ 11th August 2020

Philip Nothard – Insight & Strategy Director

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Dealer sentiment survey

In late May 2020, as dealers started their preparations to reopen in anticipation of an easing of Covid-19 lockdown measures, we invited them to share their thoughts about the future via our latest sentiment survey.

Their responses paint a valuable picture about the impact of Covid-19 on their businesses and consumer behaviours. Here, we share the response to all the questions asked. For deeper analysis of the stories behind the data, please visit [follow the links on the final page](#).

Stock profile & pricing

- “It’s reassuring to see the overwhelming majority of dealers taking a calm and sensible view of their pricing strategies, despite the pressure they inevitably feel to get cash flowing back into their businesses.”

Auction intentions

- “Half of the dealers who responded were using online platforms prior to Covid-19, but there’s no doubt the lockdown has accelerated adoption amongst those yet to embrace digital auctions.”

Consumer behaviour

- “The pandemic has caused many consumer behaviours to change, or accelerated those already taking place. Automotive retail is not exempt from this shift.”

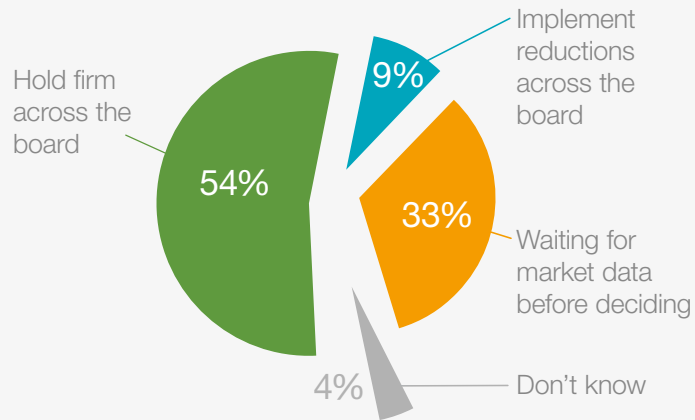
Business behaviour

- ‘It’s absolutely right that health is top of this list for dealers as we continue to navigate this global pandemic, but no surprise to see cashflow ranking a close second.’

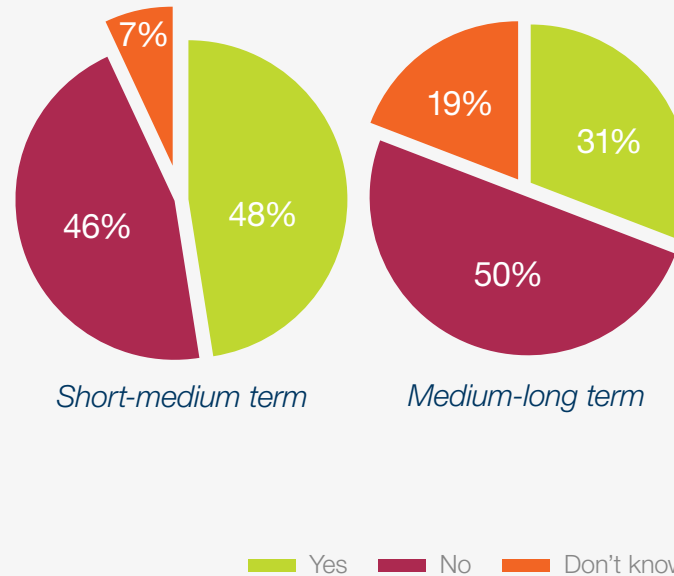
Philip Nothard, Customer Insight & Strategy Director at Cox Automotive

Stock profile and pricing

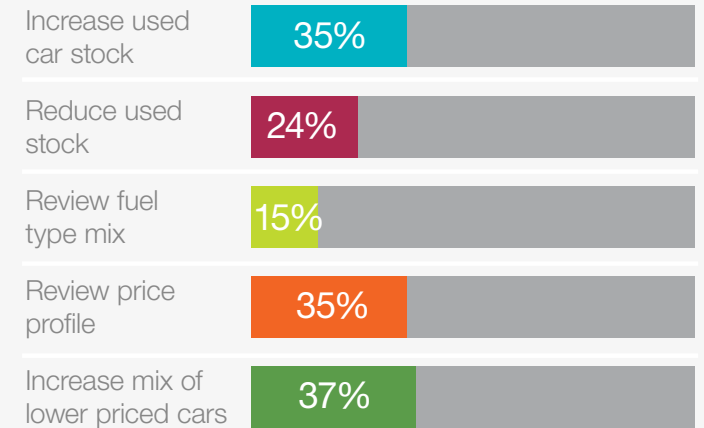
How will you be pricing your retail stock as restrictions lift?



Will your stock profile change as a result of Covid-19?



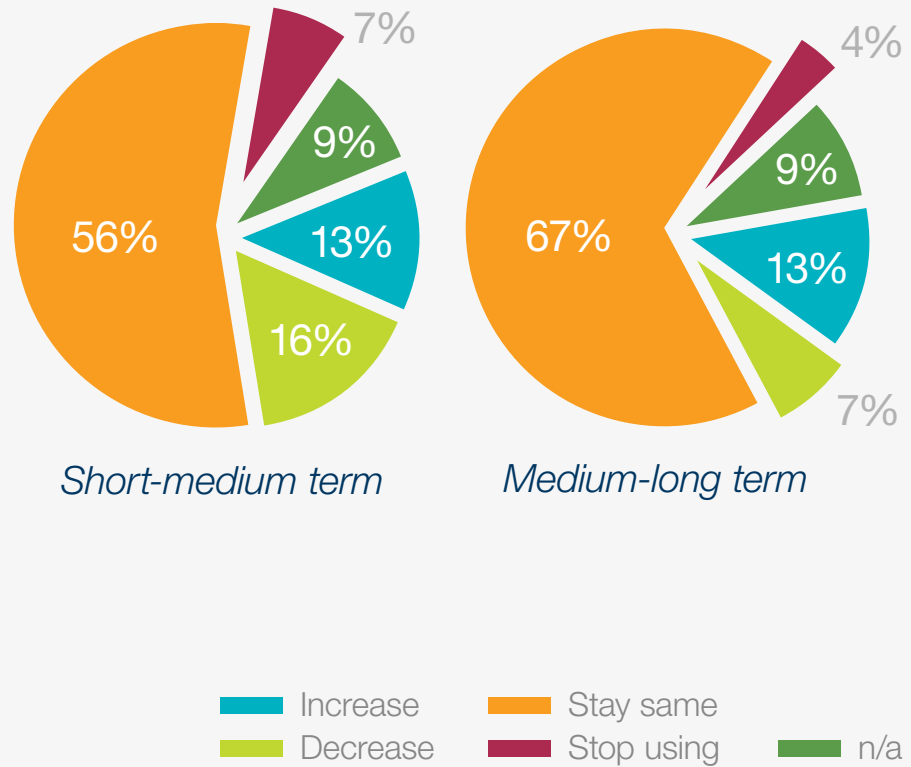
In what way will your used car stock profile change as a consequence of Covid-19?



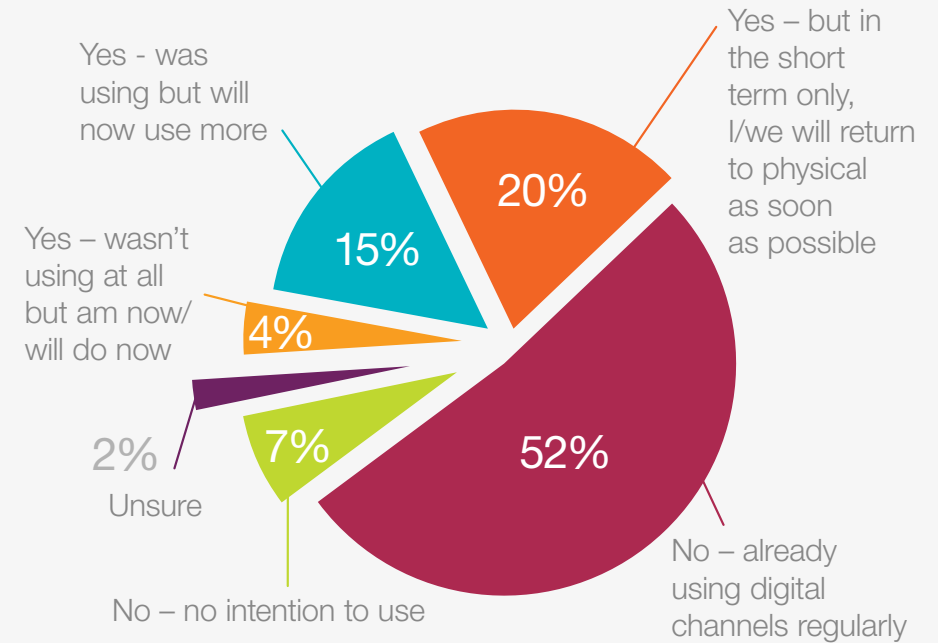
Source: Cox Automotive dealer sentiment survey, May 2020

Auction intentions

Once reopened, how will your business use physical auctions?



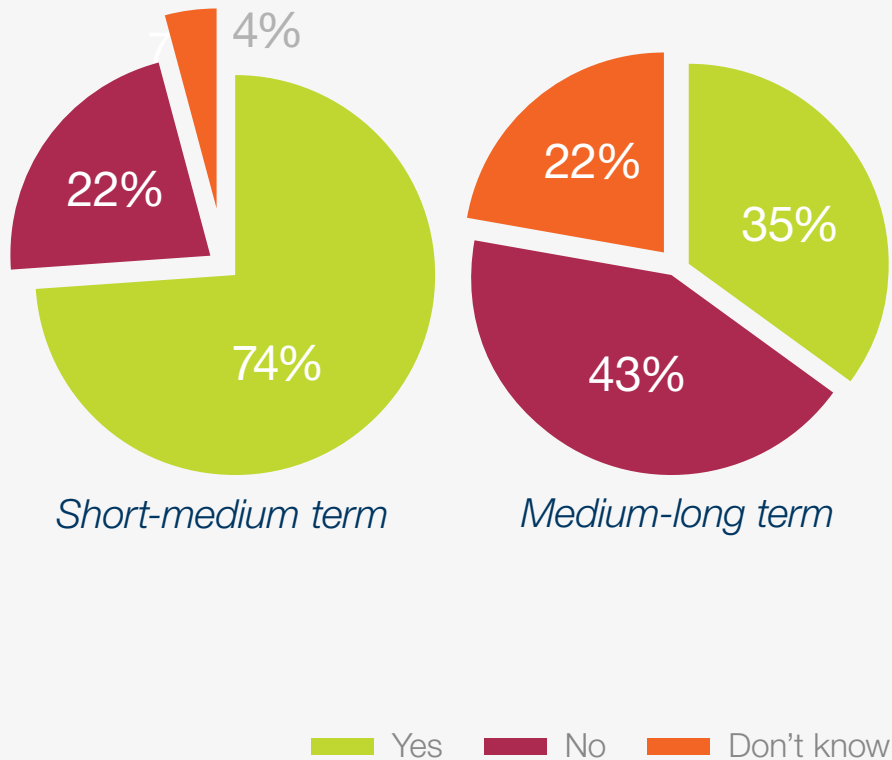
Has the lockdown changed your use of digital auctions?



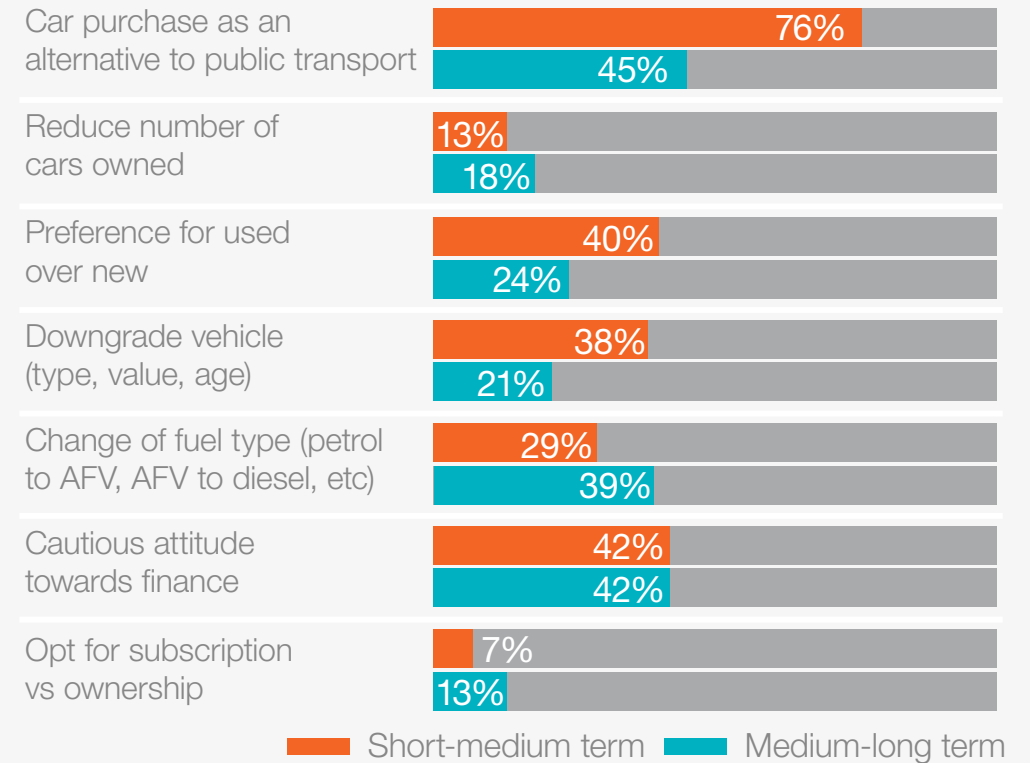
Source: Cox Automotive dealer sentiment survey, May 2020

Consumer behaviour

Do you believe Covid-19 will drive a fundamental change in how consumers choose and use their cars?



Which of the following buyer behaviours do you believe will change as a direct result of Covid-19?



Source: Cox Automotive dealer sentiment survey, May 2020

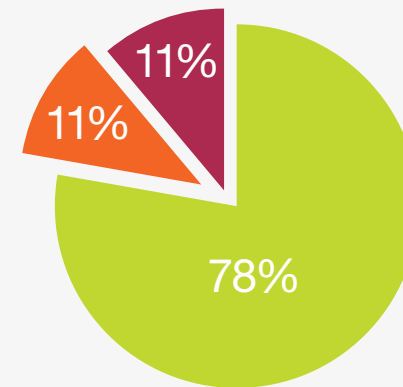
Business performance

Post lockdown, what are your greatest concerns for your business?

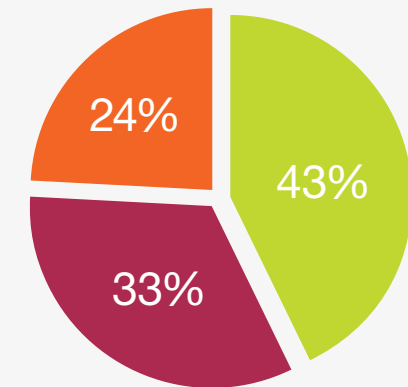
1		Health of employees/customers
2		Cash flow
3		Reduced sales volumes
4		Entering into a recession
5		Further lockdown measures
6		Devaluation of stock assets
7		Ability to trade successfully with social distancing restrictions in place
8		Access to capital

Thinking about the remainder of this calendar year...

Will your business plan change in response to Covid-19?



Do you expect to return a profit?



Yes No Don't know

Source: Cox Automotive dealer sentiment survey, May 2020

Content links

Click through to read further insight outputs from this sentiment survey

/ **Press releases**

- [Dealers to hold firm on used car prices](#)
- [Dealer sentiment points towards multi-channel future](#)
- [Cash flow and health dominate dealers' concerns](#)

/ **Viewpoint**

- [Stock profile plans highlight the need for data and insight](#)
- [How changing consumer behaviours are guiding dealer business plans](#)

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