

Vehicle Merchandising Insights Report

// A study on how car shoppers perceive online vehicle listings and what influences their purchase decisions.

Dealer Specialties surveyed over 360 car owners who shopped online and purchased a vehicle within the last year. Their responses are reflected in the data below.

// VEHICLE PHOTOGRAPHY //

Most important vehicle photos by type:

- 1

Exterior
- 2

Interior
- 3

Vehicle Features

Most important vehicle photos by shot:

- 1

Driver's side
- 2

Driver's side front angle
- 3

Front
- 4

Passenger side rear angle
- 5

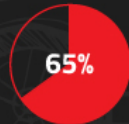
Driver's side front interior

52%

said 10-20 vehicle photos are optimal for purchasing decisions

Vehicles with **branded overlays and dealership backgrounds** were preferred over photos in a photobooth or without a background.

// VEHICLE CONDITION //

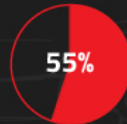


said vehicle condition transparency is extremely important for purchase decisions



expect a vehicle to be in fair condition

(A Few Dings & Scratches, Most Options Are Fully Functional)



expect a vehicle to be in like-new condition

(Shiny, Nice Car Smell, No Dents or Dings, Fully Functional Features)



feel vehicle photos accurately represent vehicle condition



of respondents said they would likely purchase a pre-owned car without seeing it in person

Improve Your Vehicle Merchandising Strategies

As online vehicle sales grow, so should your digital merchandising strategies. Our research shows buyers are more comfortable shopping for used vehicles online, but accurate and transparent information is the key to building trust and getting them to your lot.

Make your VDPs work like digital sales reps with merchandising services from Dealer Specialties. We offer high-quality vehicle photography, engaging 360 walkarounds, and detailed vehicle condition reports guaranteed to help you move more inventory.