

Newly Released Cox Automotive CPO Study

Demand grows while supply catches up

In this new study, we drilled down the responses from 680 in-market shoppers* compared with those from our 2019 study to these **5 key insights** for lenders. Whether you're a captive, bank, credit union or finance company, we strive to keep you informed.

COX AUTOMOTIVE

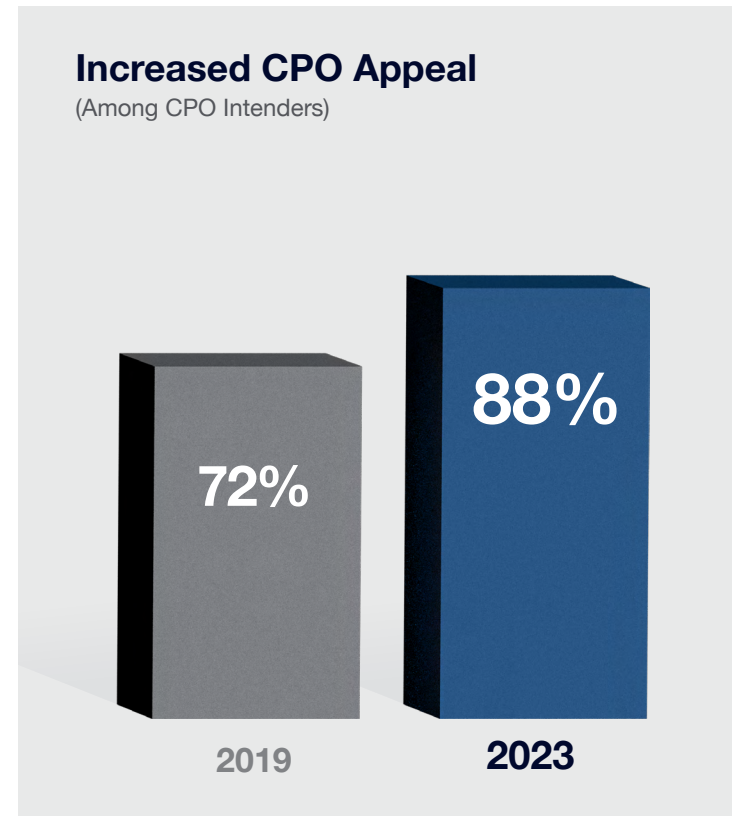
*Between February and March 2023, Cox Automotive interviewed 680 shoppers who intended to purchase their vehicle within the next 6 months. Their responses were compared against responses from the same study conducted in 2019 during a similar timeframe with a similar audience size.



KEY INSIGHT #1

Affordability continues to play a major role in purchase consideration.

New vehicle pricing and higher interest rates are likely behind today's high CPO growth compared to 2019.



KEY INSIGHT #2

Today's CPO shopper is typically a solid originations opportunity.

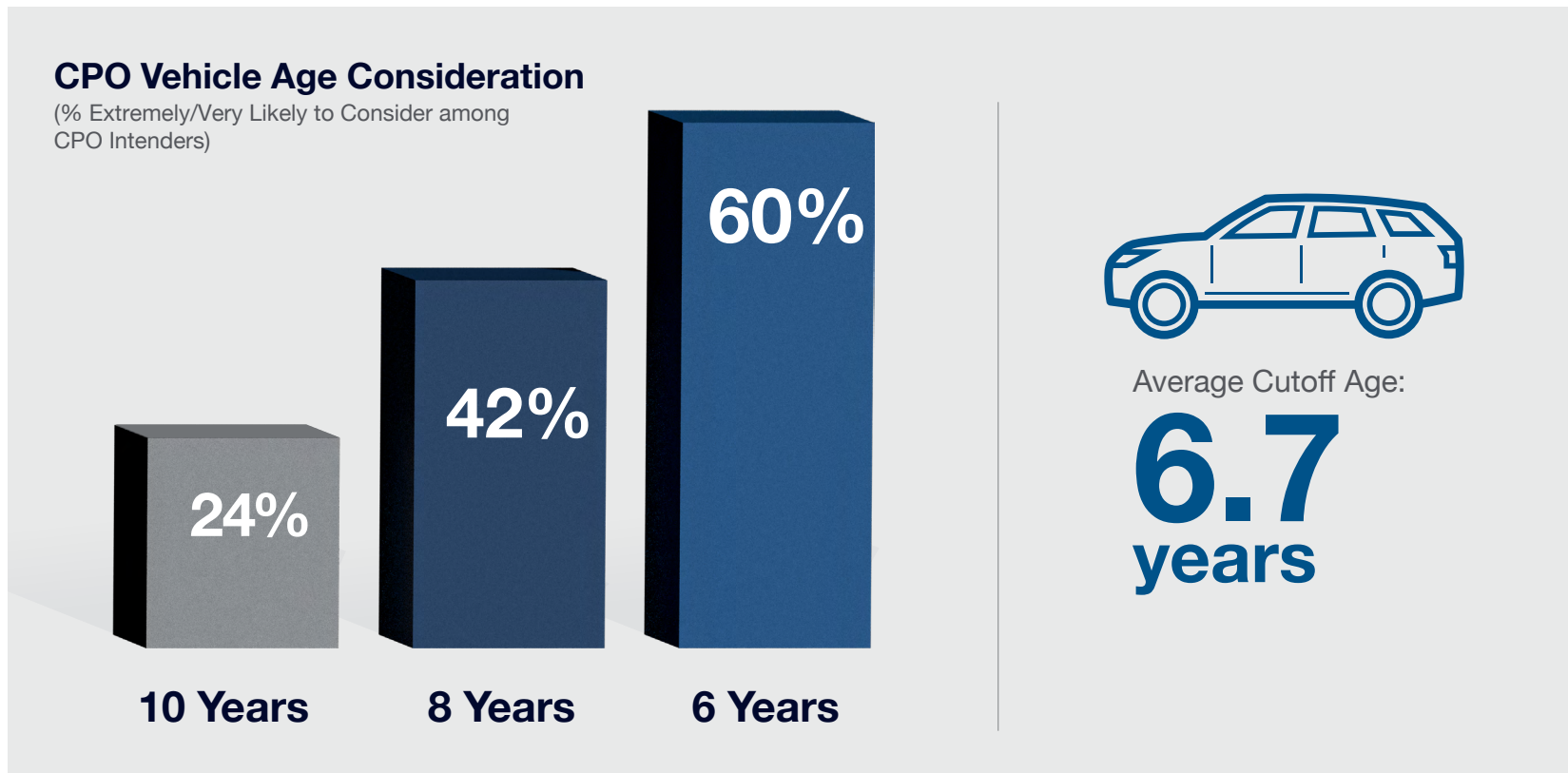
Our 2023 respondents over-index as high-income consumers with solid credit scores.

Average Credit Tier Rating	CPO Intenders
Excellent (750 or above)	47%
Very Good (700 – 749)	40%
Good (650-699)	10%
Fair (600-649)	2%
Poor (599 or below)	1%

Average Age	43
Average HHI	\$134K
Expected Mean Price for Next Vehicle	\$43,578

OEMs consider loosening age parameters to address supply challenges.

While 3 years remains the CPO sweet spot, nearly half of consumers are willing to consider CPO vehicles up to 6 years old.

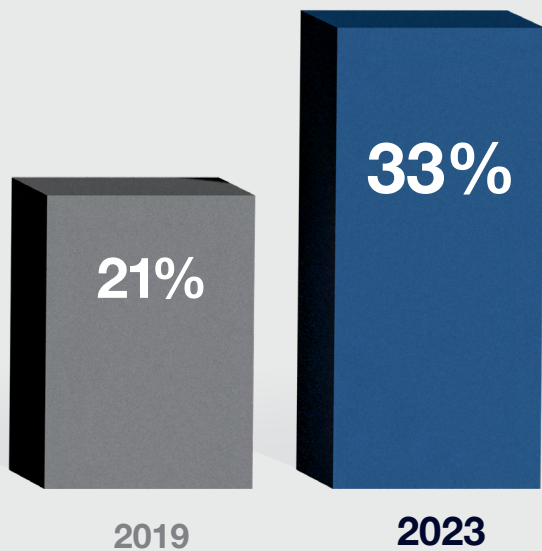


Financing remains top of mind with CPO shoppers.

The “right” financing makes a CPO vehicle even more attractive today than ever before.

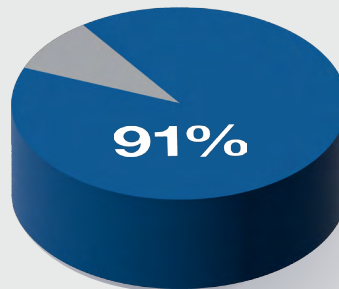
Appeal of Finance Offers

(Among CPO Intenders)



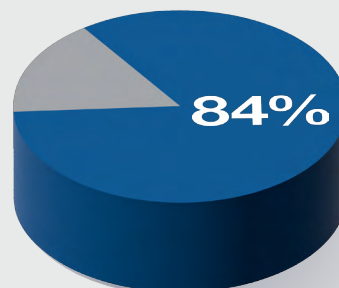
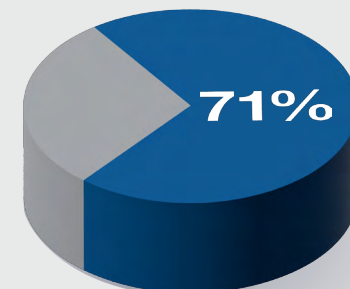
I would be more interested in CPO if it had lower interest rate options

(Among CPO Intenders)



A CPO vehicle is a better value than a new vehicle

(Among CPO Intenders)



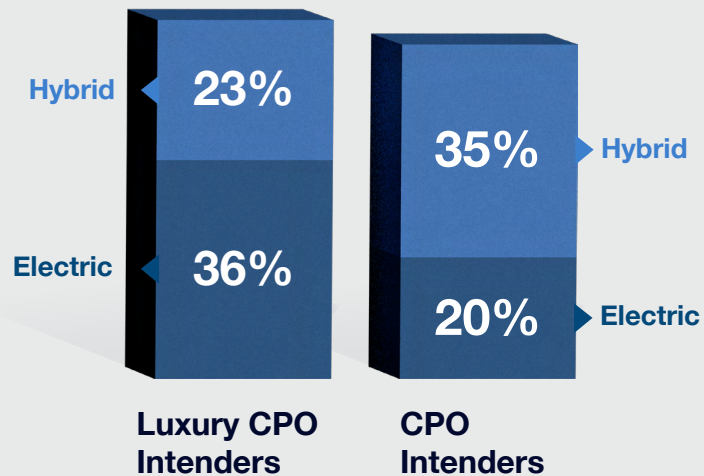
CPO allows me to take advantage of various financing benefits such as better interest rates compared to Used vehicles

(Among CPO Intenders)

Battery health plays a major role in the EV/Hybrid CPO market.

As more of these vehicles enter the used/CPO marketplace, rely on Cox Automotive and Manheim marketplace reporting to stay on top of residual values.

Powertrain Consideration



A CPO electric vehicle offers me more peace of mind on the vehicle's battery health than a Used vehicle

(Strongly/Somewhat Agree)

