

COVID-19

Impact on Global Automotive Dealerships

40-70% New customer foot traffic drops in dealerships around the world during the **2-3 months pandemic peak period**

50% of dealerships are able to survive **without financial support** for up to 6 months under restrictive conditions

Indefinite closure of dealerships and operations in countries and regions with **severe lockdowns**

Increased frustrations by dealerships due to **strict government regulations** on mobile servicing

80% of dealerships expect a future **change in doing business** away from the traditional approach

Negative workforce impact despite wage protection and government initiatives in some countries to ensure employment continuation

30% of dealerships **regret they have no online platforms** to support sales, service, leasing and financing

80% of dealers **adapted with creative delivery ideas**, increased pick-up and drop-off services, staggered customer service timing and strict social distancing

65% of dealers expect an **acceleration in development** of online vehicle sales and booking platforms

38% of European OEMs and dealerships expect an **extended deadline for regulations** on emissions and environmental targets

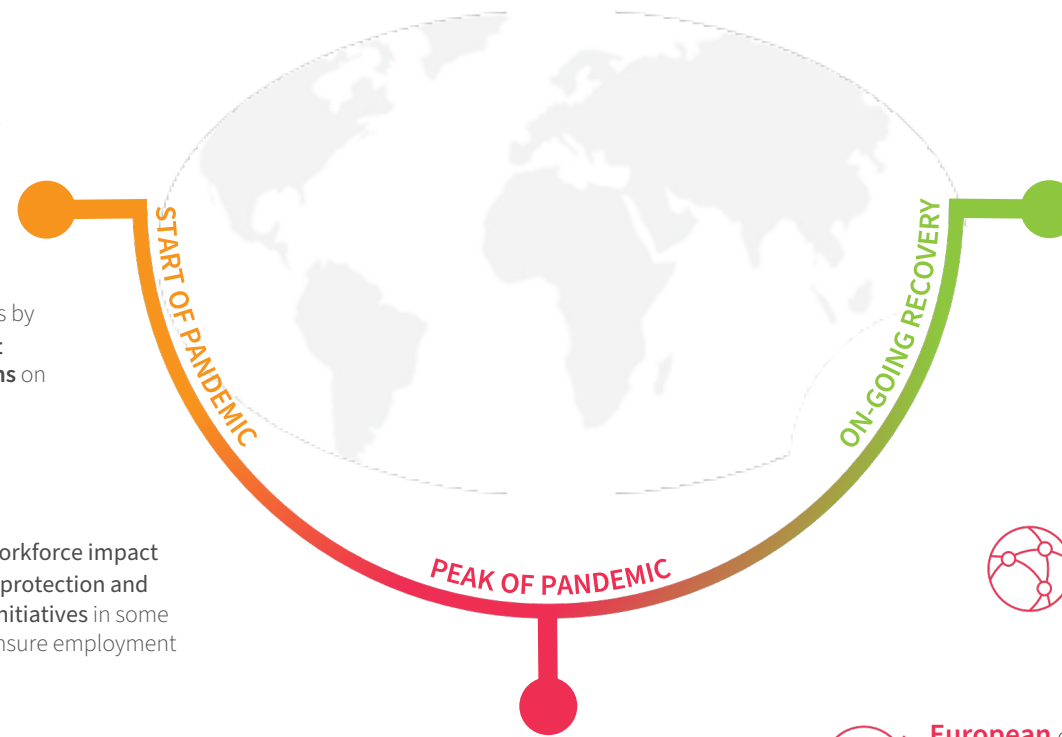
Europe & China lead the way in **vehicle purchase initiatives** (eg: incentives and tax breaks)

European dealerships worried about used-car **residual values**

More than 50% of OEMs and dealerships expect an **increase in new car sales** for private use

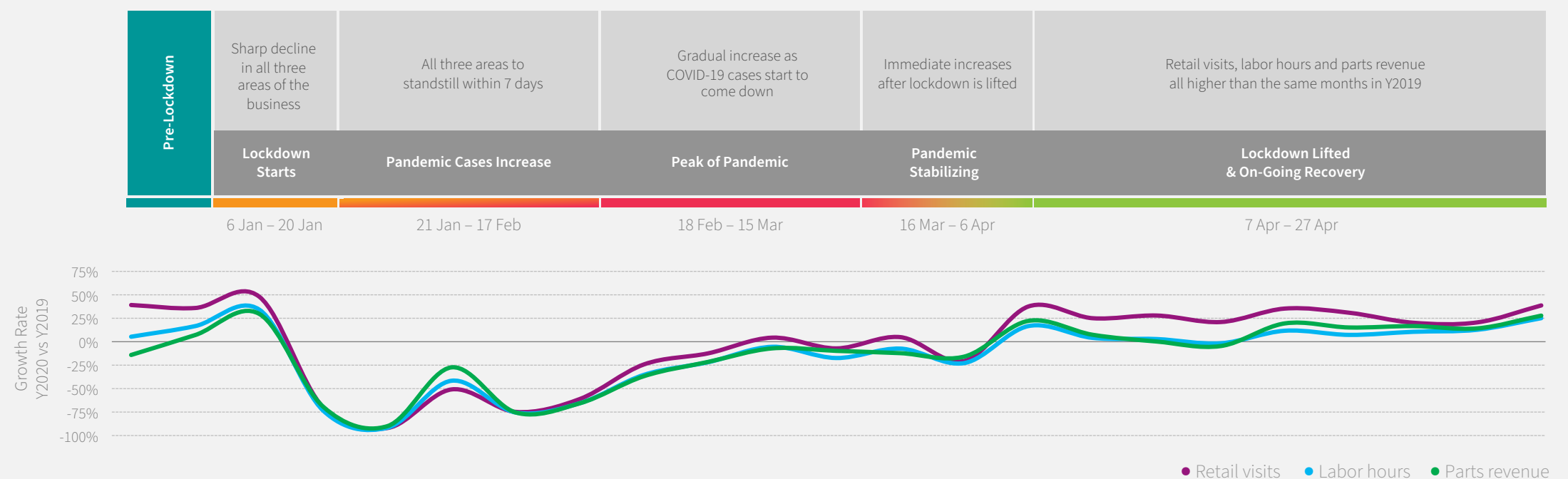
Increase in new customer foot traffic at **premium European brand dealerships in China**, due to fear of missing out amid production disruptions

45% of dealerships in China and Asia expect an increase in popularity of **EV vehicles**



Case Study Premium Brand – China

Impact of COVID-19 on retail visits, labor hours and parts revenue (Y2019 – Y2020)



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