

Amazon enters the online car sales market

Article



The news: Consumers in 48 US cities can now buy a new **Hyundai** from their local dealership through **Amazon** with the launch of [Amazon Autos](#).

- The debut comes a little over a year after the [retailer announced plans to begin selling vehicles](#) on its website by the end of 2024.
- Amazon plans to add additional manufacturers, brands, cities, and new functionality next year.

How it works: Amazon Autos looks and feels similar to other areas within the Amazon ecosystem; consumers can search for vehicles using criteria such as model, color, features, and trim.

- Once customers select a vehicle, they can secure financing, electronically sign paperwork, and complete their orders with a few clicks.
- After finalizing their payment information, customers select a day and time to pick up their vehicle from the dealership.
- Consumers can also receive an estimated value for a trade-in vehicle that is applied toward the purchase price of a new car.

Our take: While Amazon is entering a crowded market that includes **AutoNation**, **Carmax**, and **Carvana**, it has two clear advantages over those competitors: its massive scale and consumers' familiarity with its platform.

Amazon understands the power of convenience more than almost any other company. If it can deliver on its promise of making the car-buying process less stressful and annoying, it will gain traction with consumers—assuming it quickly broadens Amazon Autos' reach beyond Hyundai.

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