

# More Consumers Are Open to Buying Cars Digitally

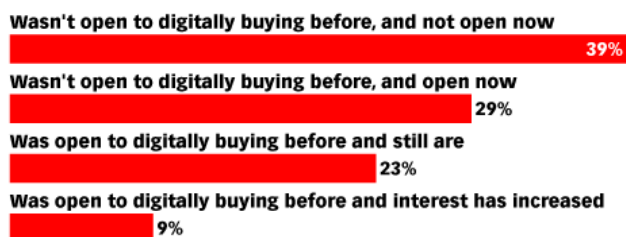
## ARTICLE |

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**W**hile some consumers haven't changed their stance about shopping for a car online, others have altered their views about it since the coronavirus pandemic.

### How Open Are US Car Shoppers to Digitally Buying a Car Since the Spread of the Coronavirus?

*% of respondents, April 2020*



Source: CarGurus, "COVID-19 Sentiment Study," April 28, 2020

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Nearly 30% of US car shoppers who weren't originally open to buying a car digitally have since changed their minds, according to April 2020 data from CarGurus. Interestingly, 9% of respondents who were previously open to doing so are even more interested than before.

While most automotive brands don't have such capabilities yet, digitizing the car shopping experience should be top-of-mind as consumers continue to adapt to this new normal.

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