

ARE YOU MAKING THE MOST OF YOUR CERTIFIED PRE-OWNED PROGRAM?

DMI surveyed over 225 dealers about their OEM's CPO program. Here's what we learned:

Missed Opportunities



25%+

of dealers sold a vehicle as used that they later realized qualified as CPO.

“It would be great if I could see at a glance what used vehicles in my inventory qualify as CPO”



1/3 of dealers say their OEM does not identify CPO-eligible vehicles



An additional 30% weren't sure

“I wish my manufacturer made it easier for me to report CPO sales”



Nearly one third said their OEM does not offer retail delivery reporting integrated with their Dealer Management System (DMS)



An additional 20% weren't sure

FAST FACTS:

CPO Market Trends

CPO programs are key to introducing used car buyers to your brand, ensuring a positive brand experience, generating OEM and dealer revenue, and cultivating future new car customers.

59%

of CPO buyers are new to the brand¹

\$1,400

Consumers pay an average \$1,400 more for a CPO vehicle²

63%

of buyers return to the selling dealer for service³

1 Source: J.D.Power and Associates; Used Vehicle Market Report, 2011
2, 3 Source: Auto Remarketing Conference, 2011

