

J.D. Power 2019 Automotive Website Evaluation Study Cross-DeviceSmartphone Satisfaction Dominating, Desktop Satisfaction Declines

COSTA MESA, Calif.: 28 March 2019 – The J.D. Power 2019 Automotive Website Evaluation Study Cross-DeviceSM evaluates third-party automotive websites from two perspectives across platforms (desktop/smartphone): overall site function and the importance of various site features to online shoppers. This study examines which current site functions and designs are most effective in helping shoppers narrow their consideration set and increasing their likelihood to recommend and return to the website.

This year's study finds that smartphones satisfaction dramatically increases while desktop satisfaction declines. This indicates that many companies are going all-in with enhancing the mobile experience, to the detriment of the desktop experience.

The 2019 Automotive Website Evaluation Study Cross-DeviceSM is based on responses from 4,085 evaluations of third-party automotive websites by new- and used-vehicle shoppers who indicate they will be in the market for a vehicle within the next 24 months. The study was fielded in January 2019. J.D. Power offers its own consumer automotive websites that compete with the websites studied in the Automotive Website Evaluation Study Cross-Device (AWESxD). However, J.D. Power websites are not included in the AWESxD study.

For more information about the Automotive Website Evaluation Study Cross-Device,SM visit <https://www.jdpower.com/business/resource/us-automotive-website-evaluation-study-cross-device>.

See the online press release at <http://www.jdpower.com/pr-id/2019050>.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe.

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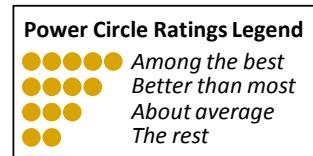
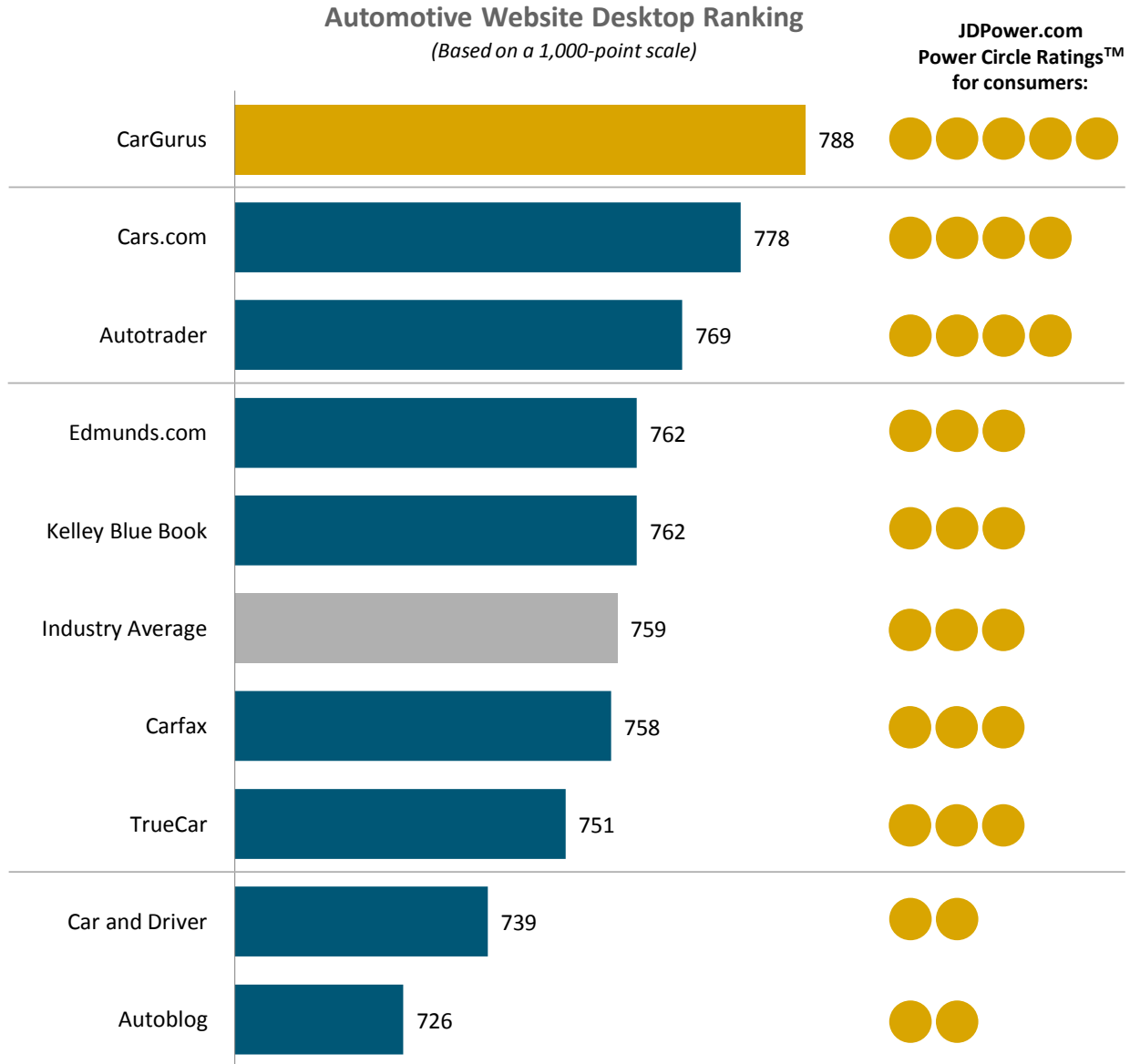
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NOTE: Two charts follow.

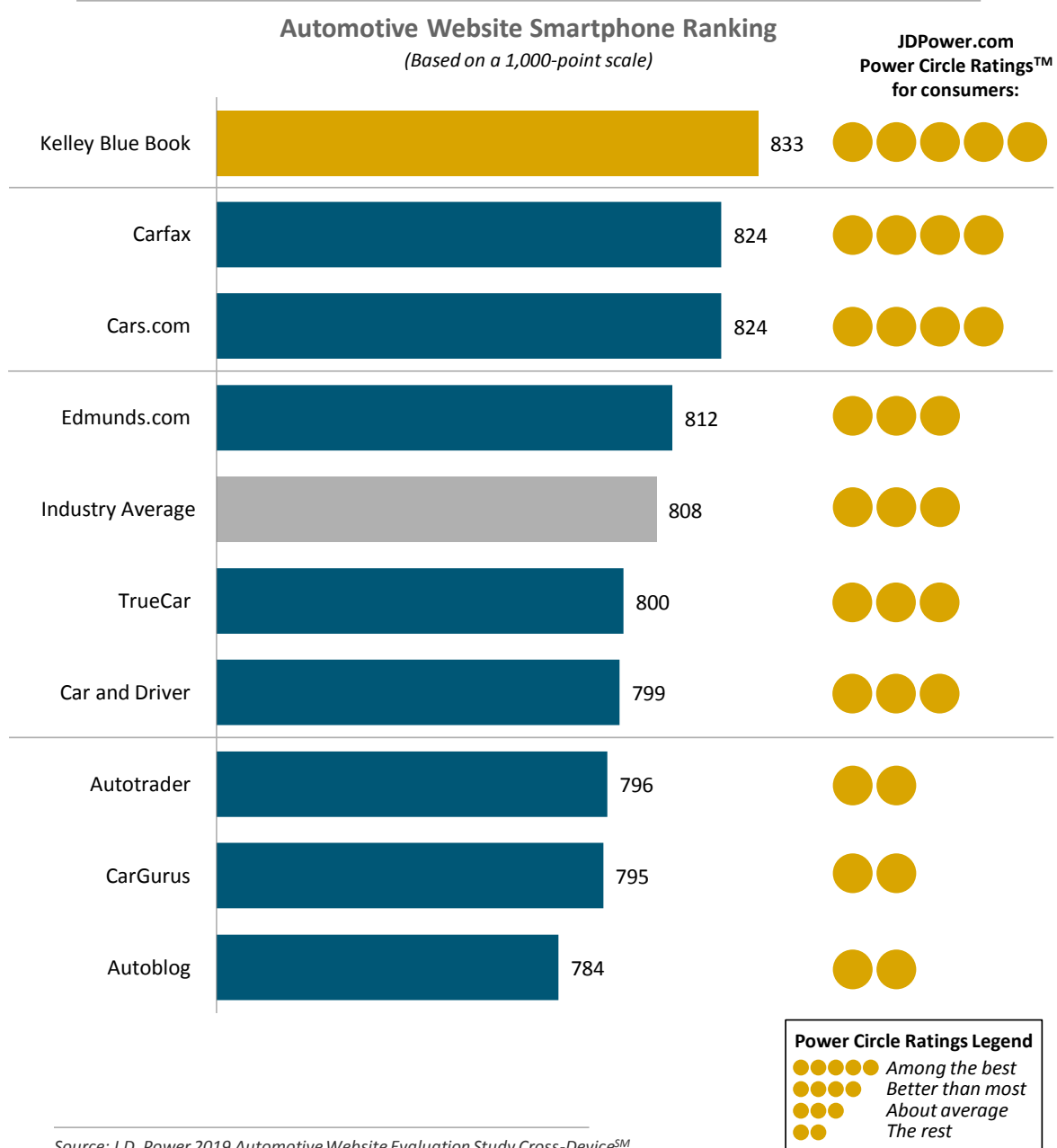
J.D. Power 2019 Automotive Website Evaluation Study Cross-DeviceSM



Source: J.D. Power 2019 Automotive Website Evaluation Study Cross-DeviceSM

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