

THE MODERN WORK TRUCK CONSUMER

Commercial vehicle buyers have historically been Baby Boomers who buy in-season after looking at listing magazines and speaking with their local dealer. Increasingly, commercial consumers are multigenerational and conduct in-depth online research throughout the year, often self-navigating deep down the sales funnel before personally contacting a dealer. Once they reach out, commercial prospects have high expectations for communication with dealers.

The Commercial Buyer

New generations are changing, the pre-purchase research process, making them resistant to dealer guidance but open to multiple manufacturer brands

49%

of marketplace visitors belong to Gen X or Gen Y

52%

of marketplace visitors are looking to buy, while **42%** are researching

35%

of buyers research for 3-6 months, but **30%** research over a year

72%

say a dealer can't change their mind about an intended purchase

25%

are committed to a single manufacturer brand



Commercial Shopping Seasonality

Consumers are researching year-round to find current deals and information for future purchases

87% of consumers research in the busy season AND the offseason

Of those researching in the offseason, **44%** are researching for a future purchase and **35%** are looking current deals

Consumer Communication Expectations

Commercial prospects have high communication expectations for dealers, including availability and timeliness



37% prefer to communicate with a dealer via **email**, while 25% prefer contact via **phone-calls**



If a dealer does not make contact in a timely manner, **44%** will start looking for a new dealer/seller



After contact, **32%** want a dealer response **within 1 hour** and **30%** want to be contacted the same day



21% expect to get the keys the same day of contact, while **48%** expect to have the keys within one week