



Recommendations

Use predictive tool to ease the process of shopping in 2 major ways:

- Customer-side: Suggesting cars and providing average price paid for younger, first-time buyers given their demographics and preferences > **expedites shopping time**
- Dealer-side: Informing average purchase price for customer profile to **shorten negotiation process**

End-to-end car retail services

- Offering RedFin-like agent services for scheduling test drives and facilitating negotiation process

Interactive media - safety videos and interactive 3D car models to appeal to younger adults