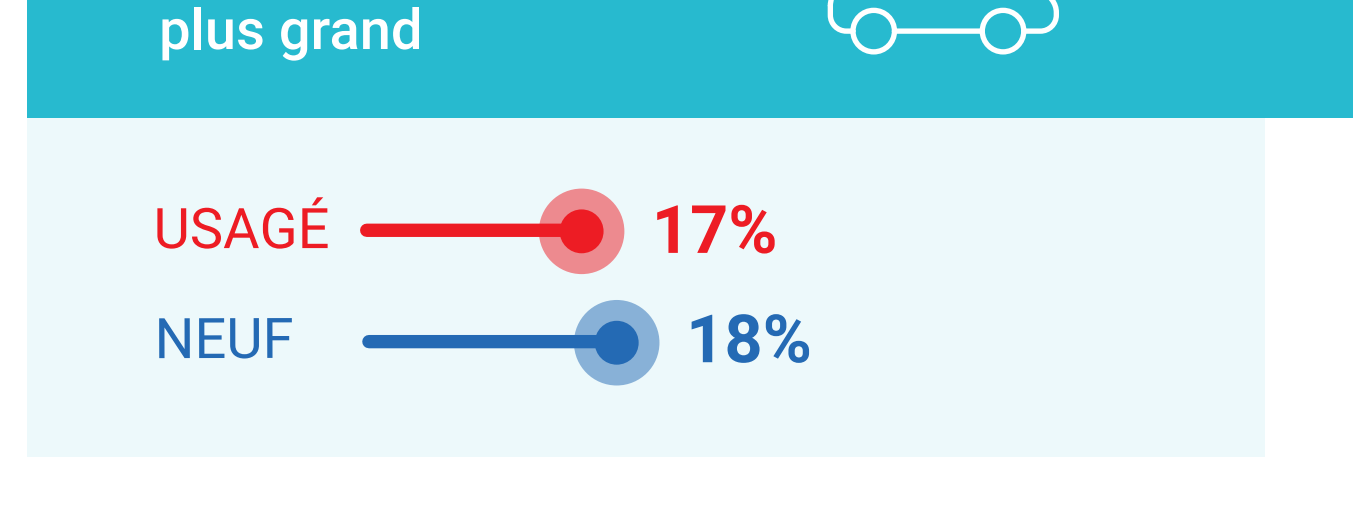
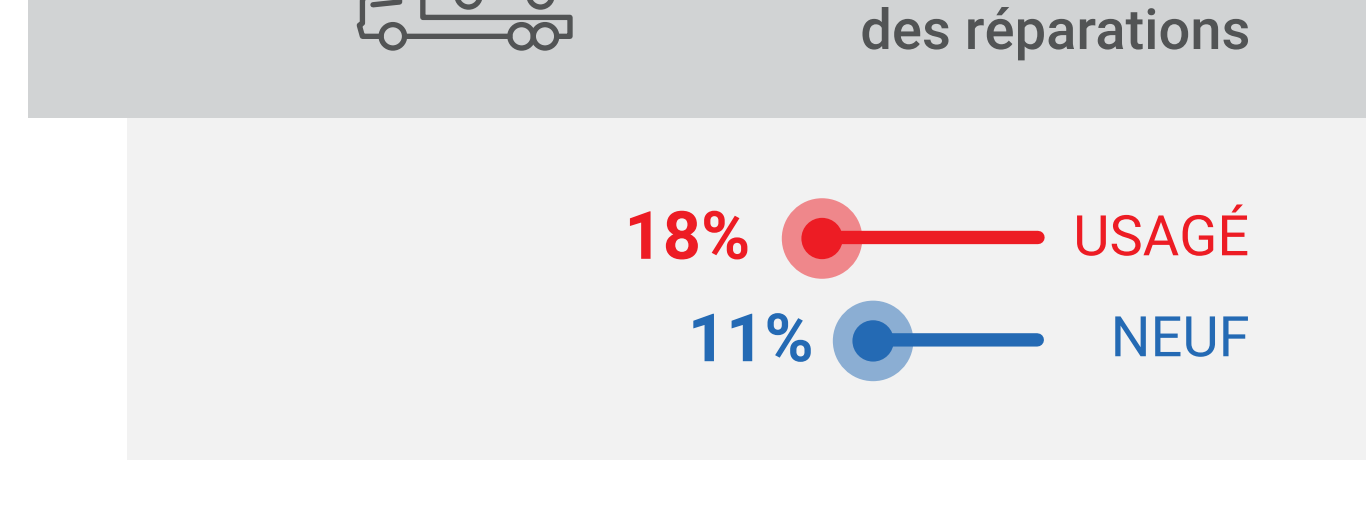
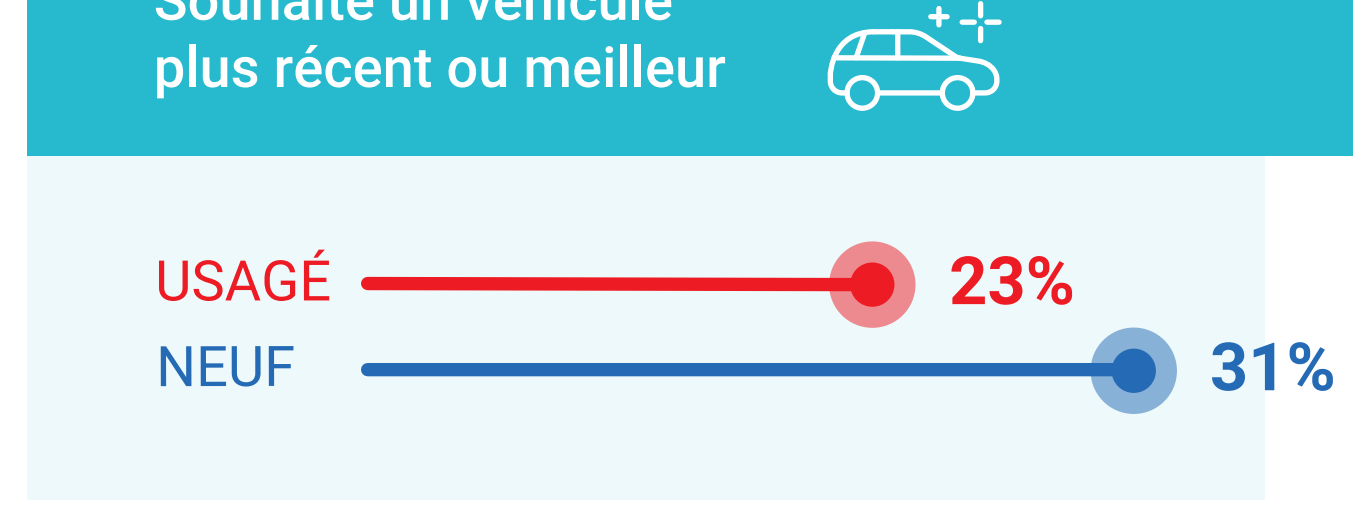
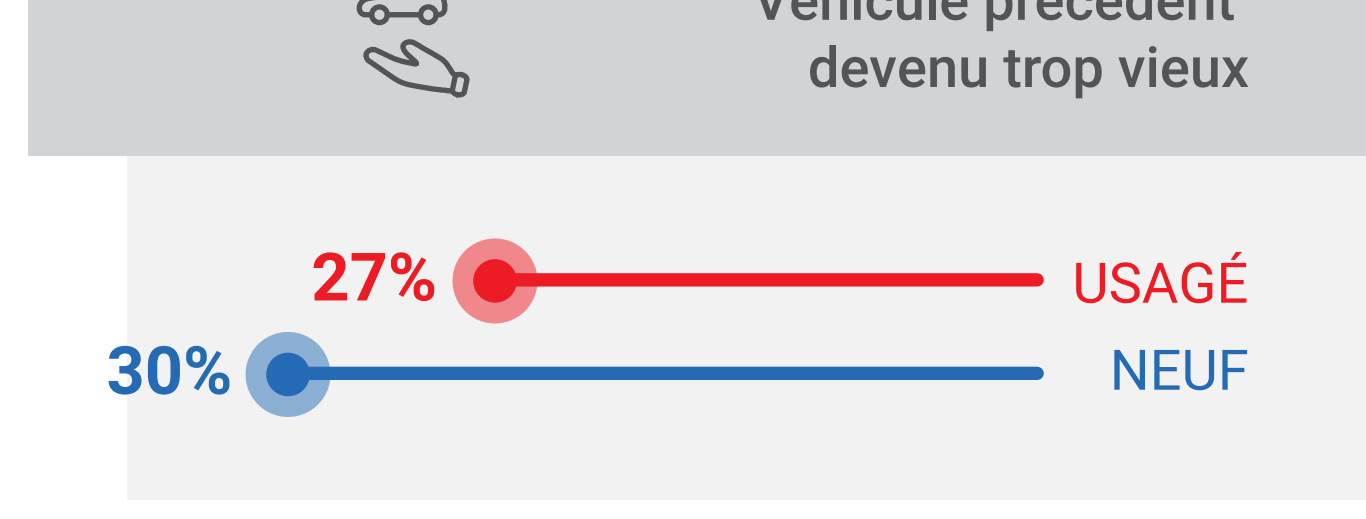


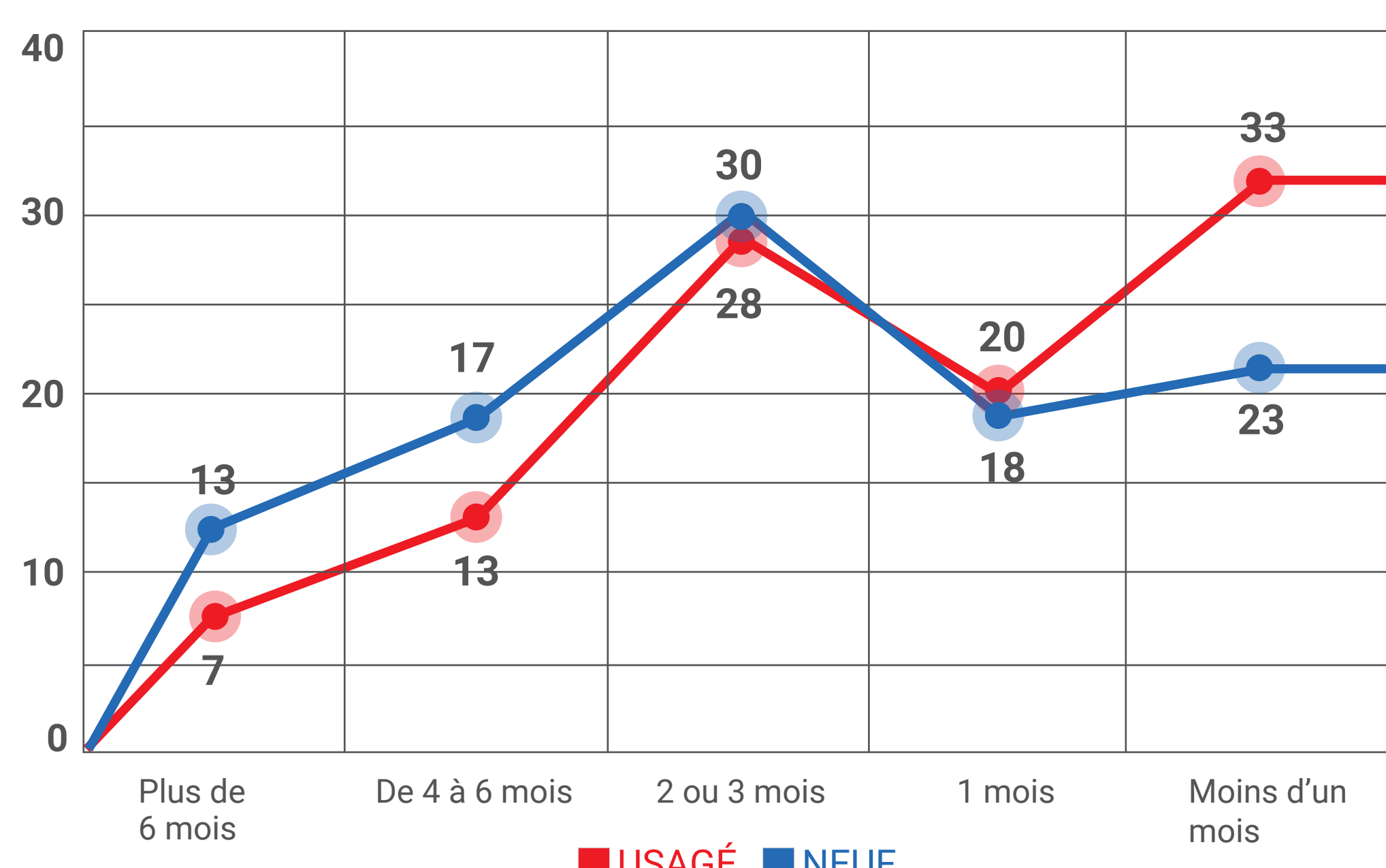
LE PARCOURS D'ACHAT AUTOMOBILE

ÉTUDE DE CONSOMMATION 2022

DÉCLENCHEUR D'ACHAT AUTOMOBILE

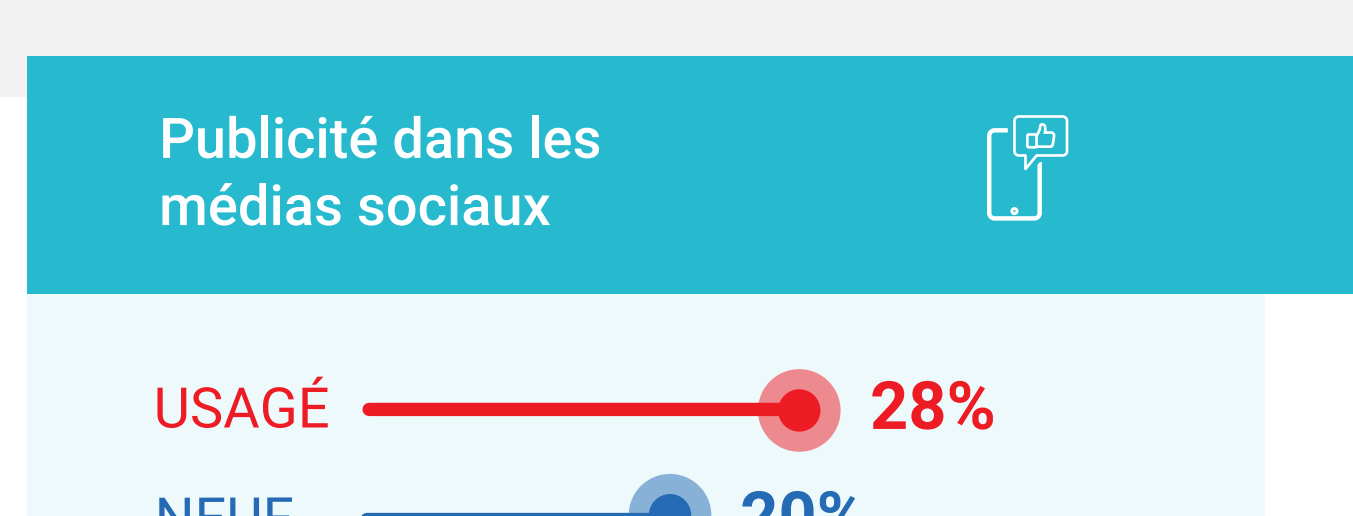
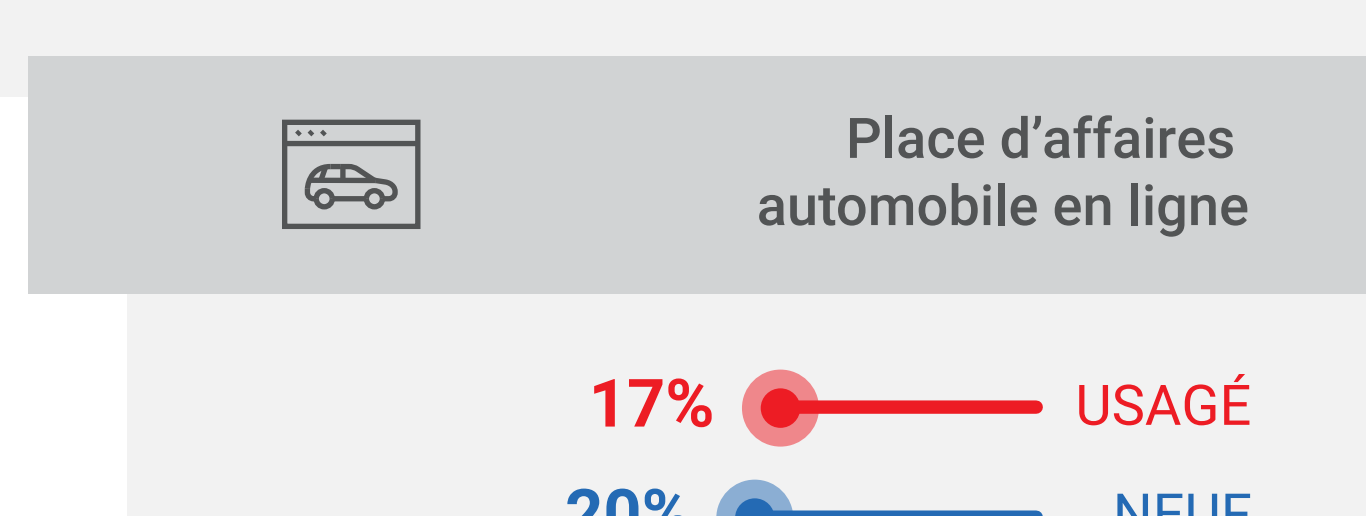


DÉLAI ENTRE LE DÉCLENCHEUR ET L'ACHAT FINAL

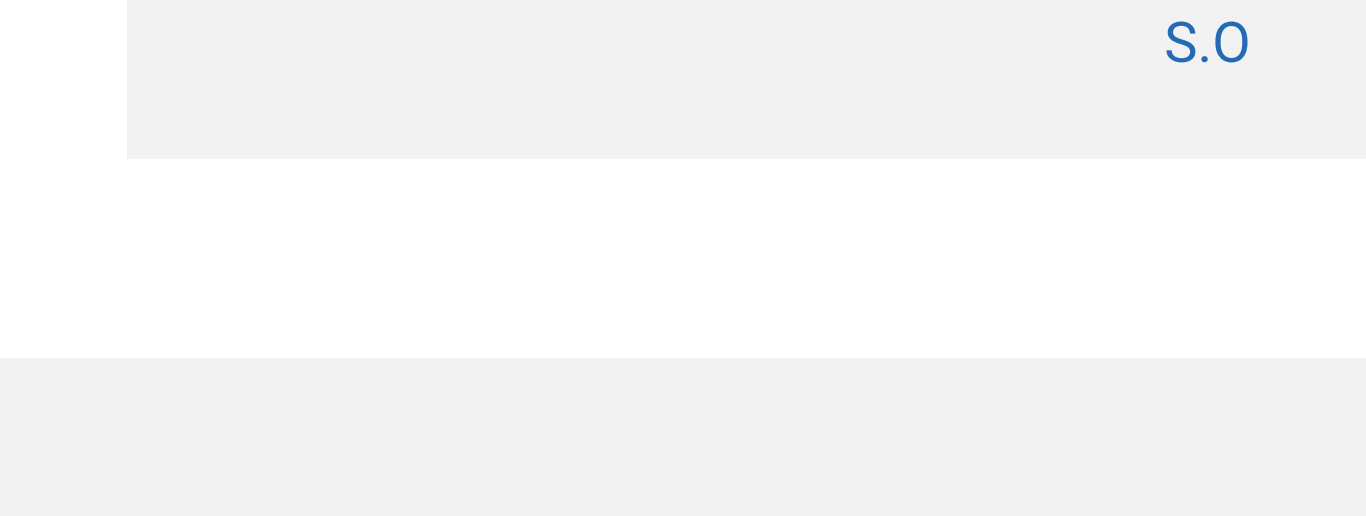
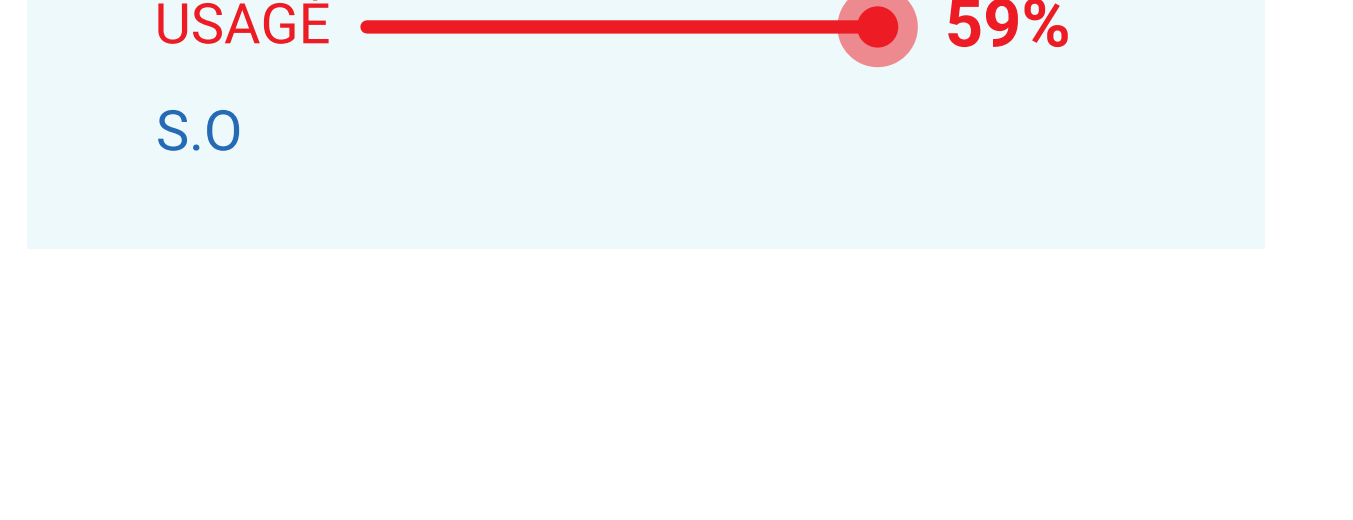
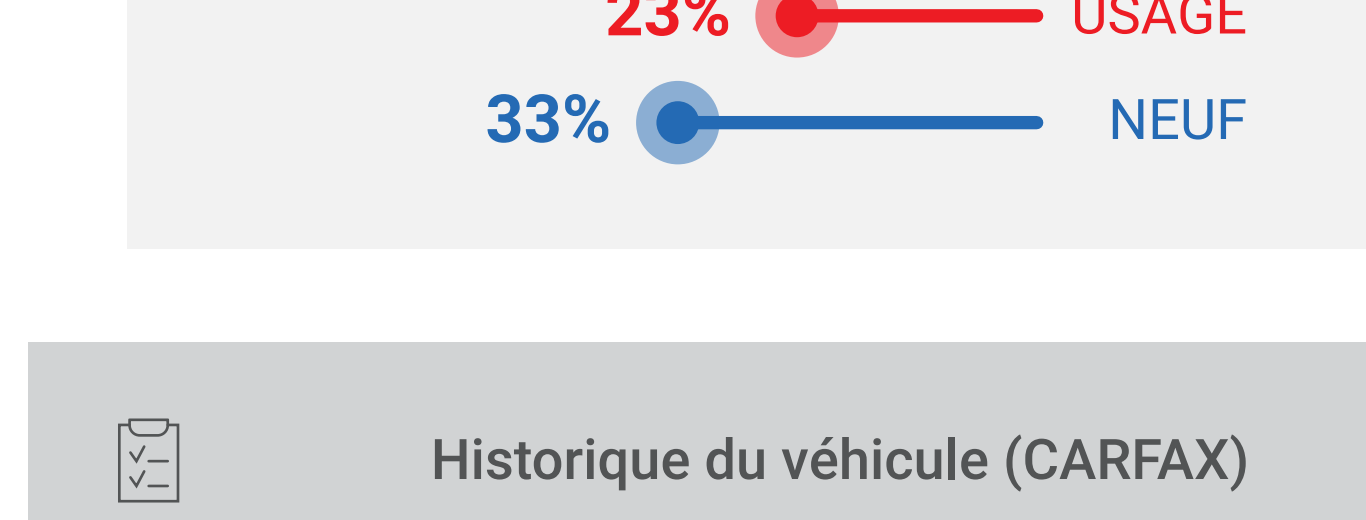
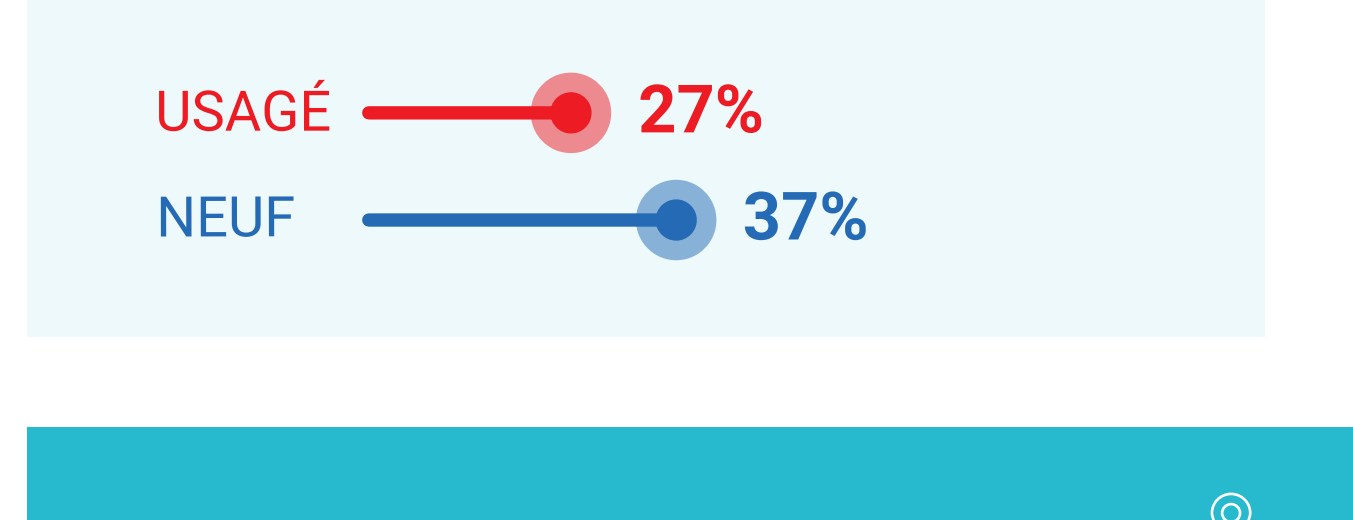
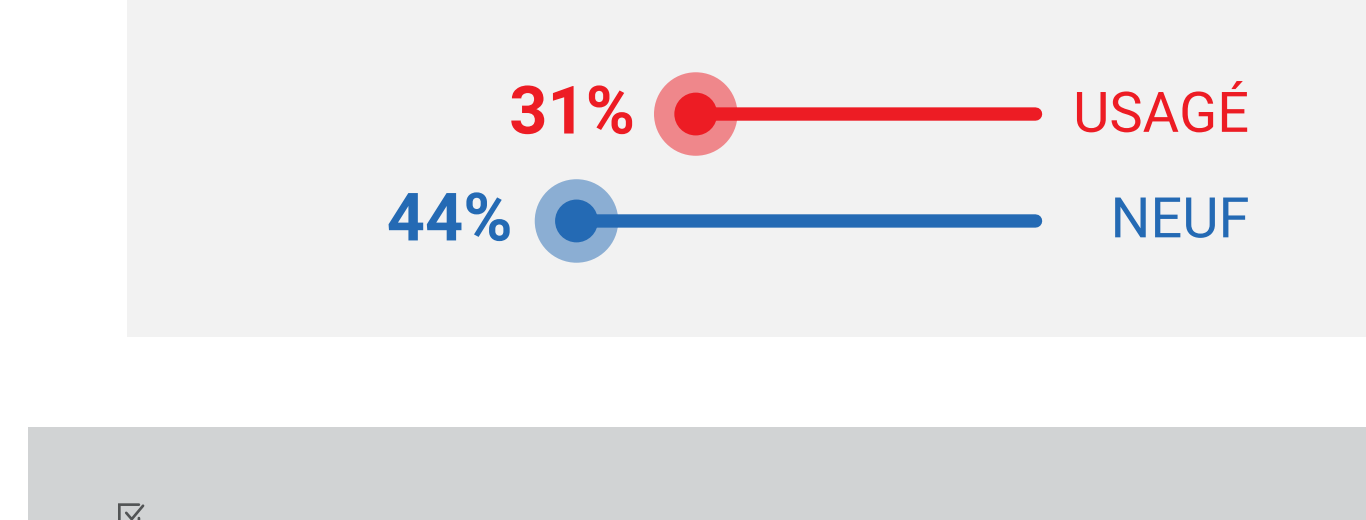
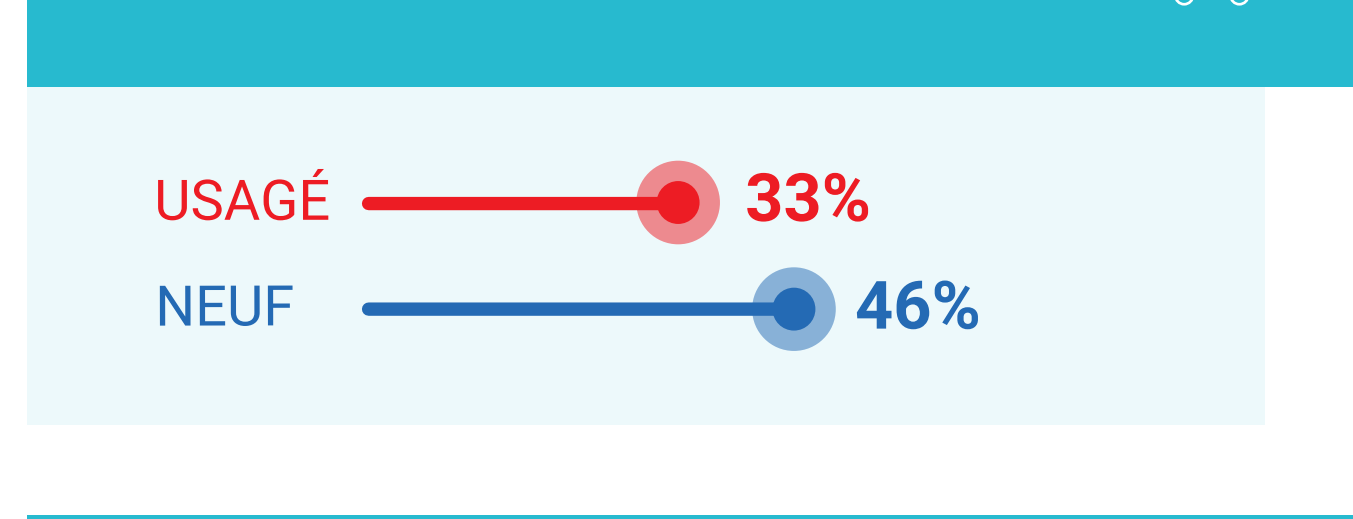
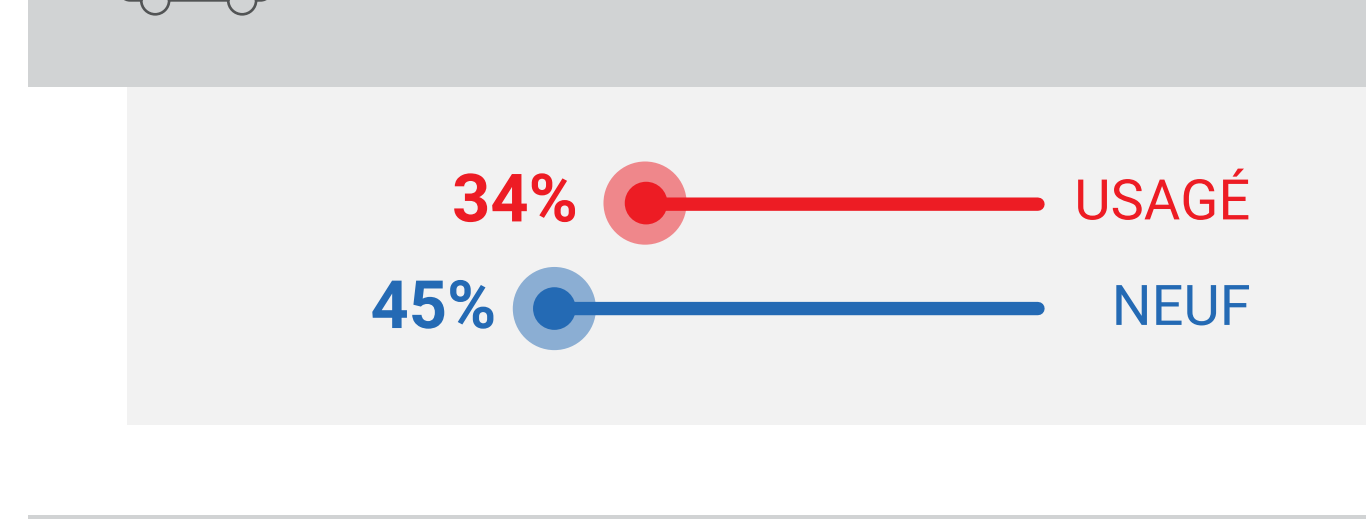
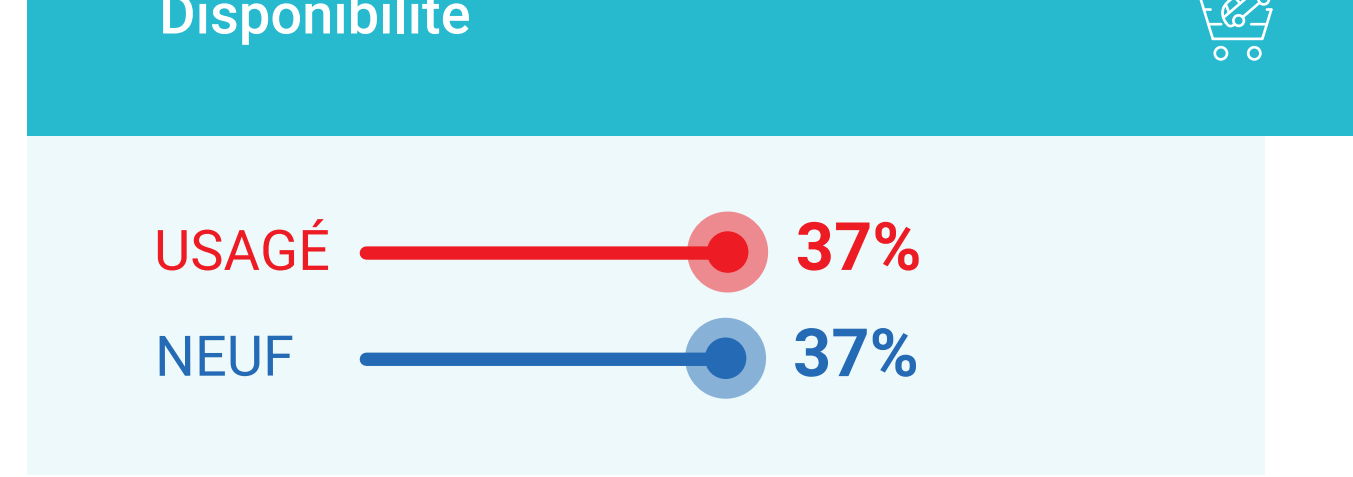
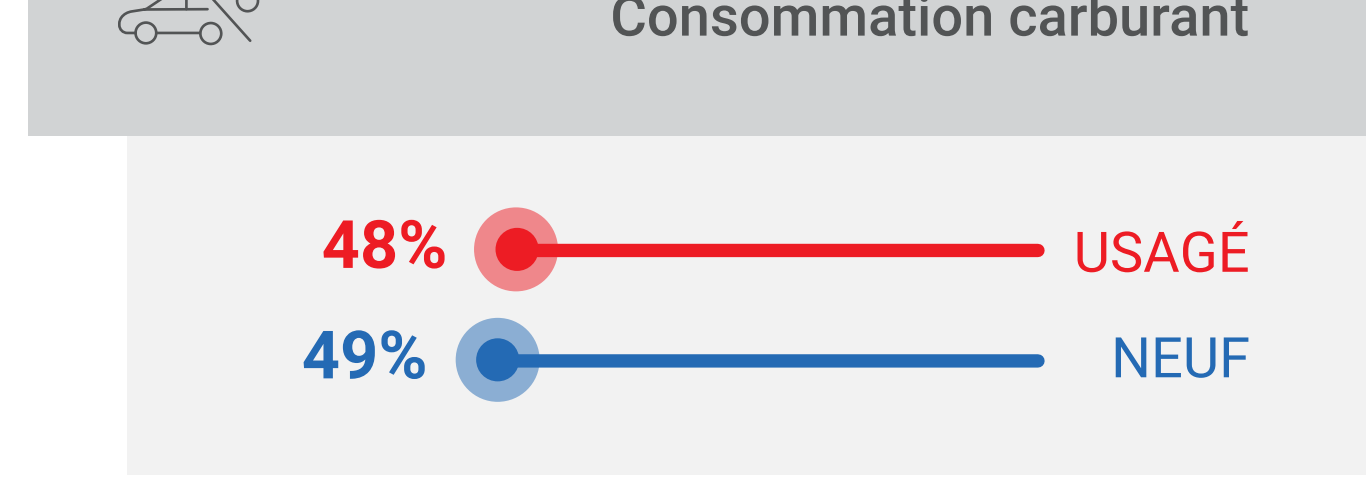
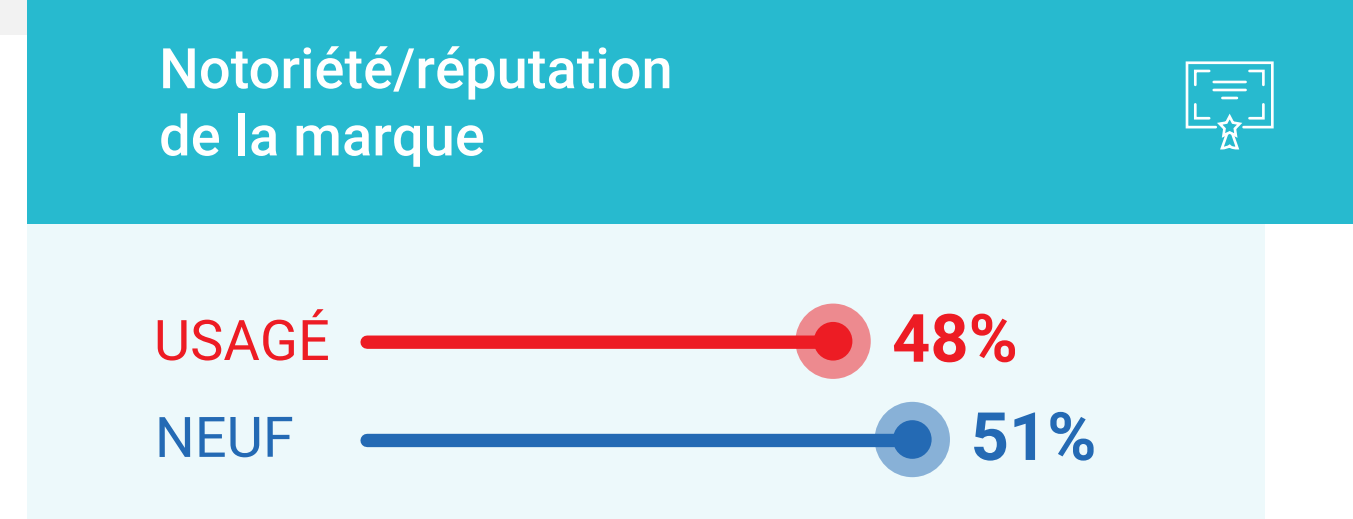
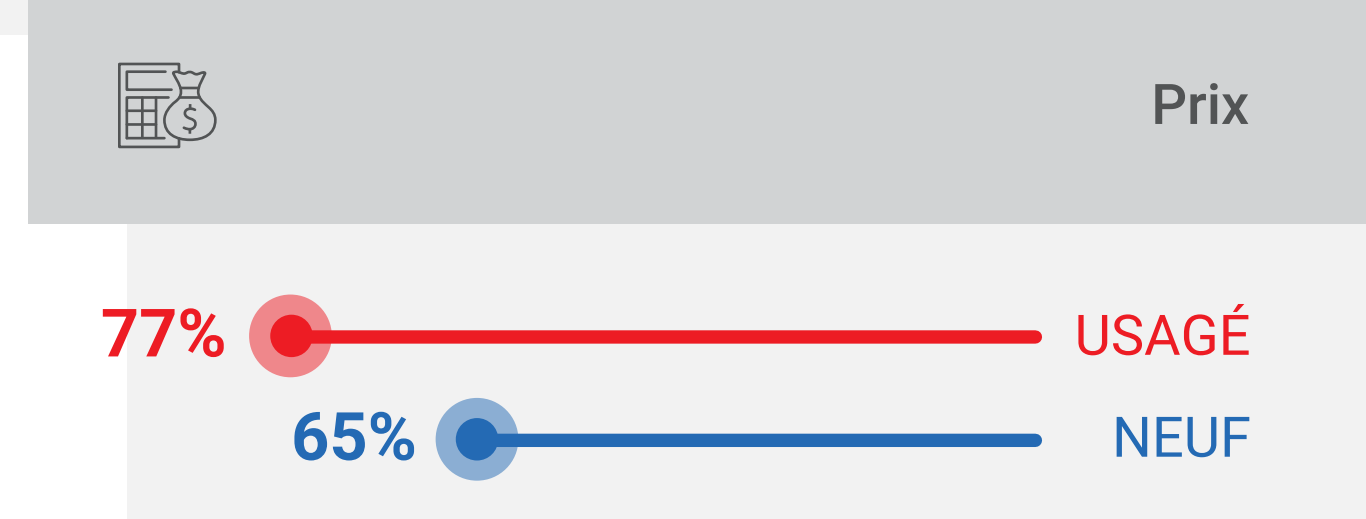


La majorité des acheteurs (71% des acheteurs de neuf et 81% dans l'usagé), magasinent pendant au moins 3 mois.

OÙ L'ACHETEUR A-T-IL DÉCOUVERT LE MODÈLE ACHETÉ?

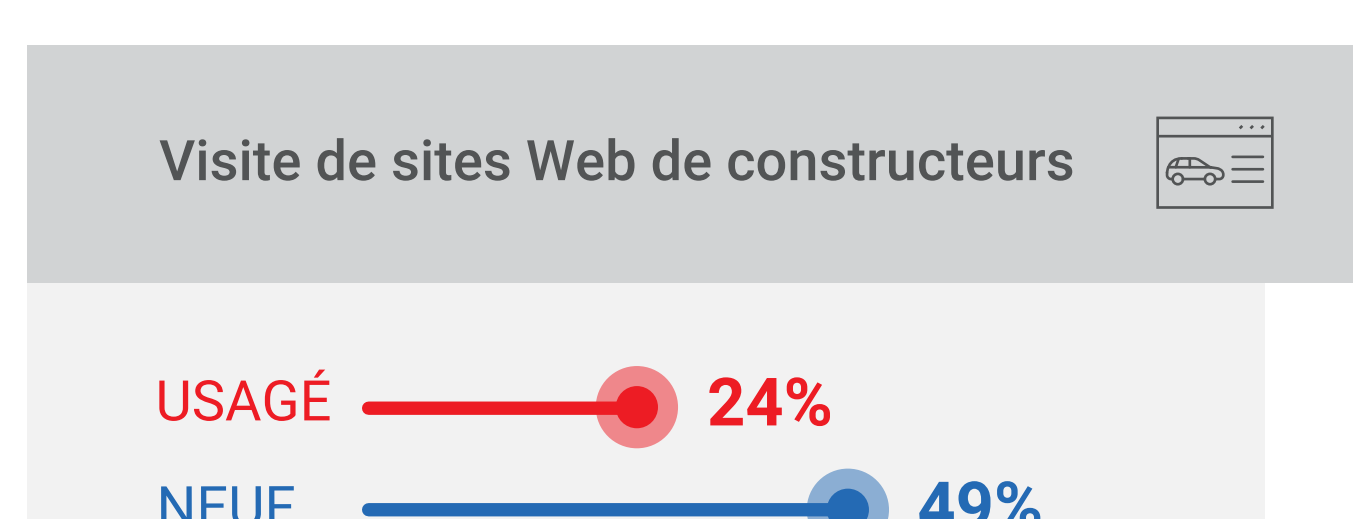
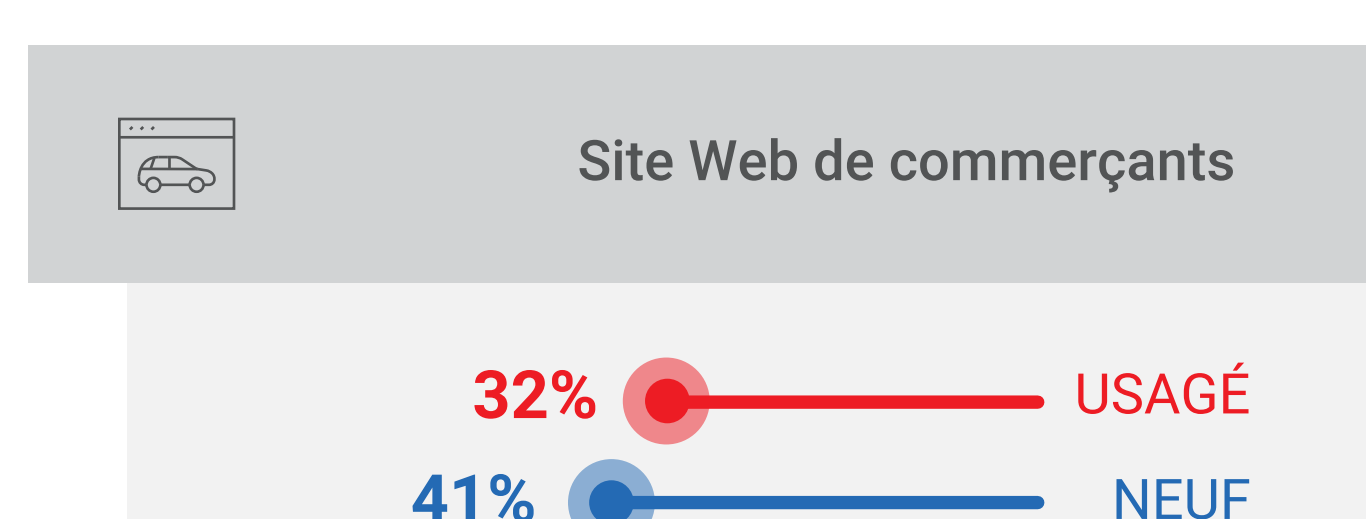
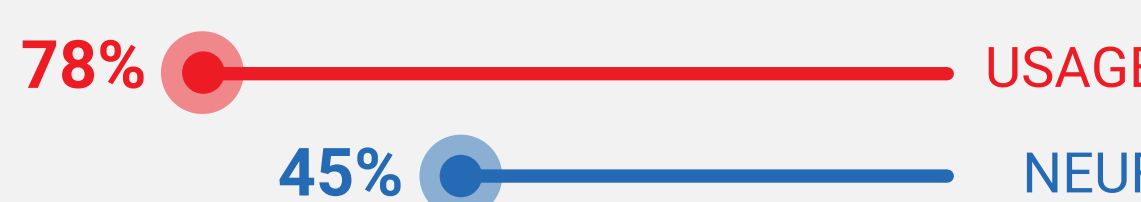


CRITÈRES DE SÉLECTION D'UN VÉHICULE

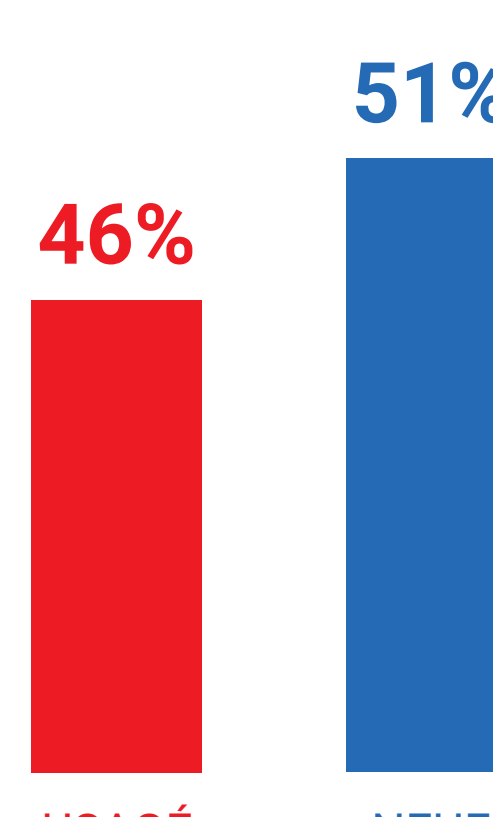
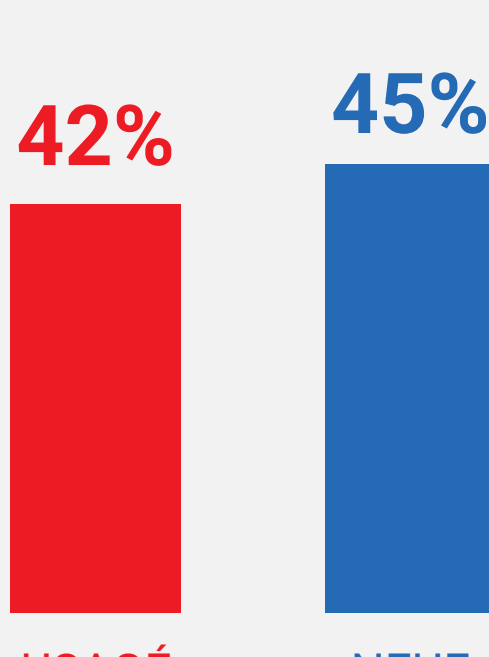
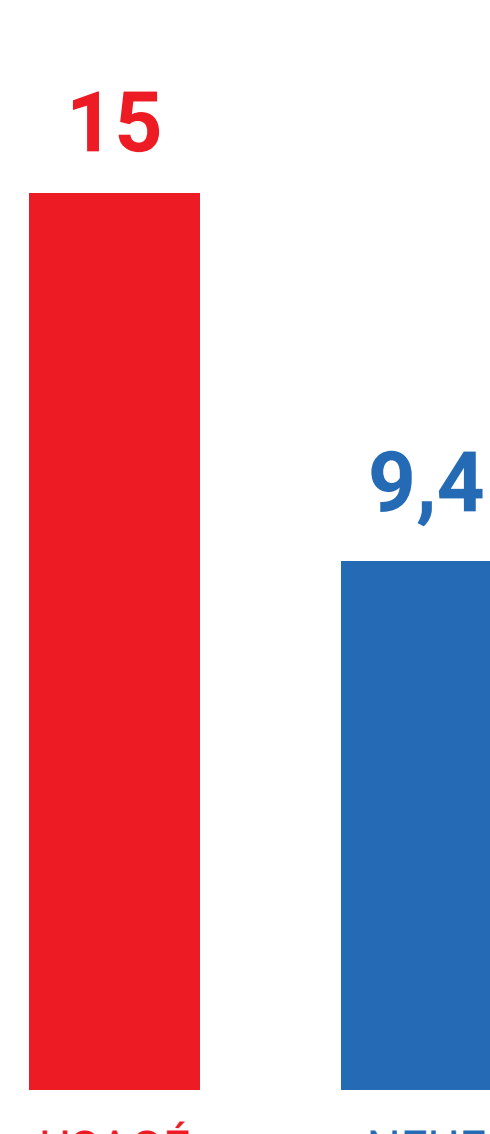


SOURCES D'INFORMATION CONSULTÉES DANS LE PARCOURS D'ACHAT

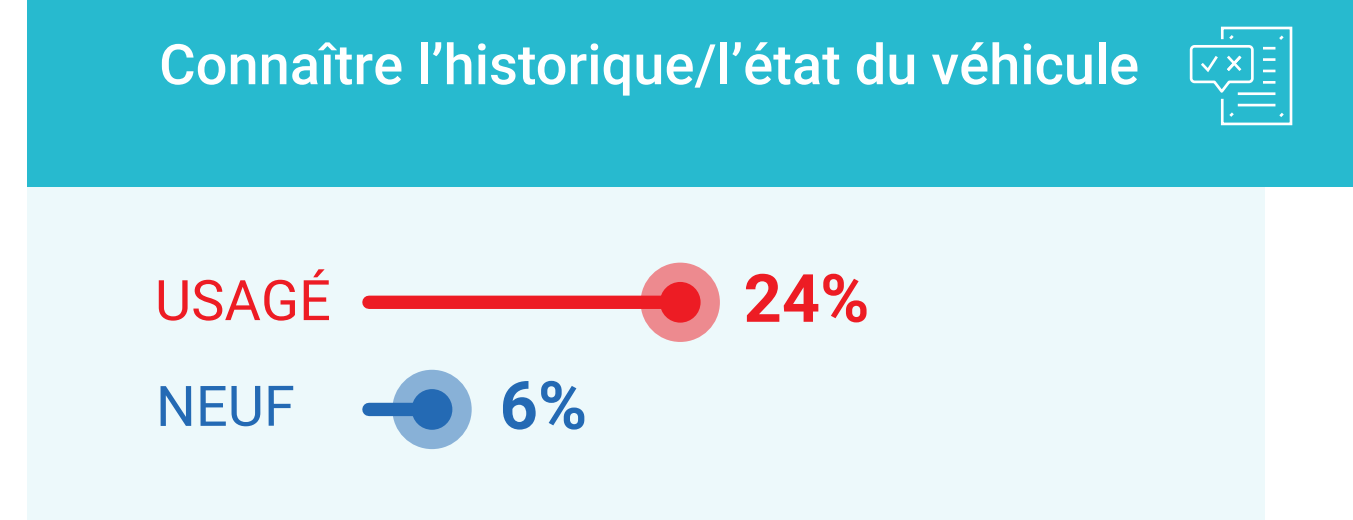
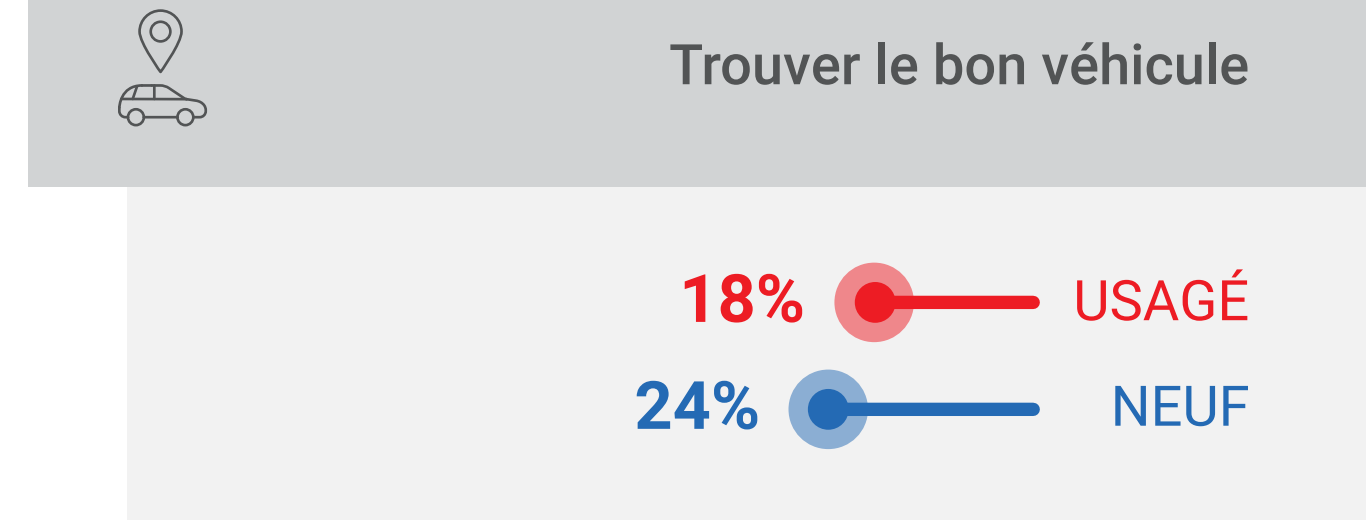
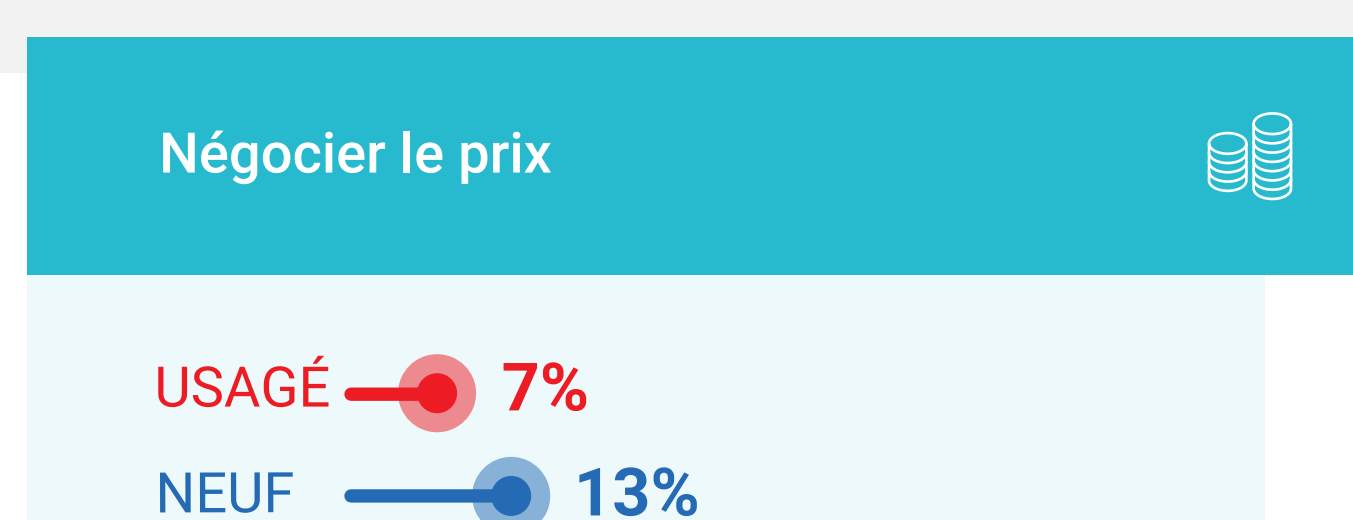
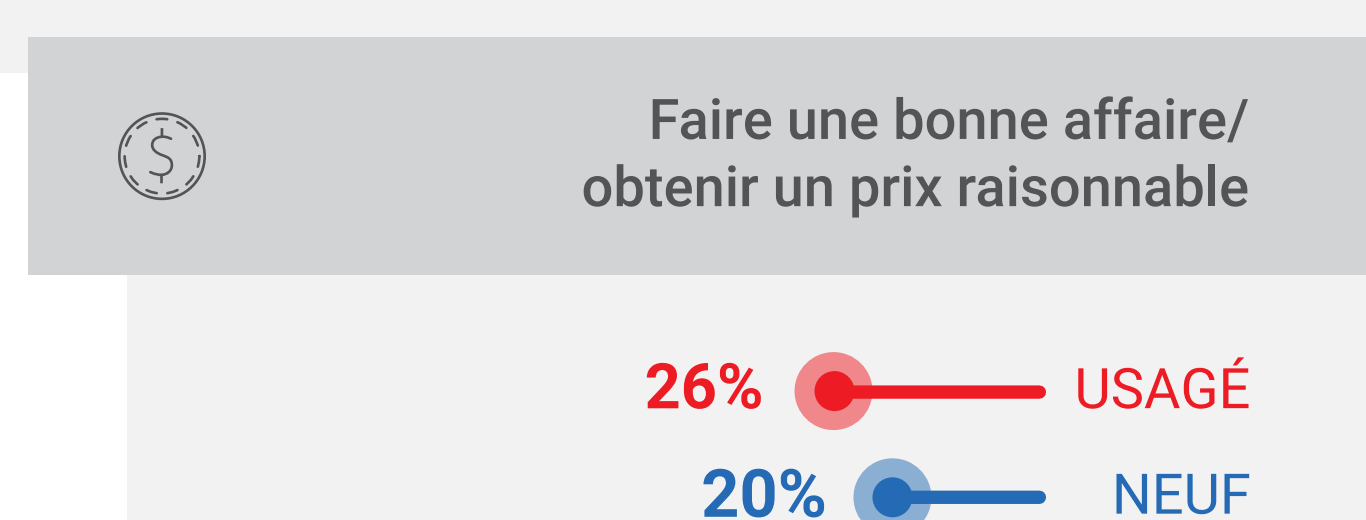
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LES PLUS GRANDS DÉFIS DU PROCESSUS D'ACHAT



SERVICE À LA CLIENTÈLE VS PRIX

