



**ELECTRIC**  
*is the future*



*Well-informed Decisions*

# Foresight Research

The Explosion of  
Direct Auto Loans

Three are major changes underway. First, Gen Z and Millennials have exploded online shopping and purchase of products and services. Next, when Tesla entered the automotive market, they changed the business model. Tesla has no dealers – only showrooms and vehicles are ordered online. Delivery is to your home or office. Now, traditional automotive manufacturers are adopting ordering vehicles online with delivery to the dealer. This places the dealer late in the purchase process – too late to sell auto loans. When online automotive purchases happen, the percentage of financing through credit unions and banks increases from 17% to 42%. Where did that increase come from – auto manufacturer financing programs dropped from 48% to 10%. Success in this market requires knowledge of the world of financial and auto industry marketing . Banks and credit unions are not likely to be familiar with automotive marketing – that is why Foresight Research published this report. The full report includes a complete marketing plan that can be used to capture this opportunity. Highlights of this report are:

- A complete marketing plan
- The direct auto loan market
- Messages: target buyer attitudes / expectations
- Reaching existing banking customer/members
- Reaching new banking customers /members
- Promoting competitive advantage



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## The Explosion of Direct Auto Loans

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Each year Foresight Research Interviews thousands of bank customers and credit union members

## Market Focus Reports – 50 Markets

### Some report topics have been prepared

- ✓ Attracting New Business
- ✓ Targeting Cross Selling
- ✓ Closing Branches – Penalty & Opportunity
- ✓ Customer Experience with Payoffs
- ✓ Branch / Online / Mobile Banking
- ✓ Most Important Product Rewards
- ✓ Person to Person Payment Apps
- ✓ Customer Adoption of AI and Chatbots
- ✓ Creating Trust in the Banking Relationship
- ✓ Creating A Good Reputation
- ✓ Auto Lending is Dramatically Changing
- ✓ Improving Fee Acceptance Without Increasing Fees

### Content Overview

Market Focus Reports are generated from 200+ interviews in each market and incorporate learning from Regional Focus Reports . All respondents are over 18 and decision makers for the family banking decisions. Of course, information varies by report topic, but typical information includes demographics, products and services primary financial institution, expectations, satisfaction, branch / digital, loyalty / switching, marketing content and media preferences.

**Regional Market Focus Reports**

**\$7,500**

**Local Market Focus Reports**

**\$3,500**

**The Explosion of Direct Auto Loans**

**\$9,500**



For more information or to subscribe:

Steve Bruyn – Foresight Research

P: (248) 608-1870 x12

E: [Steve@foresightresearch.com](mailto:Steve@foresightresearch.com)

W: [www.foresightresearch.com](http://www.foresightresearch.com)



# Syndicated Solutions

- Key industry-wide banking market analytics and consumer insights
- Norms and benchmarks for competitive analysis
- A fraction the cost of custom research



# Custom Solutions

- Full spectrum of methodologies available when appropriate
  - ✓ Quantitative measurements: IDI, online, phone or mail
  - ✓ Qualitative measurements: Focus groups or clinics
- Proprietary approaches provide maximum flexibility
- Allows alignment with internal measurement standards or needs
- Can be supplemented with syndicated data as required

# How can we help you?

Syndicated / Custom / Consultancy



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# Foresight Research

## Offices:

455 South Livernois, C-14  
Rochester, Michigan USA 48307  
248-608-1870

## Web:

[www.foresightresearch.com](http://www.foresightresearch.com)  
[info@foresightresearch.com](mailto:info@foresightresearch.com)

## Contacts:

Steve Bruyn, CEO  
[steve@foresightresearch.com](mailto:steve@foresightresearch.com)  
Mobile: 248-245-3421

Bob Longstreth, Vice President  
[blongstreth@foresighresearch.com](mailto:blongstreth@foresighresearch.com)  
Mobile: 248-425-7920

