

Car Financing study 2022

What potential does mobile.de offer financing providers?



Attractiveness of car financing

59% of mobile.de users are at least interested in car financing.



The trend goes towards online financing

Almost **two-thirds** of our users who are at least interested in financing, also consider taking out their car financing online in the future.

50% of them could imagine signing the financing contract on a **smartphone** or **tablet**.



Relevance of online vehicle markets

39% of those who are interested in financing look for information on vehicle financing on online vehicle markets. For them, is a significant **source of information**.

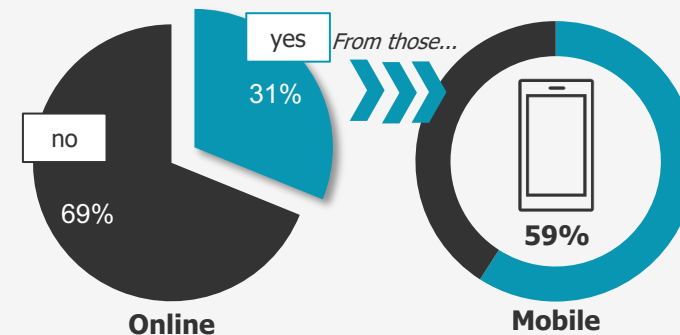


Decision driver

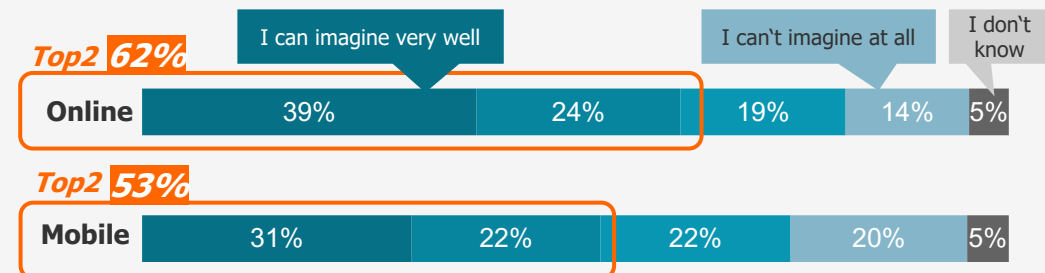
Trustworthiness and the **lowest interest rate offer** are key factors when choosing a financing provider.

Online and mobile signed car financing deal

✓ Already transacted financing



📅 future online or mobile signed car financing contract



Denk

mobile.de