

November 2024

GW-Siegel-Study 2024



Studiedesign

1

Method: Online survey (responsive) on mobile.de

2

Sample: mobile.de users aged 16 and over during the survey period

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Survey period: 23.09.2024-10.11.2024

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Objective: As a follow-up study (for the years 2015, 2017, 2019-2023 (Q1/Q4)), the study is intended to provide current, comparative and, if necessary, new insights into used car programs.

5

Sample size: Total N = 994



Summary

Zusammenfassung der Kernergebnisse

› (Brand) Awareness

- Awareness of the used car programs (used car programs) has increased among mobile.de users compared to previous years. The programs are consistently best known among purchase planners with a purchase intention of more than €20,000.
- Since 2019, Mercedes Benz Junge Sterne has been the frontrunner in terms of awareness, both unaided and aided.

› Involvement

- Half (51%) have already seen information about used car programs on mobile.de.
- The mobile.de users agree that all example integrations make it clear what they are about, appear serious and are helpful. The BMW seal (BMW Premium Selection) performs best in the comparison.

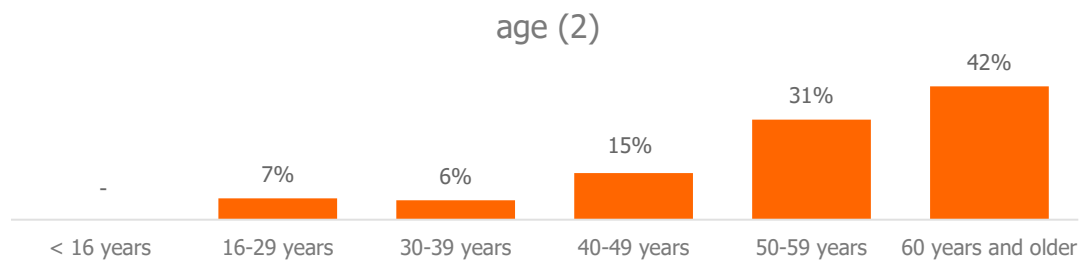
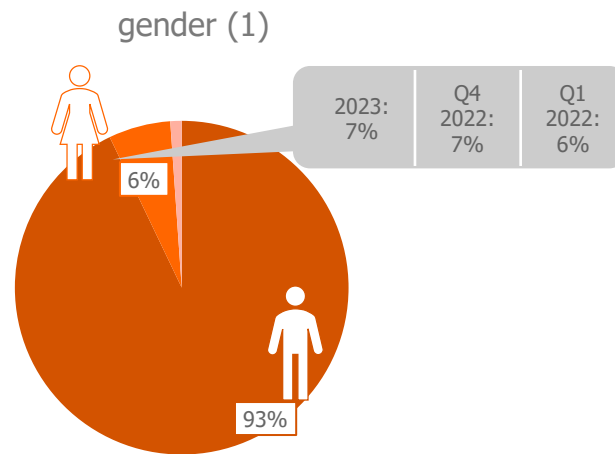
› Attitude towards used car programmes

- Main points of contact with used car programs are relatively unchanged: Car manufacturer websites (34%), online advertising (27%) and dealers (27%) - Mobile.de continues to gain in importance compared to previous years with 23% (2020: 16%, 2021: 15%, 2022/Q1: 15%, 2022/Q4: 18%, 2023: 18%).
- As in previous years, services of particular importance are a detailed technical check (57%), a long warranty (59%) and a mobility warranty (40%). A long warranty continues to be all the more important for car purchase planners the more money they want to invest when buying a car.
- The mobile.de users have a positive image of used car programs, which becomes even better when they perceive the used car programs on mobile.de. Used car programs signal to the majority of users (73%) that they need to worry less about unexpected repair costs and strengthen their trust in the vehicles on offer (72%).
- Over half of users (60%) are prepared to pay more for a certified vehicle. The willingness to pay has risen again, especially among purchase planners with a purchase intention of up to €5,000 (2022/Q1: 62%, 2022/Q4: 43%, 2023: 51%, 2024: 60%).
- The labeling of certain vehicles on mobile.de is perceived as (very) helpful by a majority - regardless of whether used car seals are known.

— Structure data

Sociodemographics

The majority of mobile.de users are male



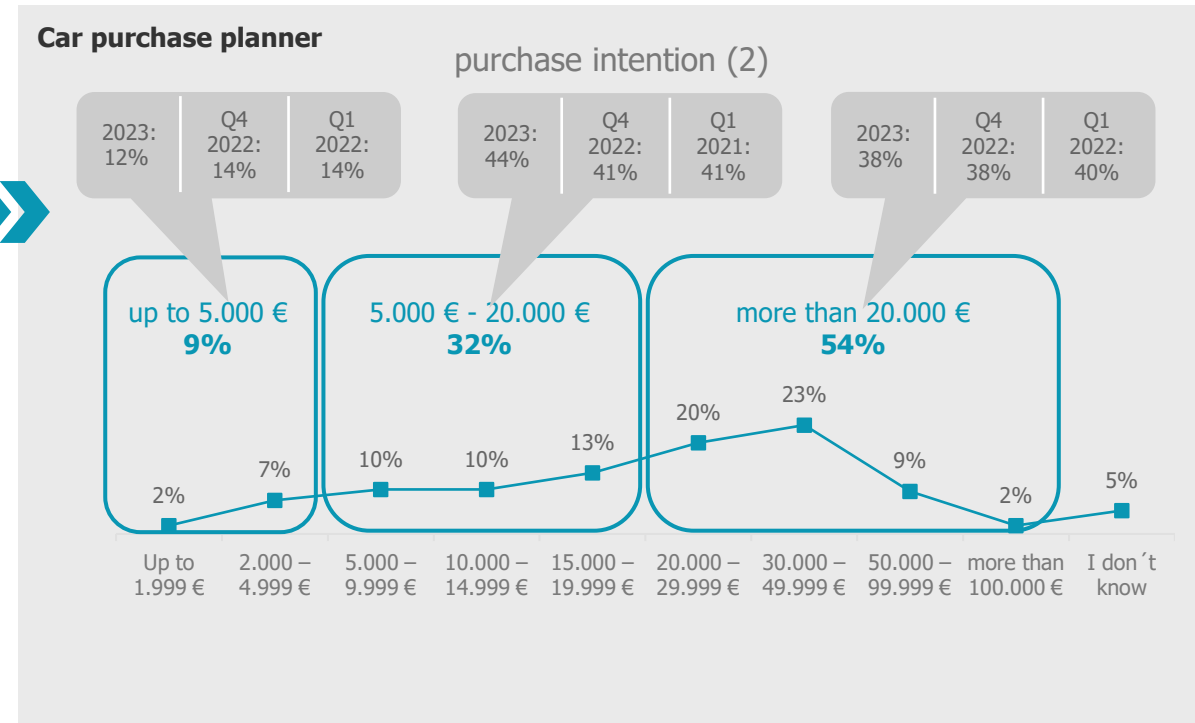
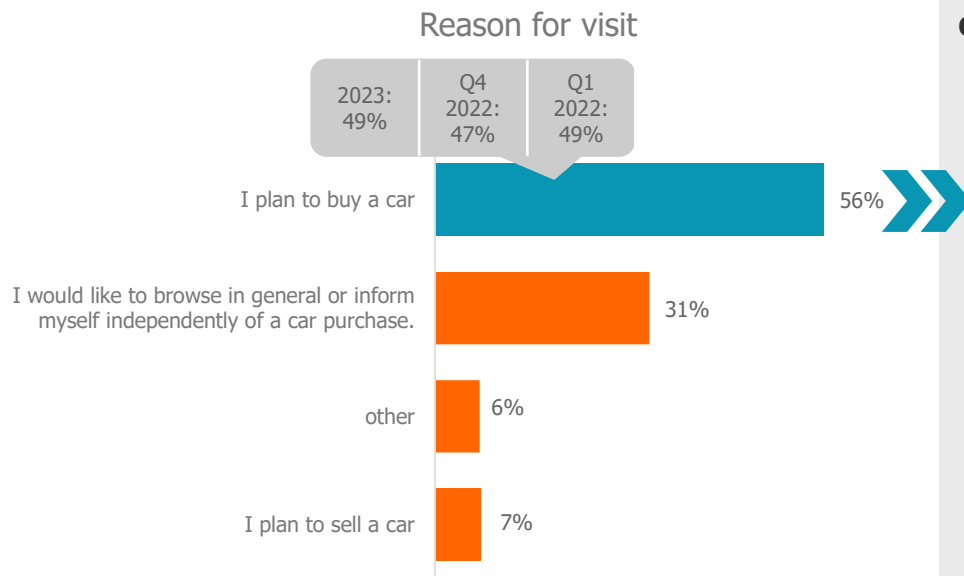
Basis: Total n=994

Question: (1) First a few questions about yourself. Are you...? (2) And how old are you? | November 2024 | GW Seal Study 2024 | Reppublika Research & Analytics



Reason for visit & car expenses

The purchase planner are calculating with a significantly higher budget than in previous years.

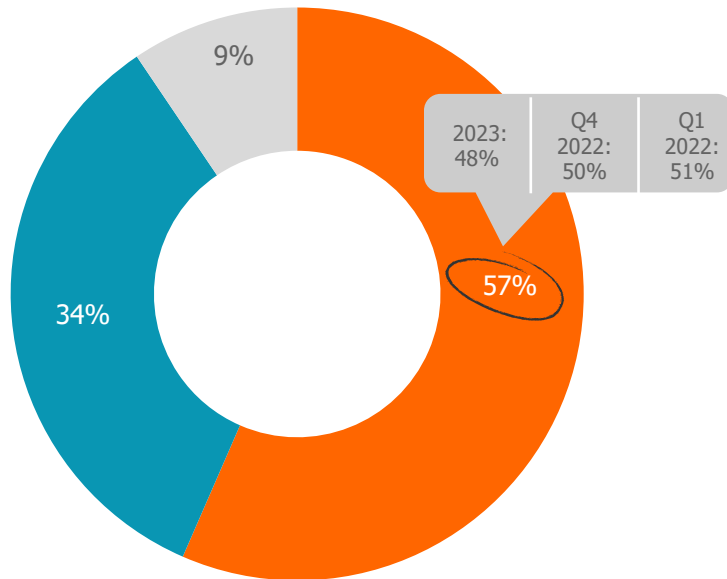


— (Brand) Awareness

Awareness of Used car programs

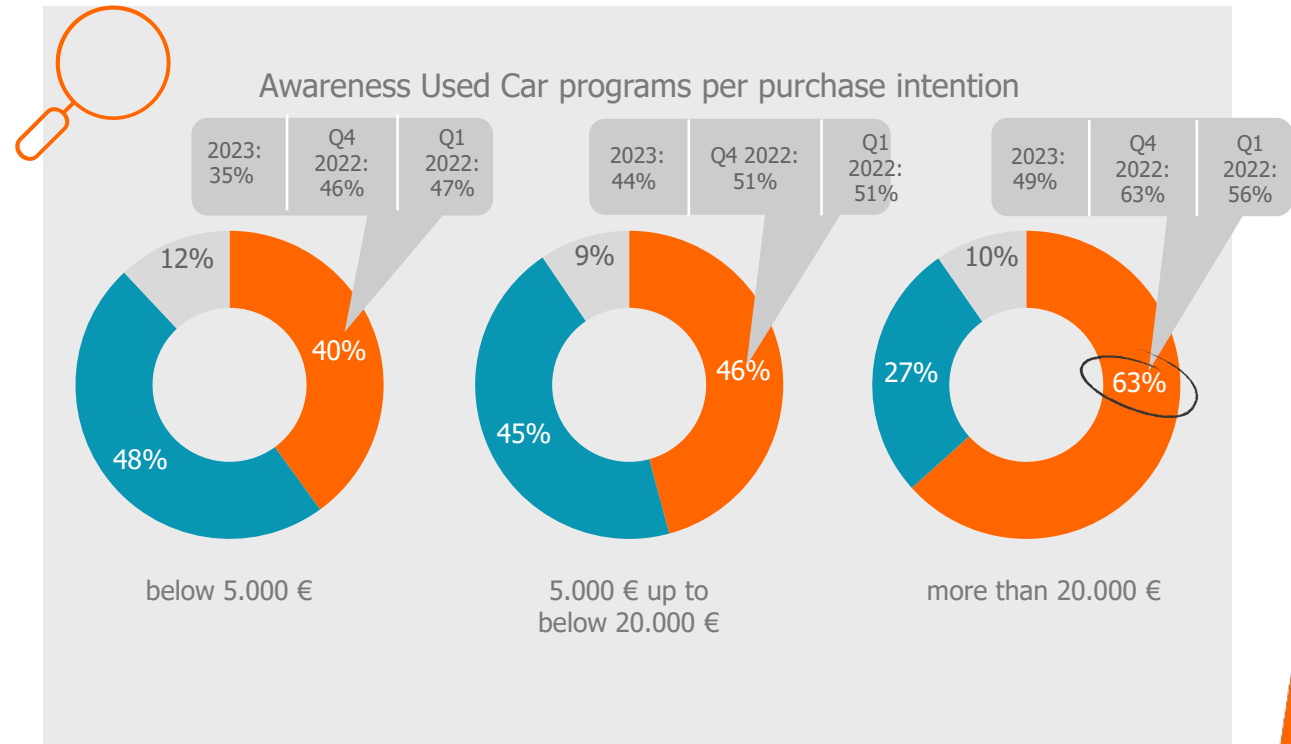
Awareness of used vehicle programs is increasing again year-on-year and continues to be highest among planners with a budget of more than €20,000.

Awareness Used Car programmms



- Yes, I've heard something about that before
- No, I'm not familiar with that
- I don't know

Awareness Used Car programs per purchase intention

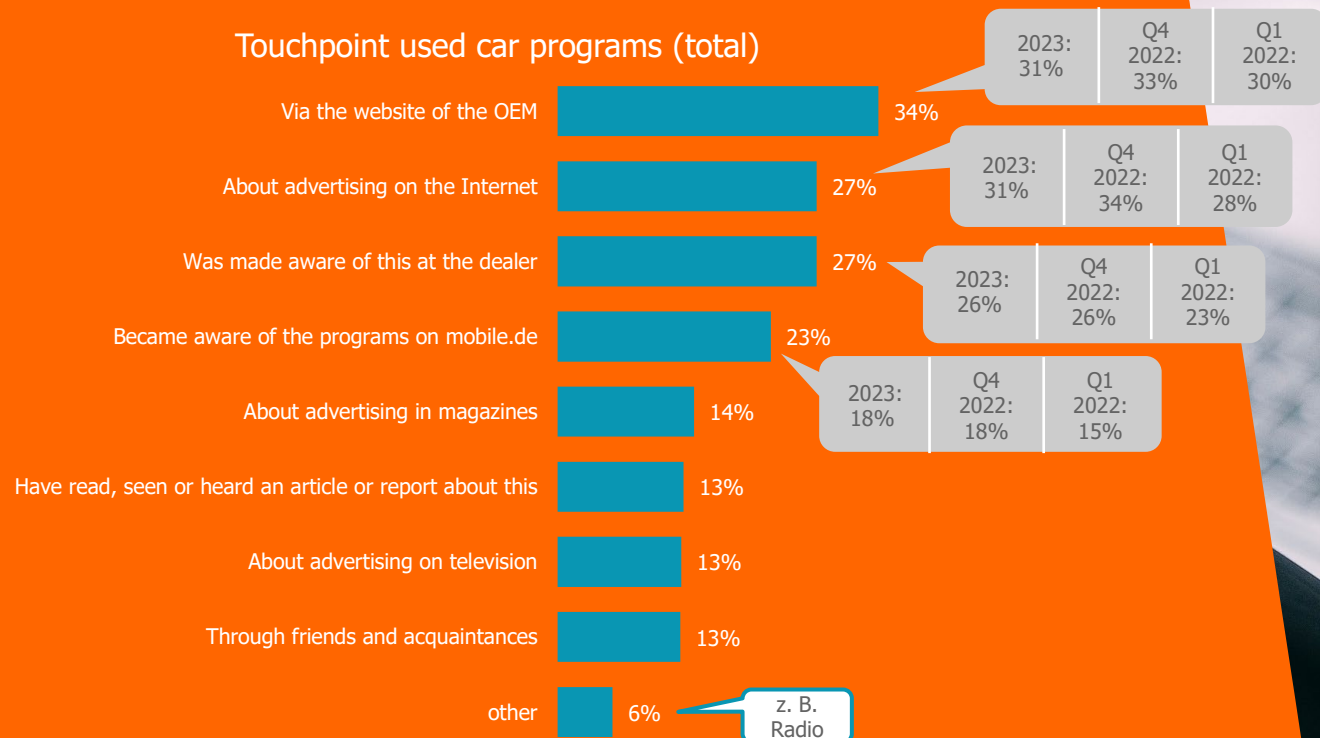


Basis: Total n=994; intention to buy up to €5,000 n=50; intention to buy €5,000 to under €20,000 n=179; intention to buy more than €20,000 n=300
 Question: Car manufacturers offer special programs for used cars to which they attach special warranties and services, so-called certified used cars. Have you ever heard of these certified used cars or used car programs? | November 2024 | Used Car Seal Study 2024 | Reppublika Research & Analytics

— Attitude

Touchpoint Used car programs

The top touchpoints remain unchanged,
mobile.de is gaining in importance.

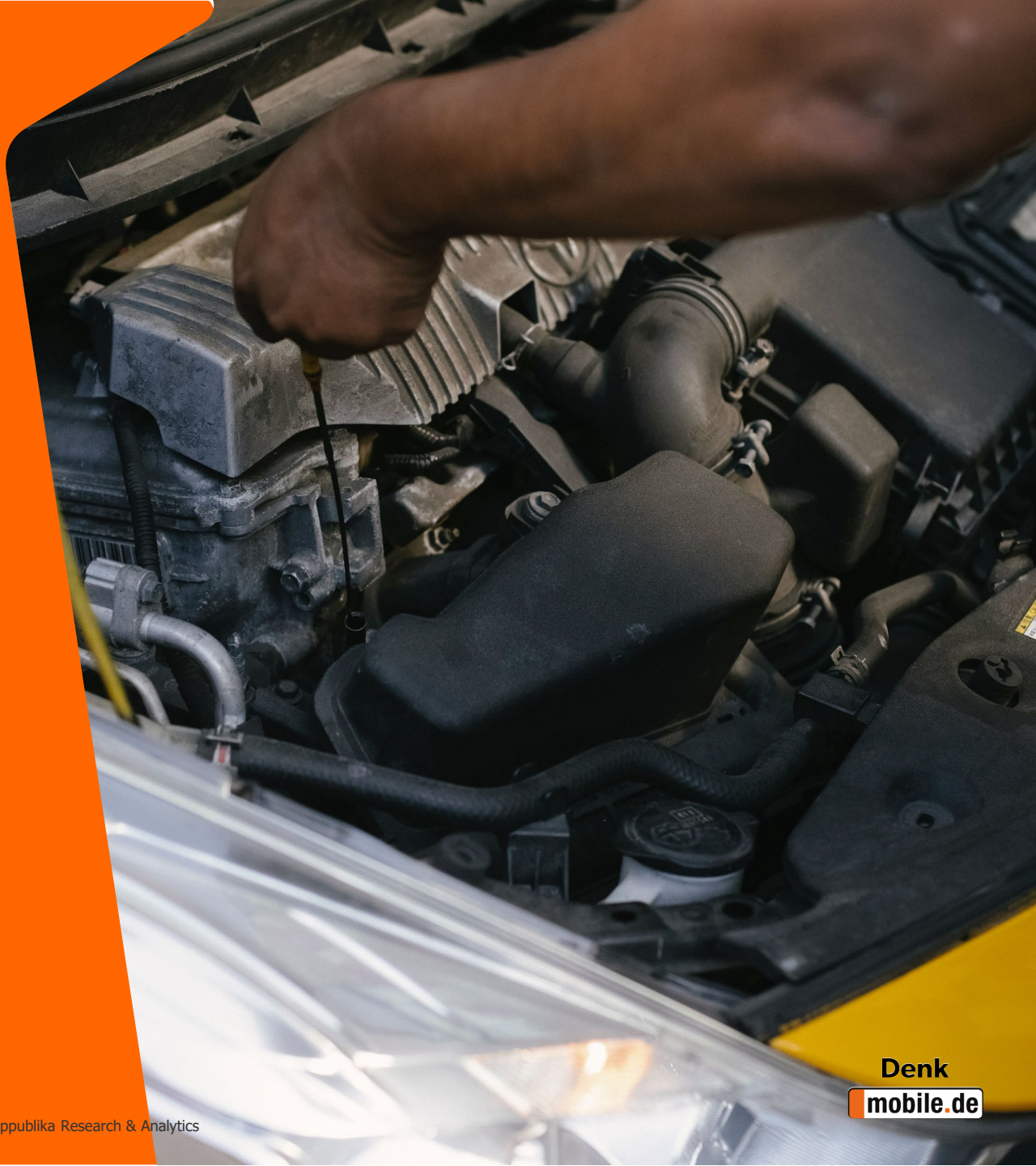
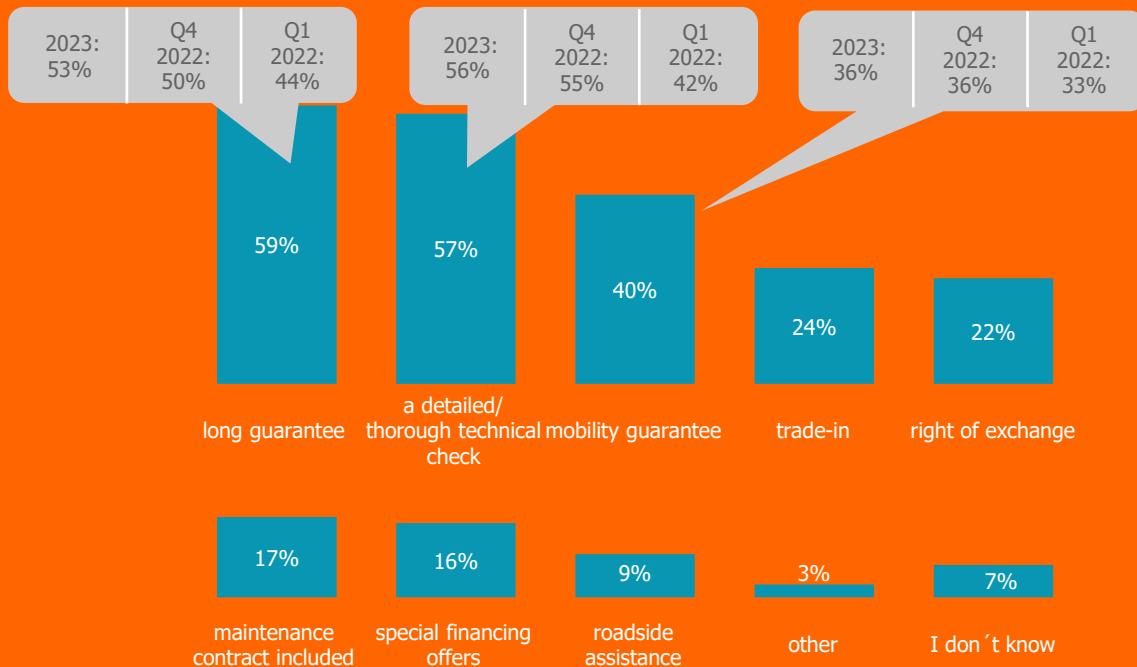


Basis: Used car program experts n=824
Question: How do you know these used car programs? Please mark all that apply to you.
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Services Used cars programs

The top 3 remains constant and continues to gain in importance

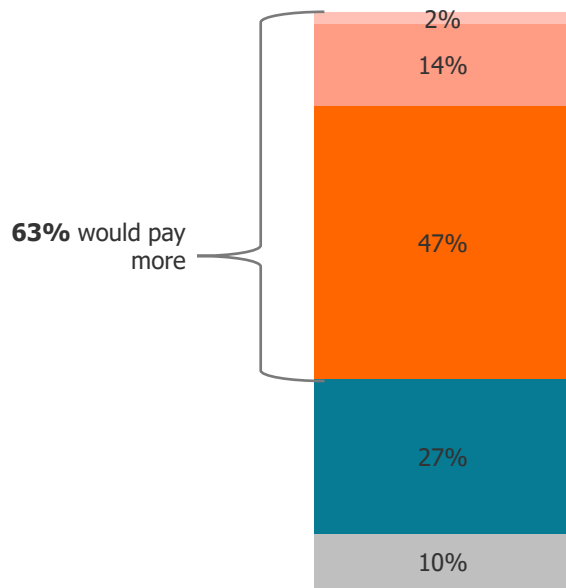
Services(total)



Willingness to pay

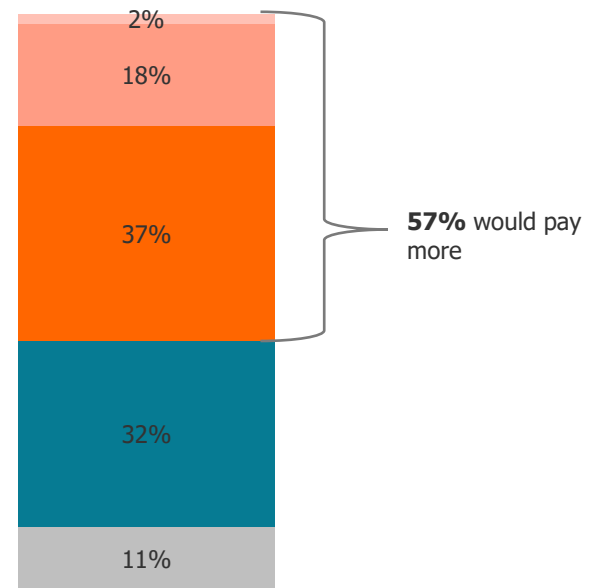
The willingness to pay is higher if a used car seal program has already been noticed on mobile.de.

Willingness to pay GW programs perceived on mobile.de



Willingness to pay GW programs **not** perceived on mobile.de

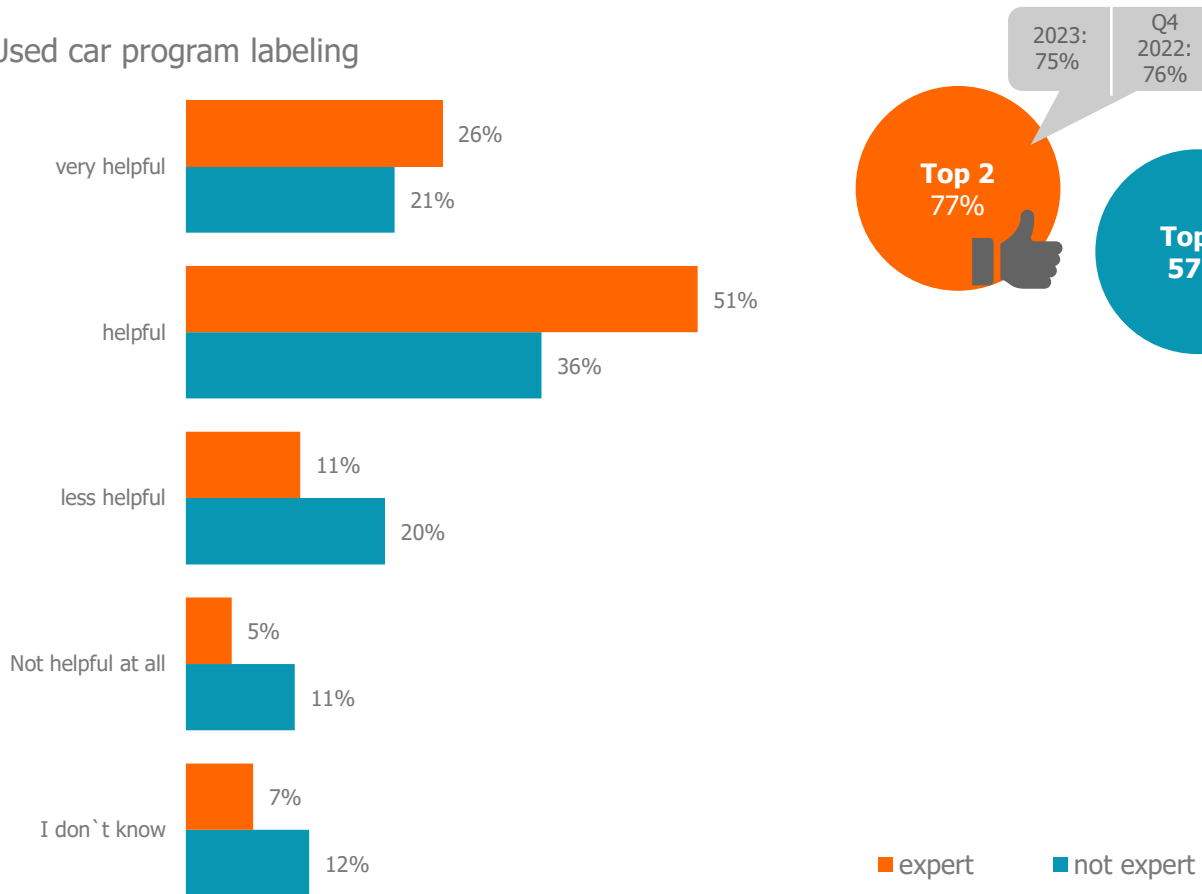
- I would pay up to 15% more
- I would pay up to 10% more
- I would pay up to 5% more
- I wouldn't pay more for cars like this
- I don't know



Labeling

The perceived usefulness of GW seals among connoisseurs remains stable.

Used car program labeling



Basis: Used car seal experts n=784; used car seal non-experts n=210
Question: Do you find it helpful that certain vehicles on mobile.de are labelled with quality seals?; Top 2 = 'very helpful' + 'helpful'
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THANK YOU!

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