

Certified used car programs (GW-Programm)



Certified used car programs

Summary of the key results

› Brand awareness

- Every second mobile.de user has heard of **certified used car programs (GW Programm)**.
- Since 2019, **Mercedes-Benz Junge Sterne** has been the leader in terms of awareness.
- The number of people **who do not know about certified used car programs** (20%) has increased slightly and is at a similar level as in 2019 (21%).

› Integration

- Just under half of the users (45%) have already seen information on **used car programs on mobile.de**.
- The mobile.de users agreed that **all sample integrations** make clear what they are about, look serious and are helpful.

› Outlook

- The **main points of contact** for used-vehicle programs continue to be online advertising (34%), manufacturers' websites (33%) and dealers (26%). At 18%, mobile.de is becoming slightly more important than in previous years (2020: 16%, 2021: 15%, 2022 (Q1): 15%).
- As in previous years, **the most important services** are a detailed technology check (55%), a long warranty (50%), and a mobility guarantee (36%). A long warranty becomes more important to car buyers the more money they are willing to invest.
- The mobile.de users have a **positive image** of used car programs that is even better when the programs are seen on mobile.de. Used car programs signal to the majority of users (66%) that they **do not have to worry as much** about unexpected repair costs.
- More than half of users (58%) are willing to **pay more** for a certified car. This willingness is at a similar level to earlier this year (2022 (Q1): 57%).
- The certification stamp of certain vehicles on mobile.de is perceived by a growing majority as **(very) helpful** - regardless of whether they are familiar with the certified stamp or not.

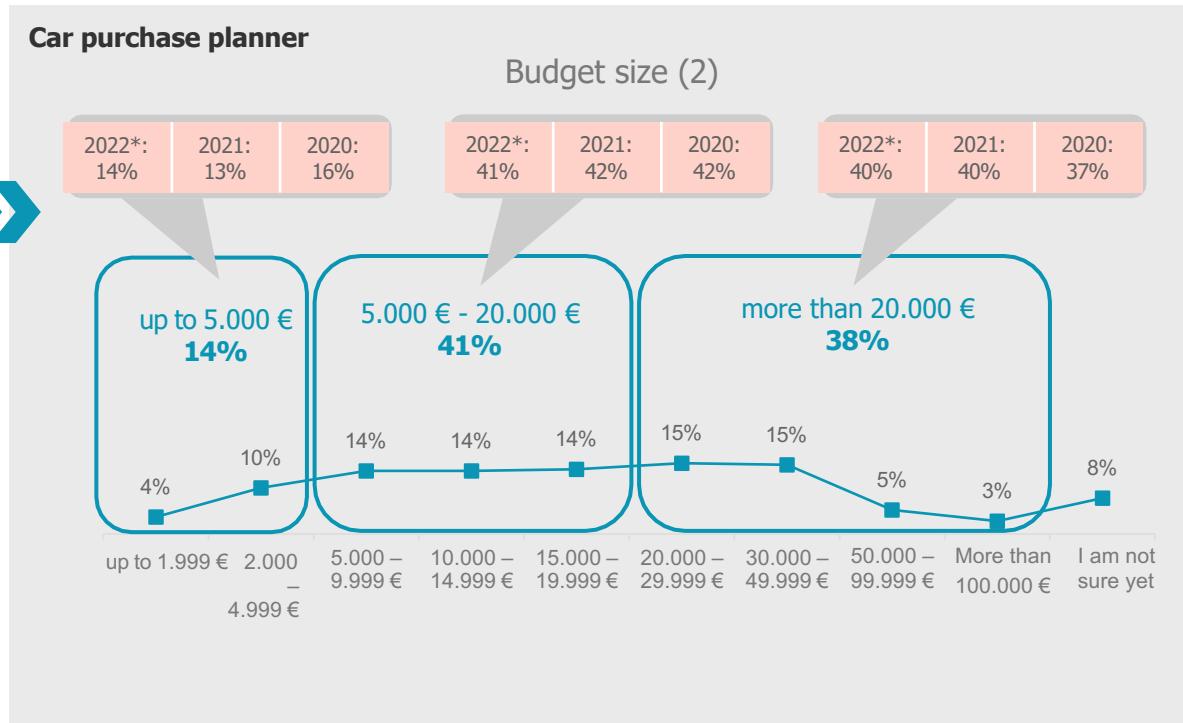
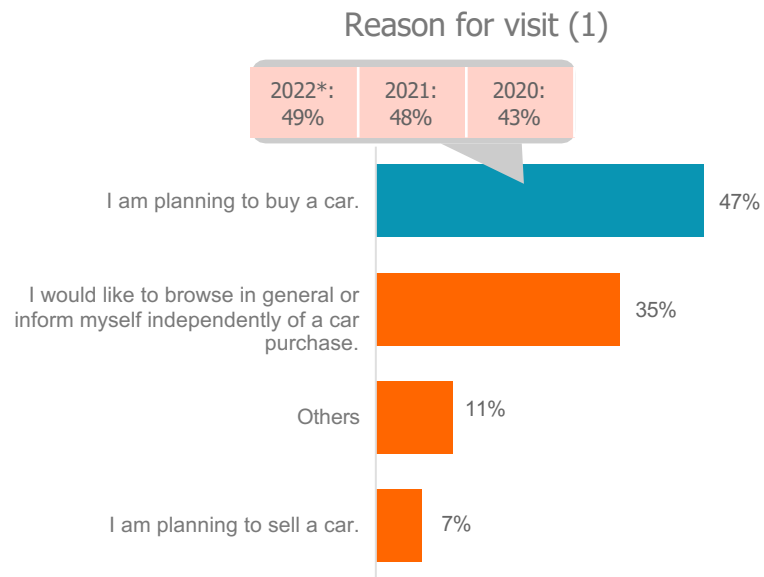
Study design

- 1 Method:** Online survey (responsive) on mobile.com
- 2 Sample:** mobile.de users aged 16 and over during the survey period
- 3 Survey period:** 19.10.2022-14.11.2022
- 4 Objectives:** The study is intended to be a follow-up study (of the years 2015, 2017, 2019-2022 (Q1)) to provide current, comparative, and possibly new insights into used vehicle programs.
- 5 Sample Size:** Total n = 1,159
- 6 Implementing institute:** DCORE GmbH



Reason for visit & amount spent on car

Purchase planners calculate with a similar budget as the years before



Basis: Gesamt n=1.159; Autokaufplaner n=547

Question: (1) What is the reason, why you are visiting mobile.de today? (2) How much do you plan to spend on your car? | *2022 (Q1)

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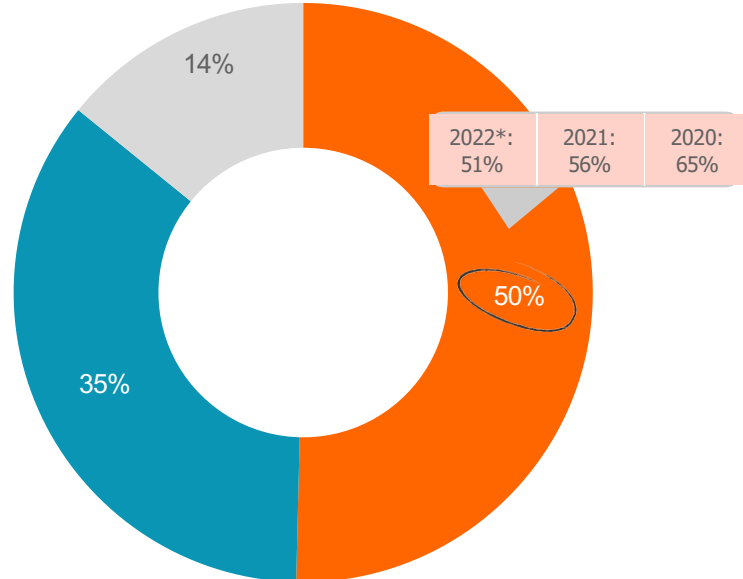
Denk

mobile.de

Awareness of used car programs

Awareness of used car programs is trending upward for the first time among car purchase planners with a budget of more than 20,000 € shows an upward trend for the first time.

Awareness of certified used car programs (1)

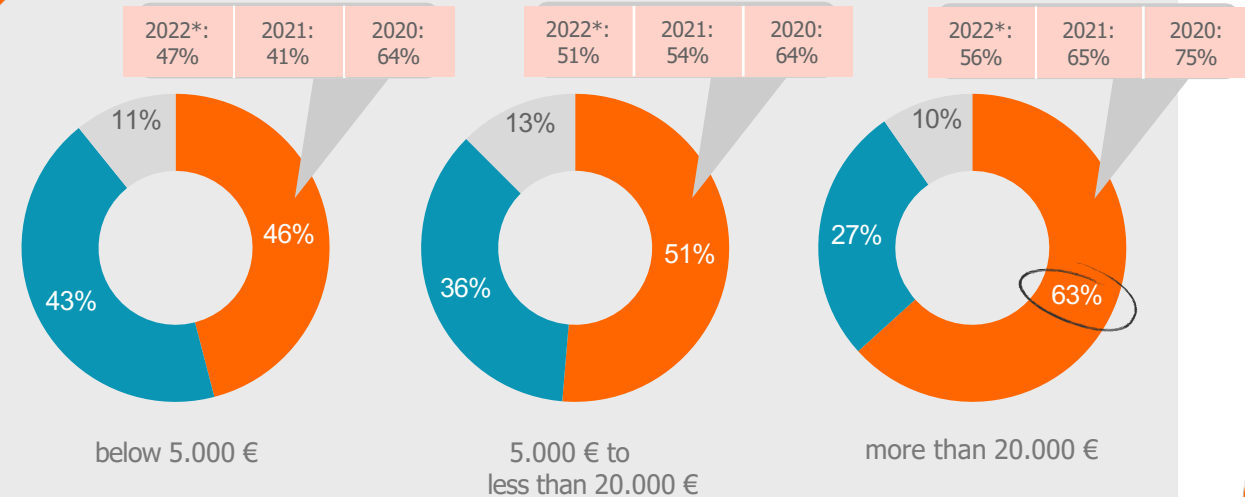


■ Yes, I have heard about it before

■ No, I'm not familiar with it

■ Don't know

Awareness of certified used car programs by budget size



Basis: Gesamt n=1.159; Kaufabsicht bis 5.000 € n=74; Kaufabsicht 5.000 € bis unter 20.000 € n=224; Kaufabsicht mehr als 20.000 € n=207

Question: (1) Car manufacturers offer special programs for used cars with special warranties and services, called certified used cars. Have you ever heard of these certified used cars or used car programs? | *2022 (Q1)

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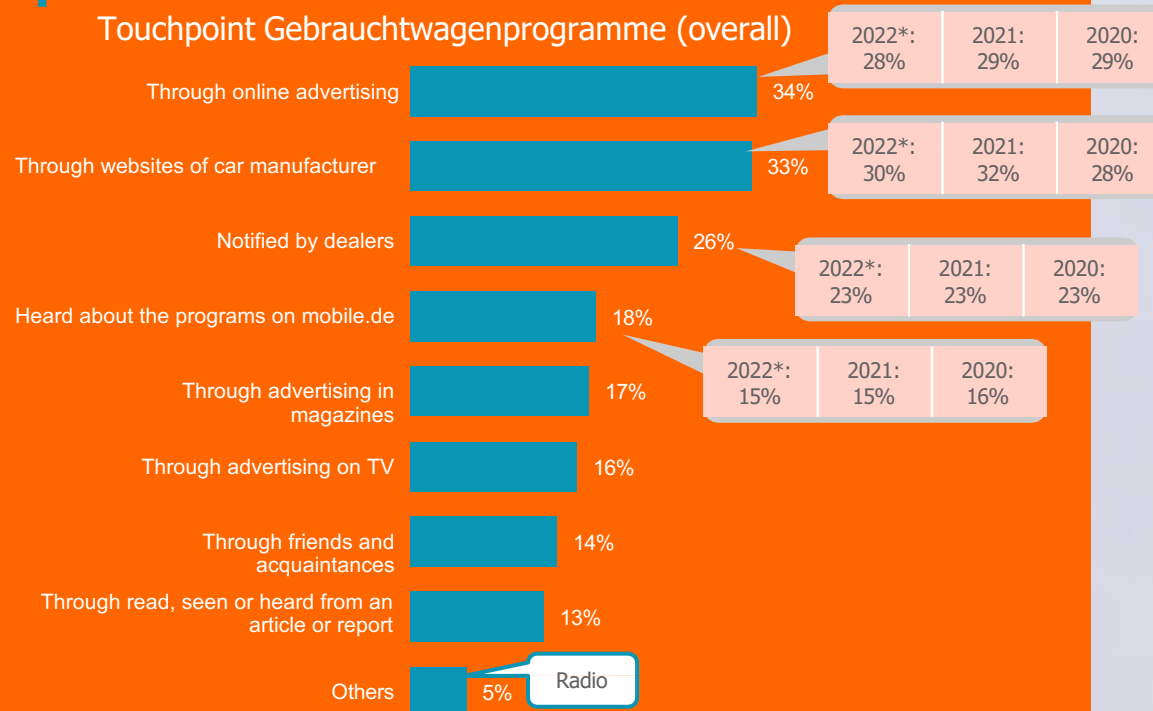
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Touchpoint

For certified used car programs

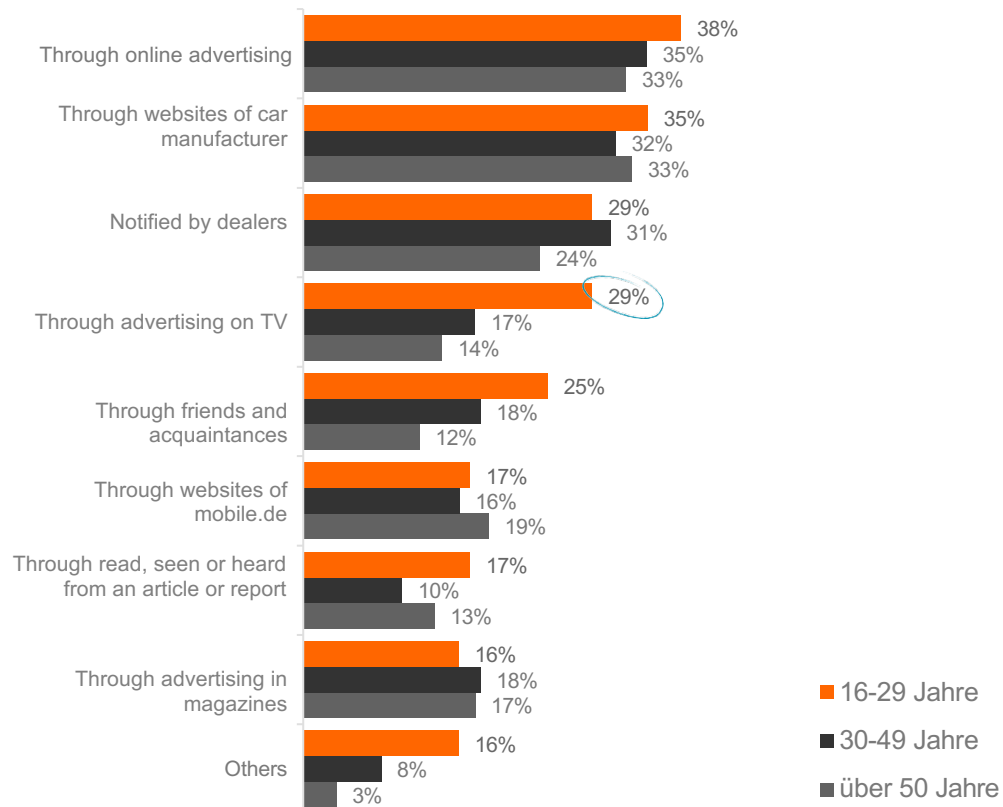
Top 3 and mobile.de continue to grow in importance.



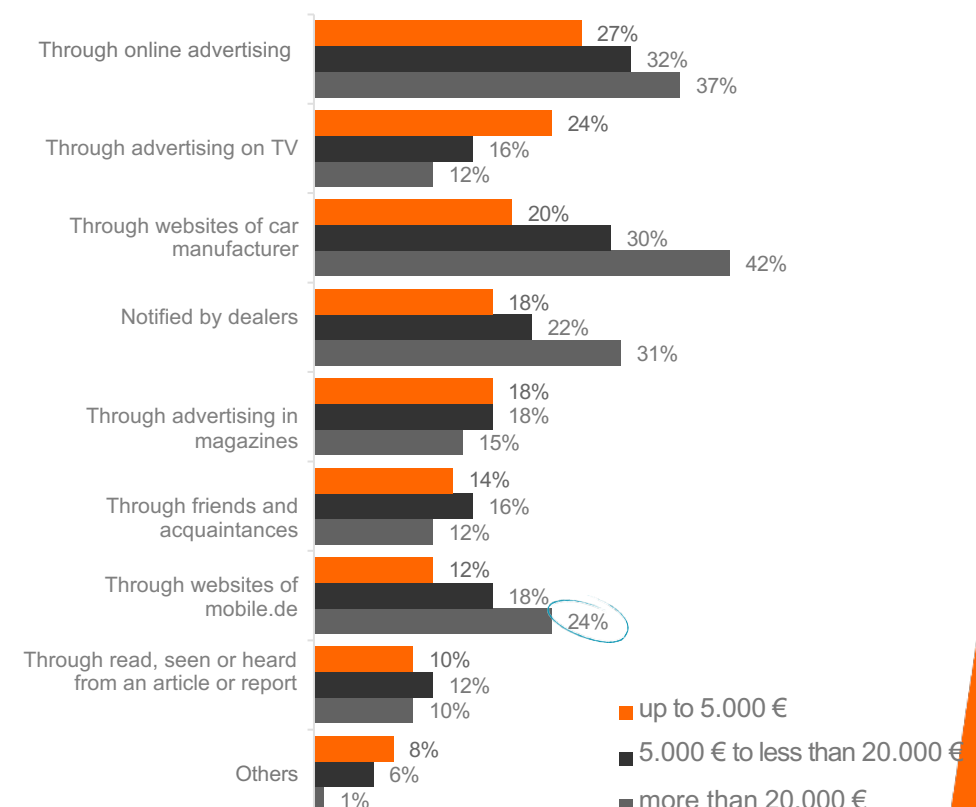
Touchpoint for certified used car programs

Mobile.de primarily reaches buyers with a budget of more than €20,000. The younger generation is reached by comparison often through TV advertising.

Touchpoint for certified used car programs by age (1)



Touchpoint certified used car programs by budget size(1)



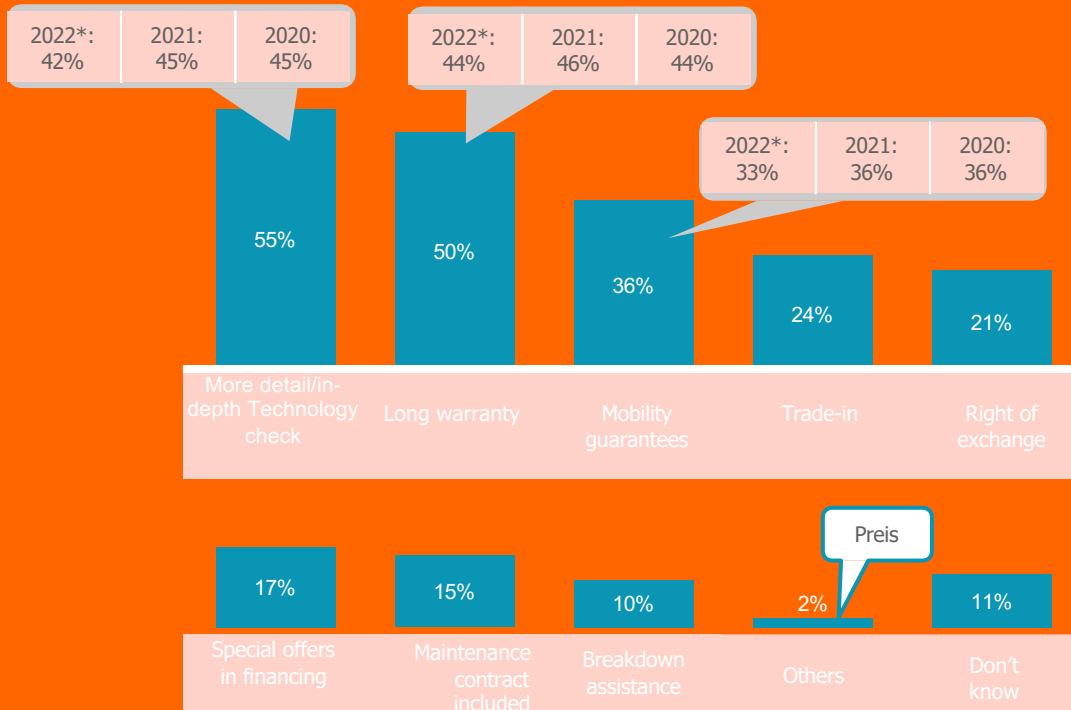
Basis: 16-29 Jahre n=89, 30-49 Jahre n=190; über 50 Jahre n=656; Kaufabsicht bis 5.000 € n=49; Kaufabsicht 5.000 € bis unter 20.000 € n=179; Kaufabsicht mehr als 20.000 € n=185

Question: (1) How do you know about these used car programs? Please mark everything that applies to you.
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Services of certified used car programs

Top 3 of importance

Services of certified used car programs (overall)



Basis: Gesamt n=1.159

Frage: Welche Leistungen hältst Du bei einem Gebrauchtwagenprogramm für besonders wichtig? | *2022 (Q1)
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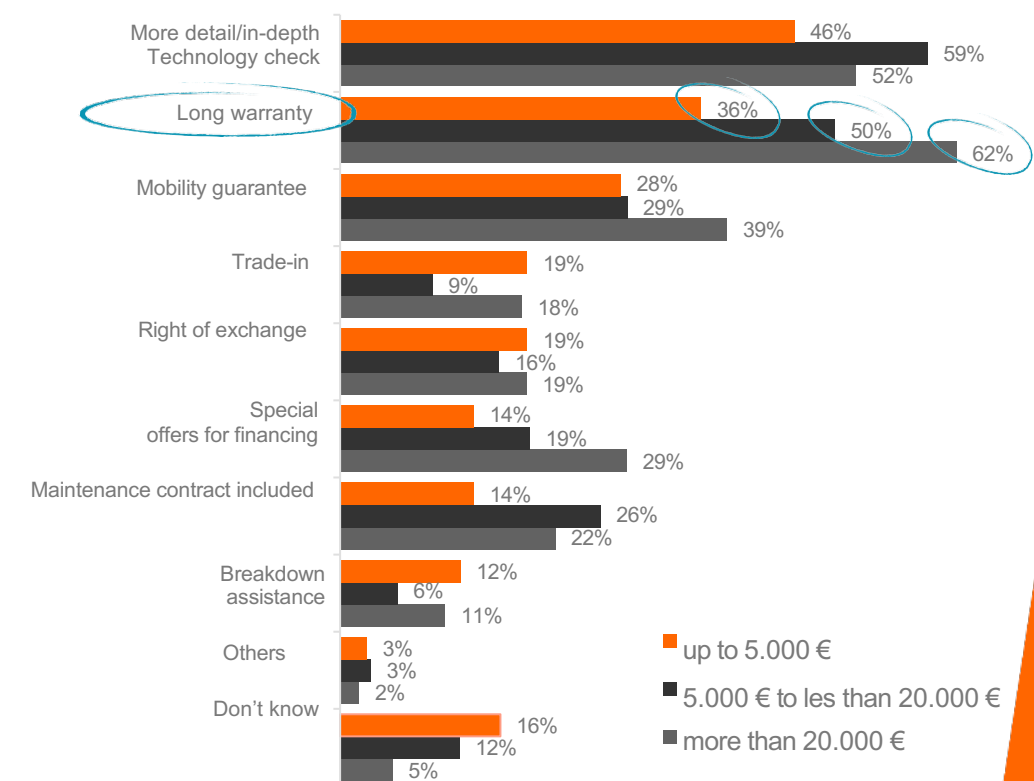
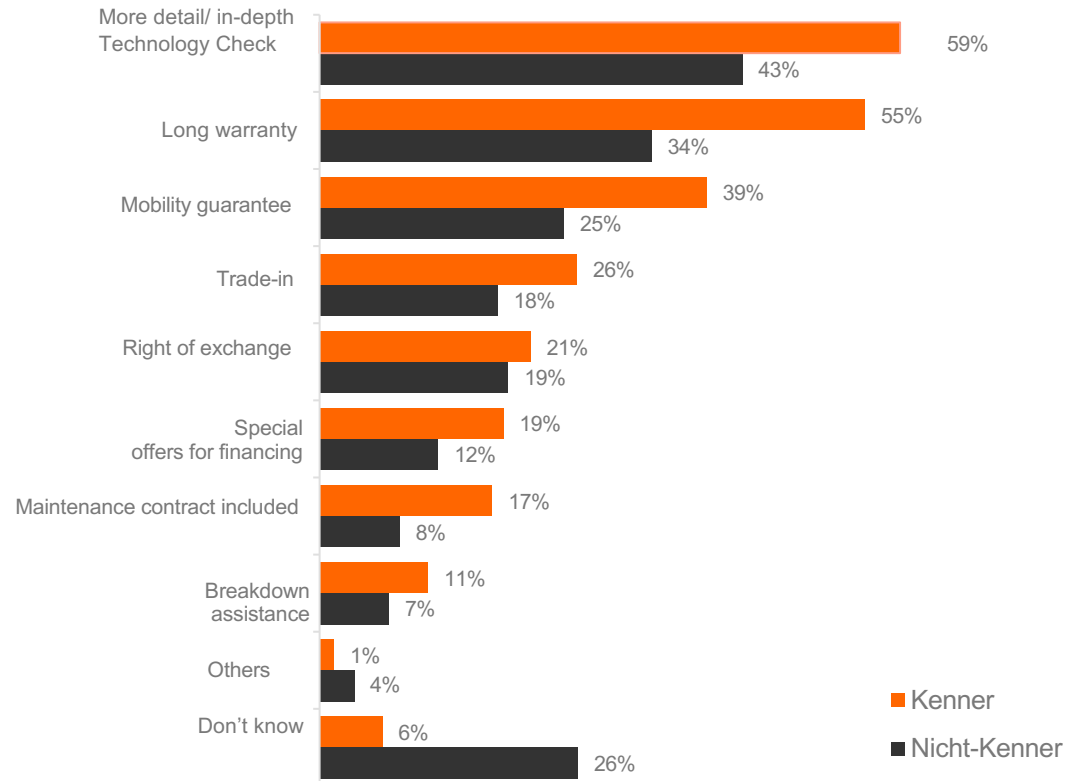


Services of used car programs

The higher the purchase intent, the more important a long warranty becomes.

Services of GW-Programme by GW-knower vs. Non-Knower (1)

Services GW-Programme by budget size (1)



Basis: GW-Siegel Kenner n=876; GW-Siegel Nicht-Kenner n=283; Kaufabsicht bis 5.000 € n=74; Kaufabsicht 5.000 € bis unter 20.000 € n=224; Kaufabsicht mehr als 20.000 € n=207

Frage: (1) Welche Leistungen hältst Du bei einem Gebrauchtwagenprogramm für besonders wichtig?

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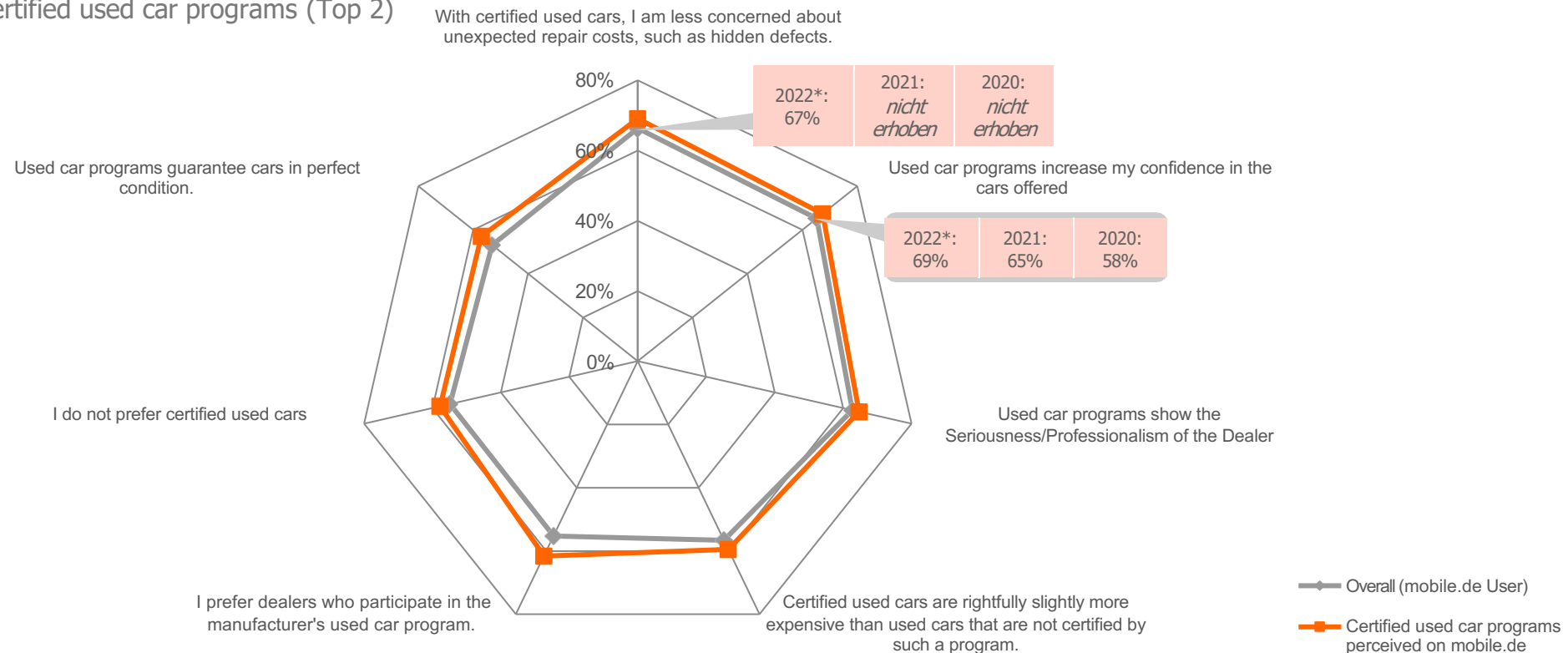
Denk

mobile.de

Image of the certified used car programs

Awareness of certified used car programs on mobile.de positively impacts their image.

Image certified used car programs (Top 2)



Basis: Gesamt n=1.159; GW-Programme auf mobile.de wahrgenommen n=521

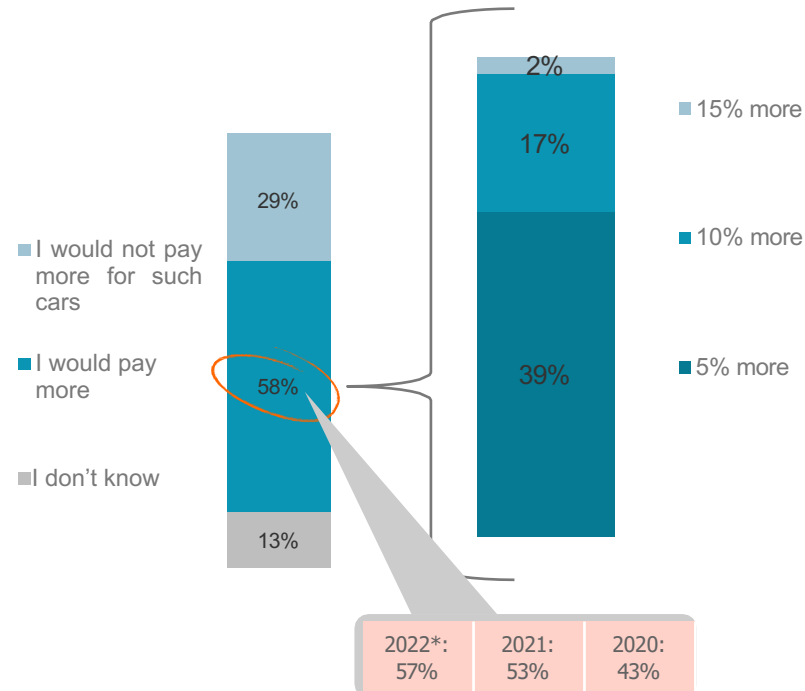
Question: To what extent do you agree with the following statements about these used car programs? Top 2 = "completely agree" + "tend to agree" | *2022 (Q1)

November 2022 | GW Seal Study 2022 (Q4) | DCORE

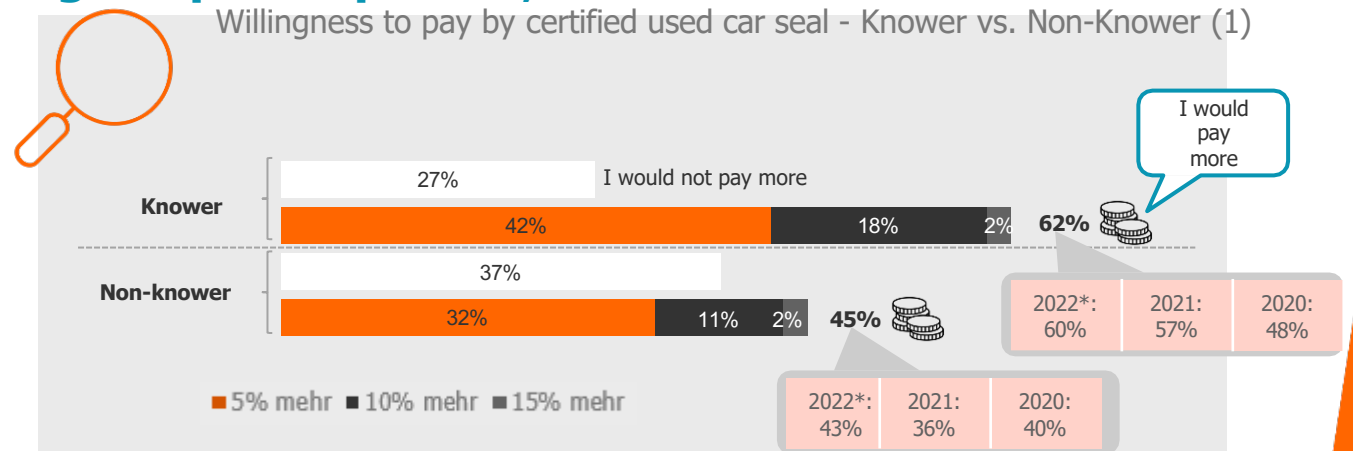
Willingness to pay

The willingness to pay more for a certified car is at a similar level to the beginning of the year, except among those planning to spend up to €5,000.

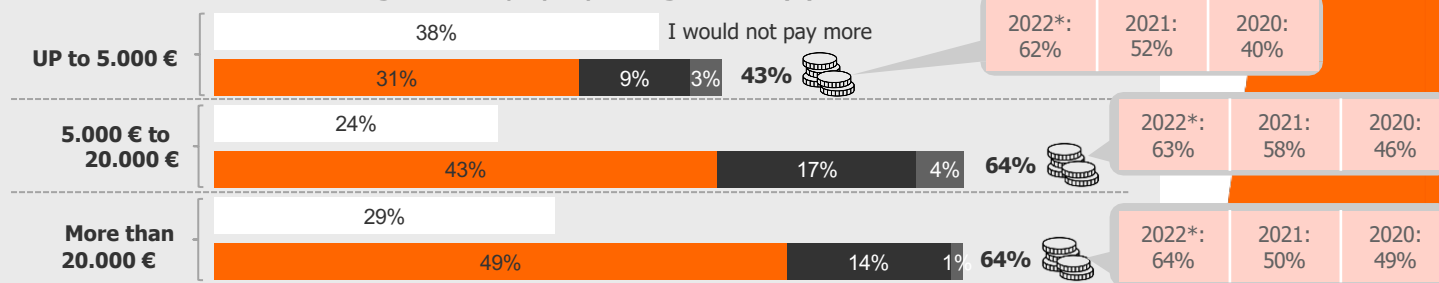
Willingness to pay overall(1)



Willingness to pay by certified used car seal - Knower vs. Non-Knower (1)



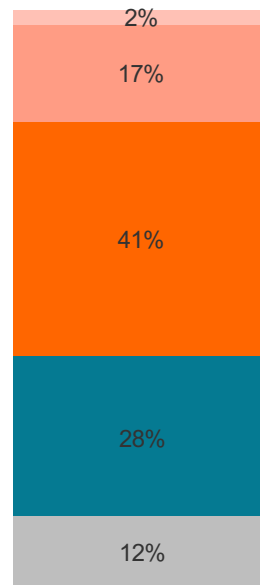
Willingness to pay by budget size (1)



Willingness to pay

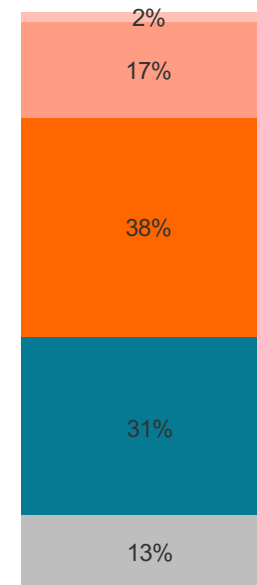
Willingness to pay is independent of perceived certified used car programs on mobile.de.

Willingness to pay
Certified used car programs noticed 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 would not pay more for such cars
- I don't know

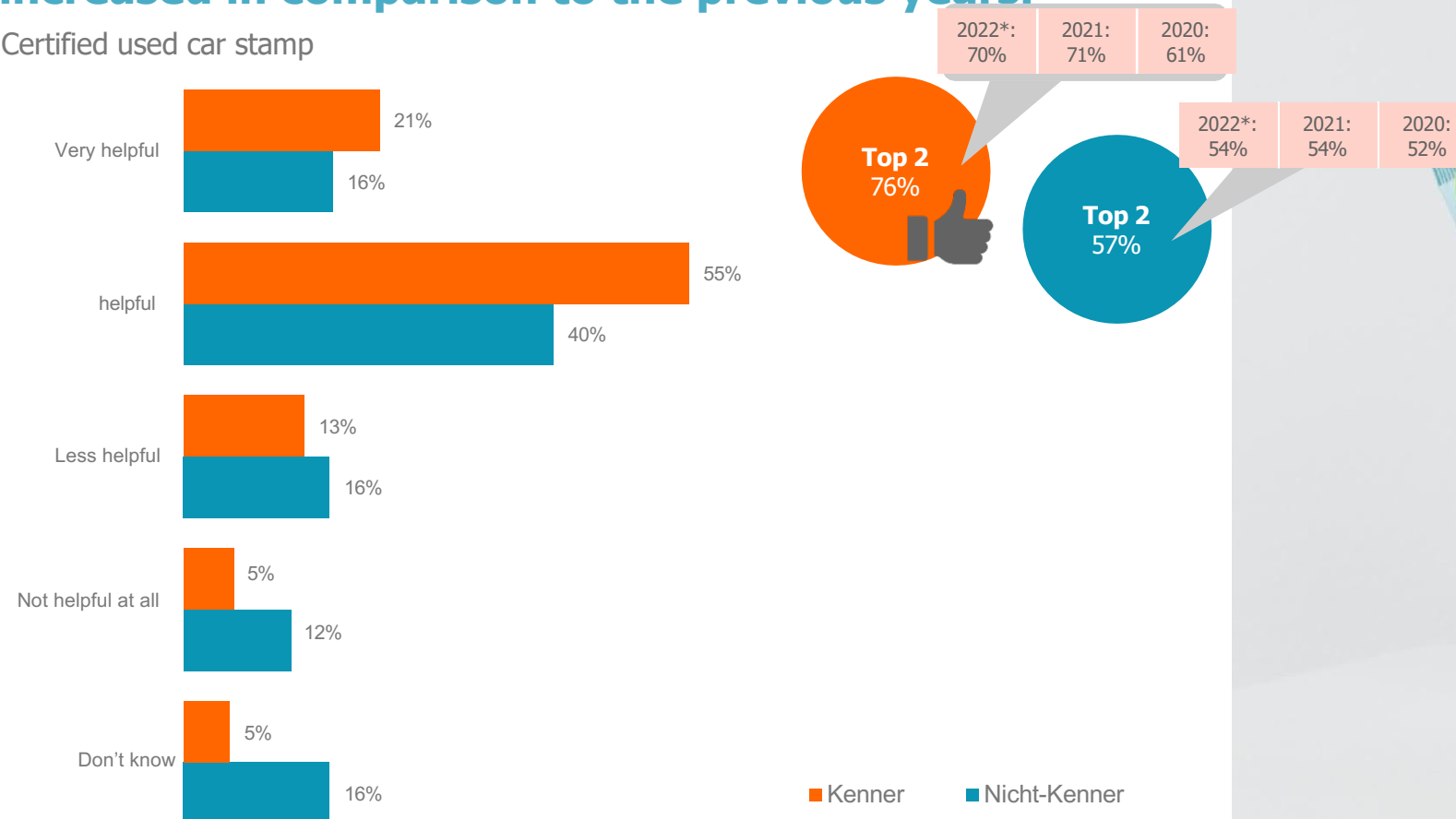
Willingness to pay
Certified used car programs not noticed on
mobile.de



Certification stamp

The perceived usefulness of the certified stamp has increased in comparison to the previous years.

Certified used car stamp



Basis: GW-Siegel Kenner n=876; GW Siegel Nicht-Kenner n=283

Question: Do you find it helpful that certain vehicles on mobile.de are marked with quality seals?; Top 2 = "very helpful" + "helpful" | *2022 (Q1)

November 2022 | GW Seal Study 2022 (Q4) | DCORE