

Google

1998

Google!

1998 - 1999

Google

1999 - 2010

Google

2010 - 2013

Google

2013 - 2015

Google

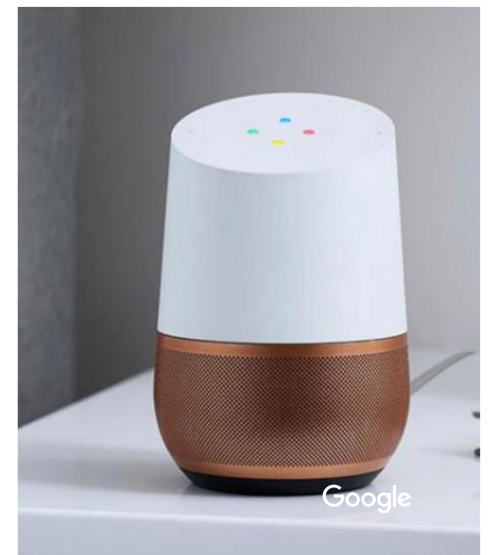
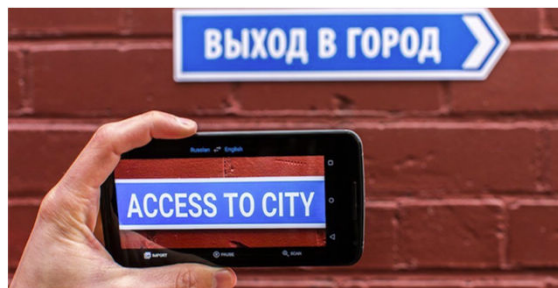
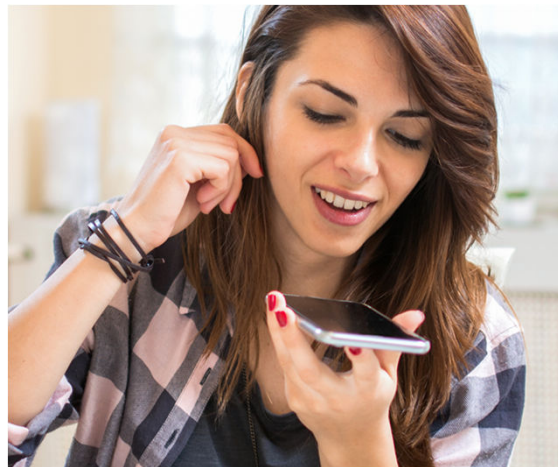
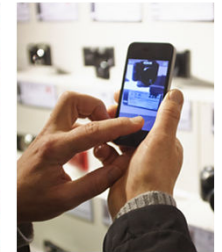
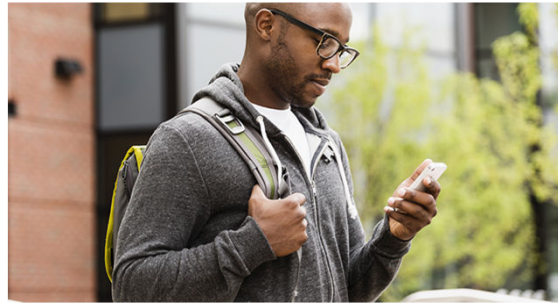
2015 -



The Evolving Automotive Customer

Max Stolton







Curious

/ˈkjʊəriəs/



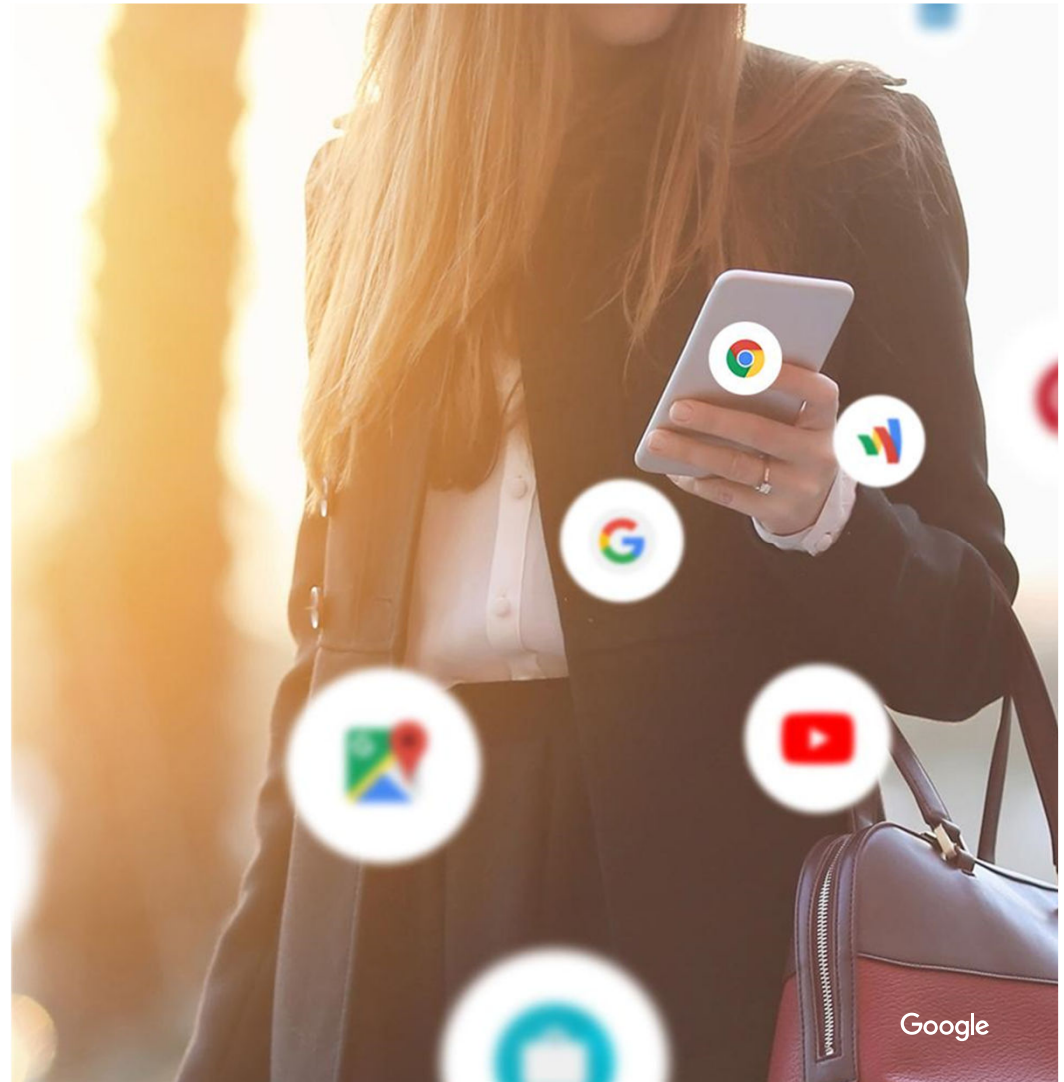
Demanding

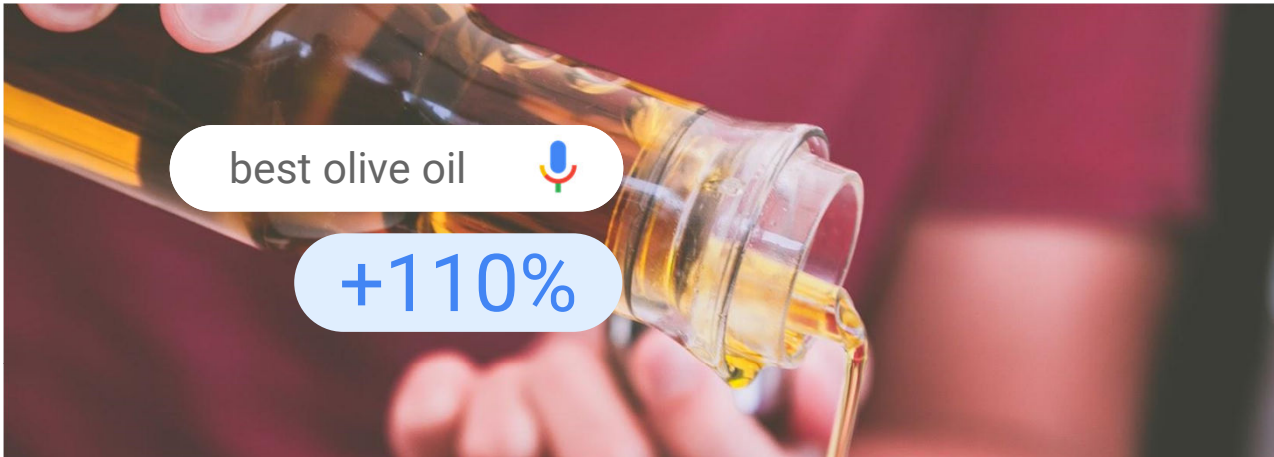
dɪˈmɑːndɪŋ/




Impatient

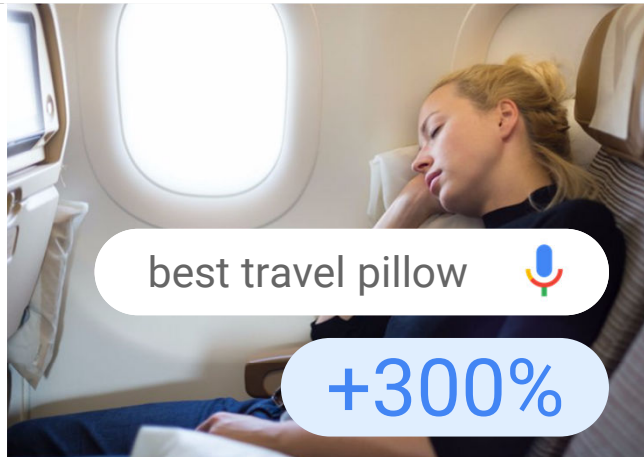
/ɪmˈpeɪʃ(ə)nt/






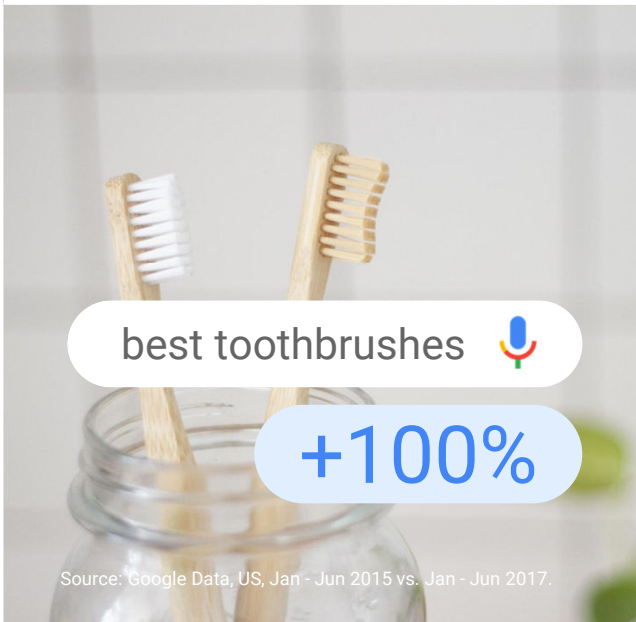
best olive oil 

+110%



best travel pillow 

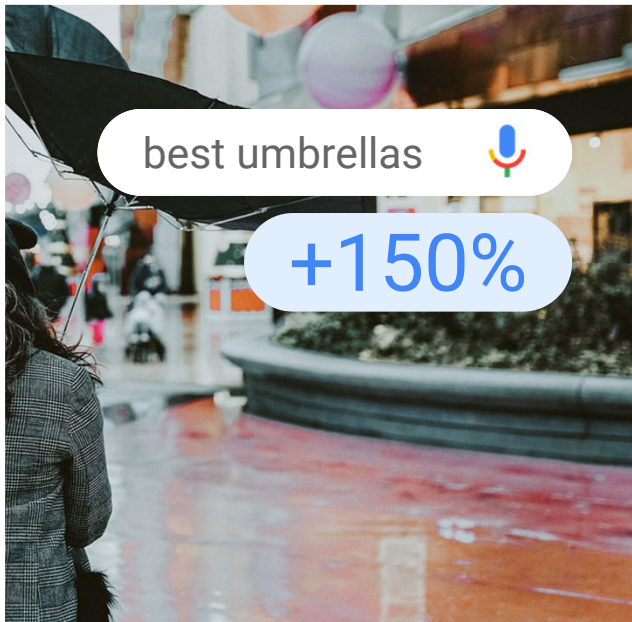
+300%




best toothbrushes 

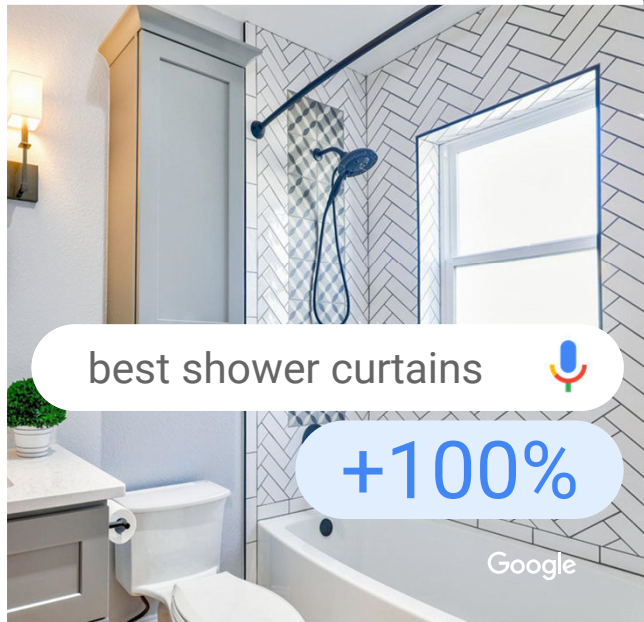
+100%


Source: Google Data, US, Jan - Jun 2015 vs. Jan - Jun 2017.



best umbrellas 

+150%



best shower curtains 

+100%


Google

best pcp deal 

+30%

Year end	Year end
339 970	424 963
26 969	446 211
817	468 522
1 296 731	491 948
1 859 317	516 545
2 499 808	542 372
3 227 076	569 491
4 050 935	603 850
4 828 331	633 675

TESLA


best electric car 

+109%

best car mats 

+24%

Source: Google Data, UK, Nov - Oct 2018 vs. Nov - Oct 2019.

best car servicing 

+92%

best car wash 

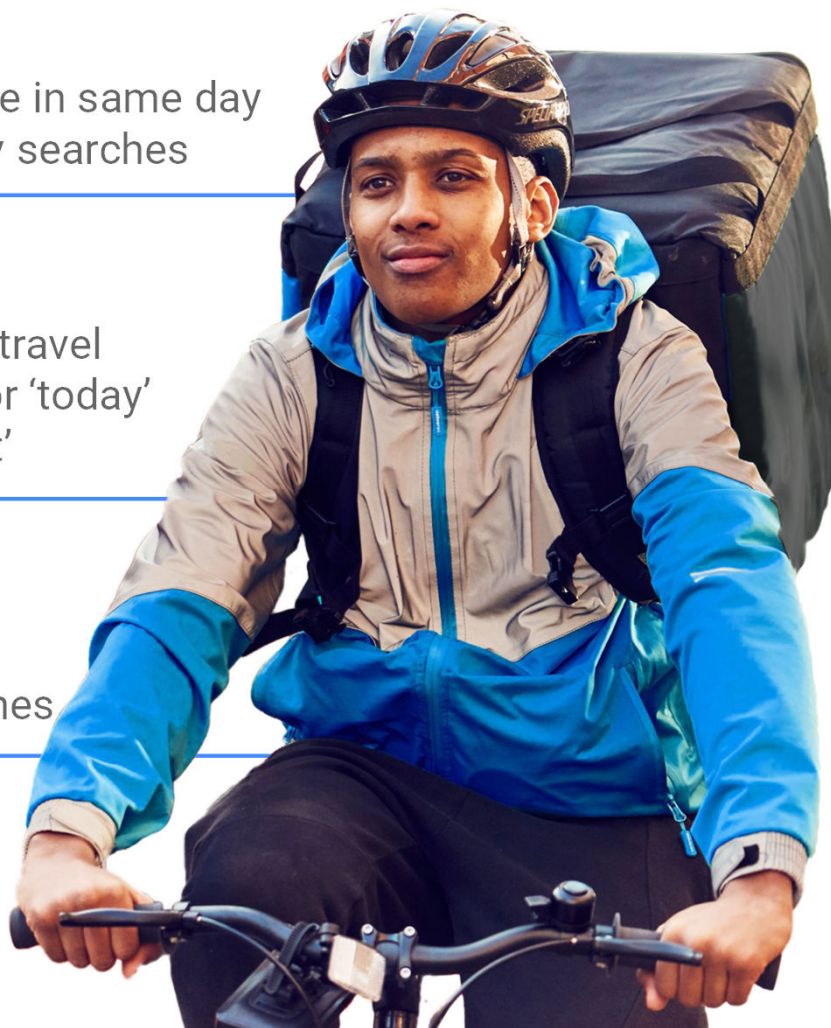
+20%

Google

2x increase in same day
delivery searches


150% increase in travel
searches for 'today'
and 'tonight'

3x increase in
'open now' searches



Source: Google Data Jan - June 2017 vs. Jan - Jun 2015. US

Google



“ The **access** story
is reaching the end...
but the **use** story
is just starting to begin”

Benedict Evans

Partner at Andreessen Horowitz

Google

Game of Thrones Season 8 release date

Best family car 2019

World Cup Qualifier news



Chris Harris (FAST) Car Buying



Dealerships near me



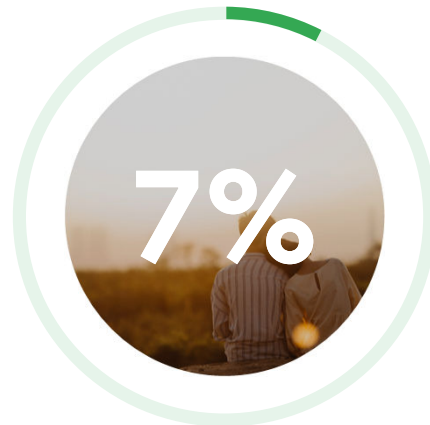
Google Music

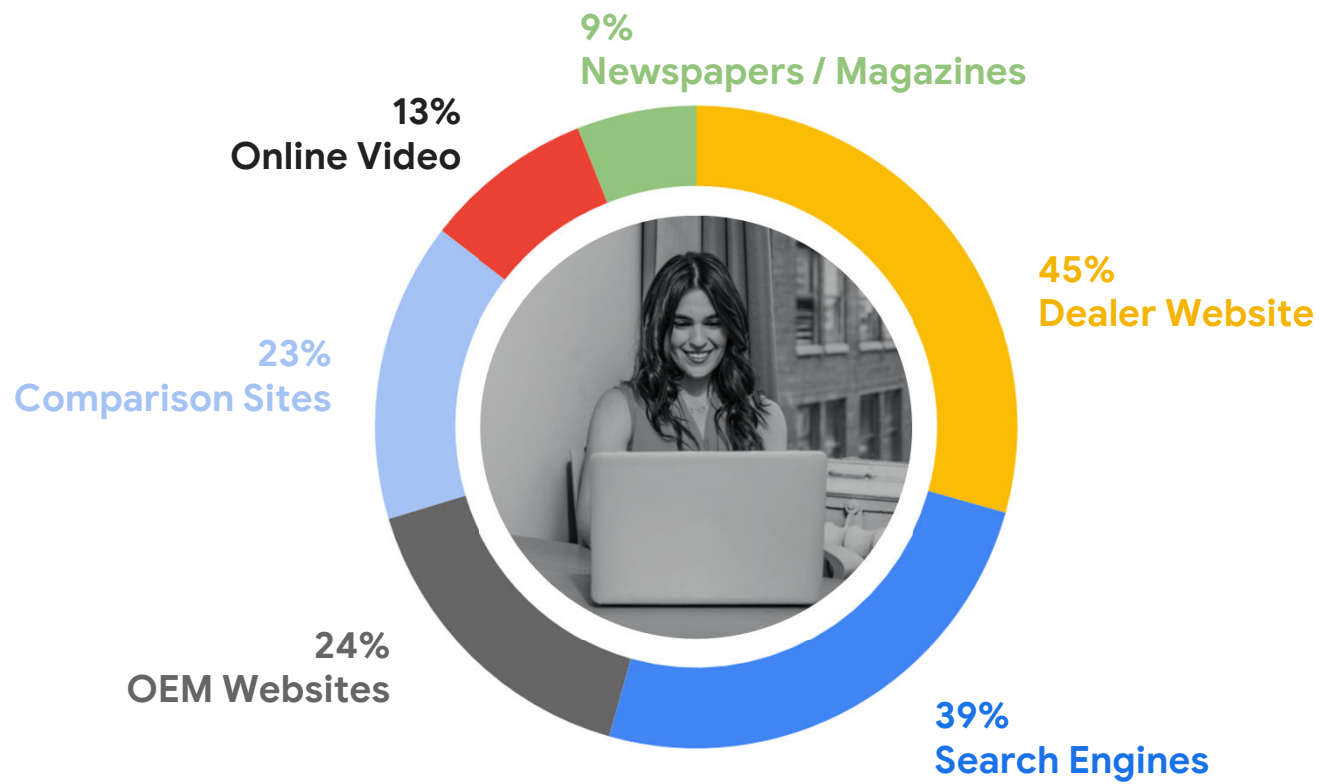


Autotrader

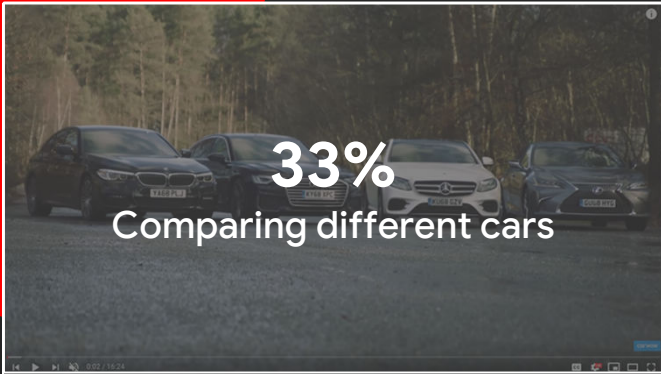
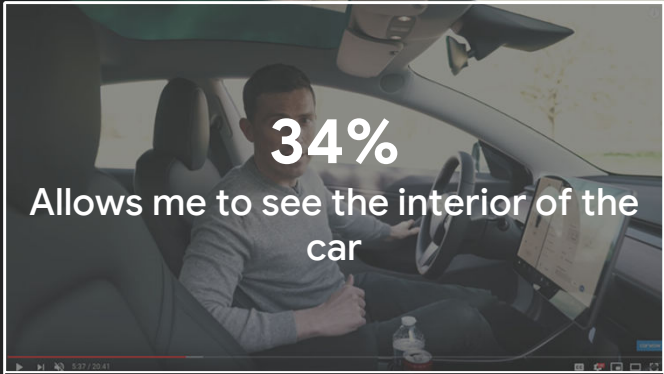
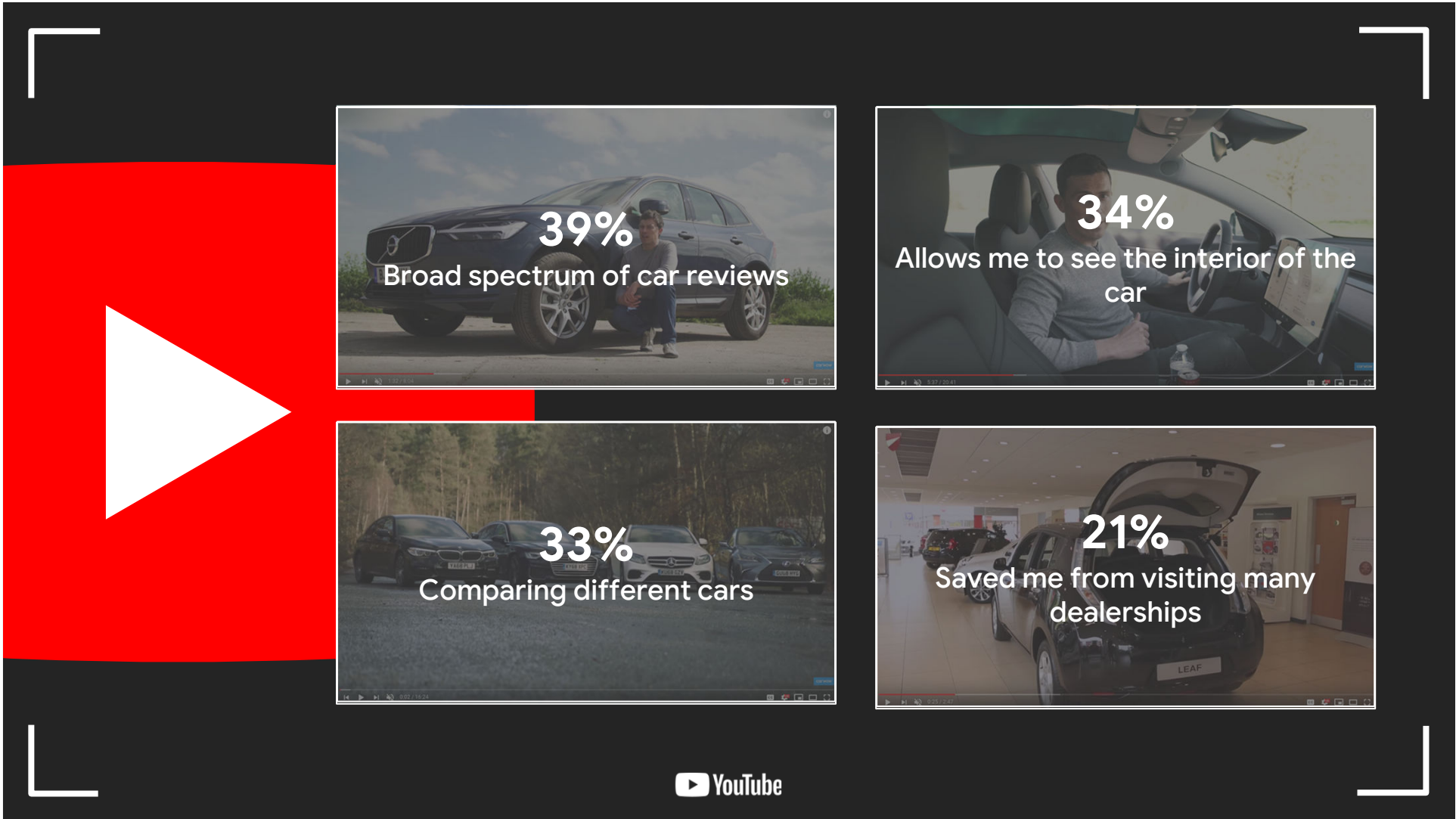


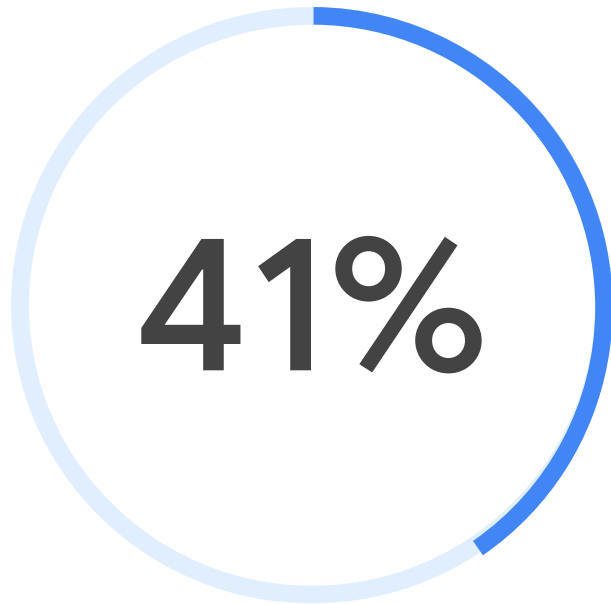
Candy Crush





"What sources did you use to research your more recent car purchase?"
1,265 respondents





only considers 1 car brand

"How many brands did you consider before you bought your car?"
1,017 respondents

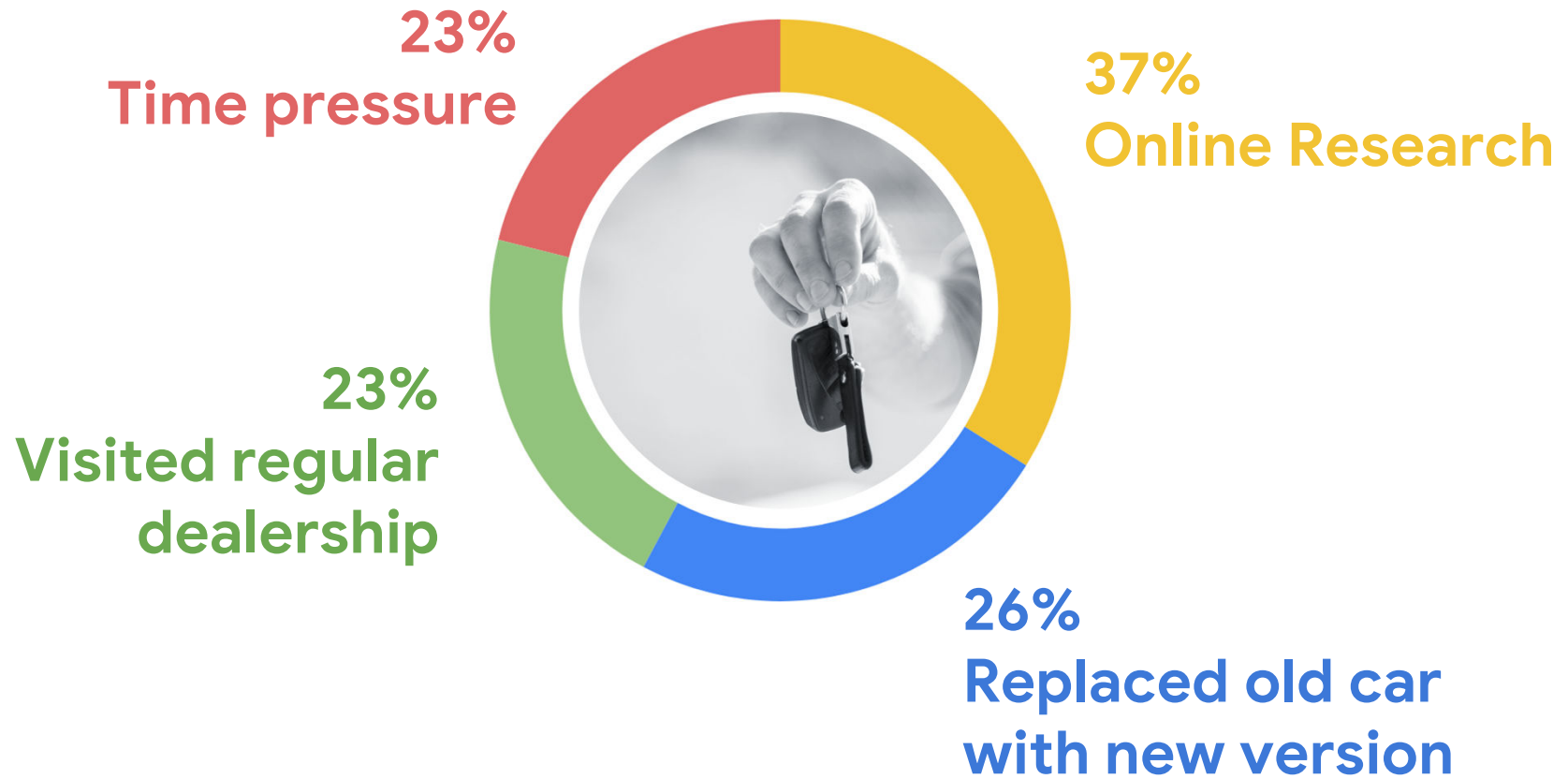


3 out of 5

people decide on a new car in
less than a month

"How long did it take you to decide on your new car?"
893 respondents





"Normally the car buying process is longer. What contributed to you deciding on your new car within a month?"
389 respondents





57%



Petrol
Vehicle



38%



Diesel
Vehicle



11%



Battery Electric
Vehicle



10%



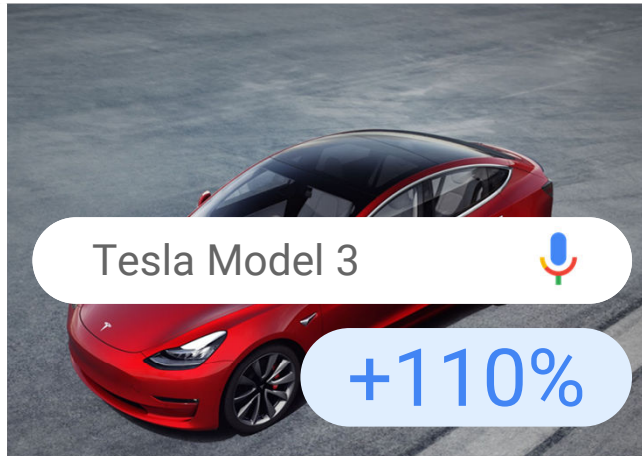
Hybrid Electric
Vehicle





Audi e-tron 


+142%



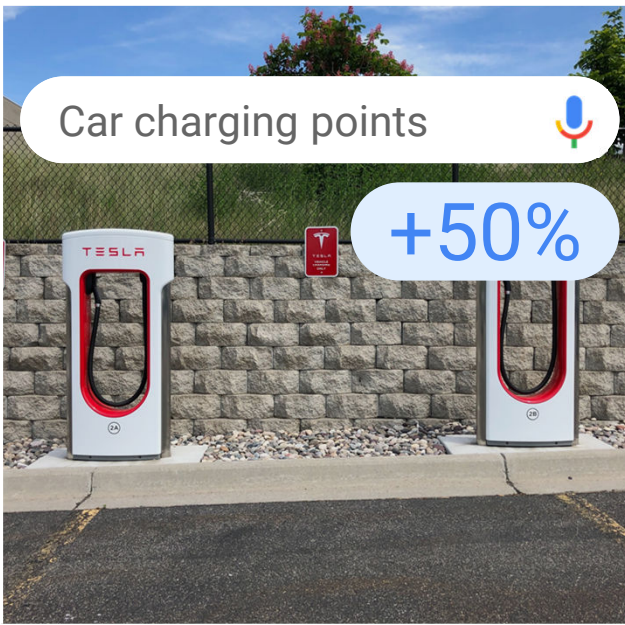
Tesla Model 3 


+110%



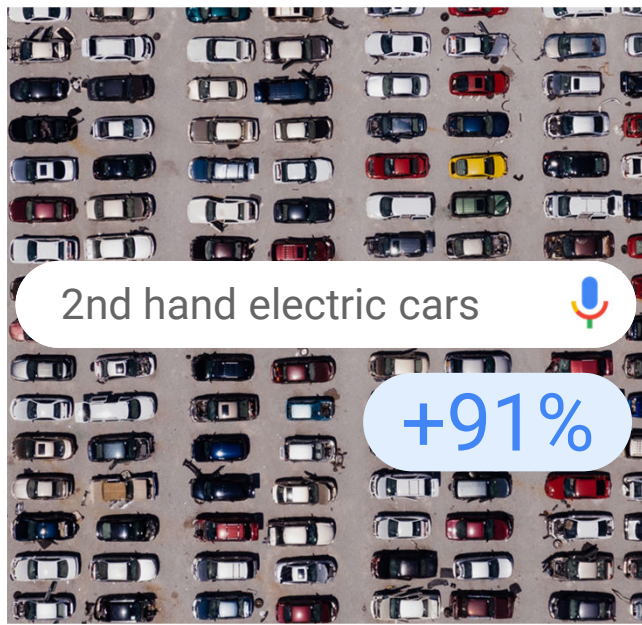
Cheapest electric car 

+136%



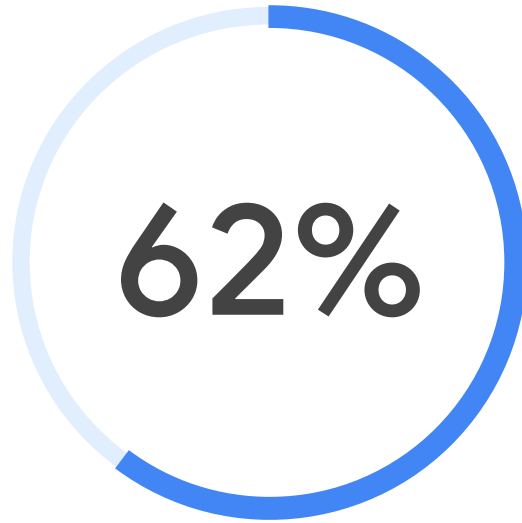
Car charging points 

+50%

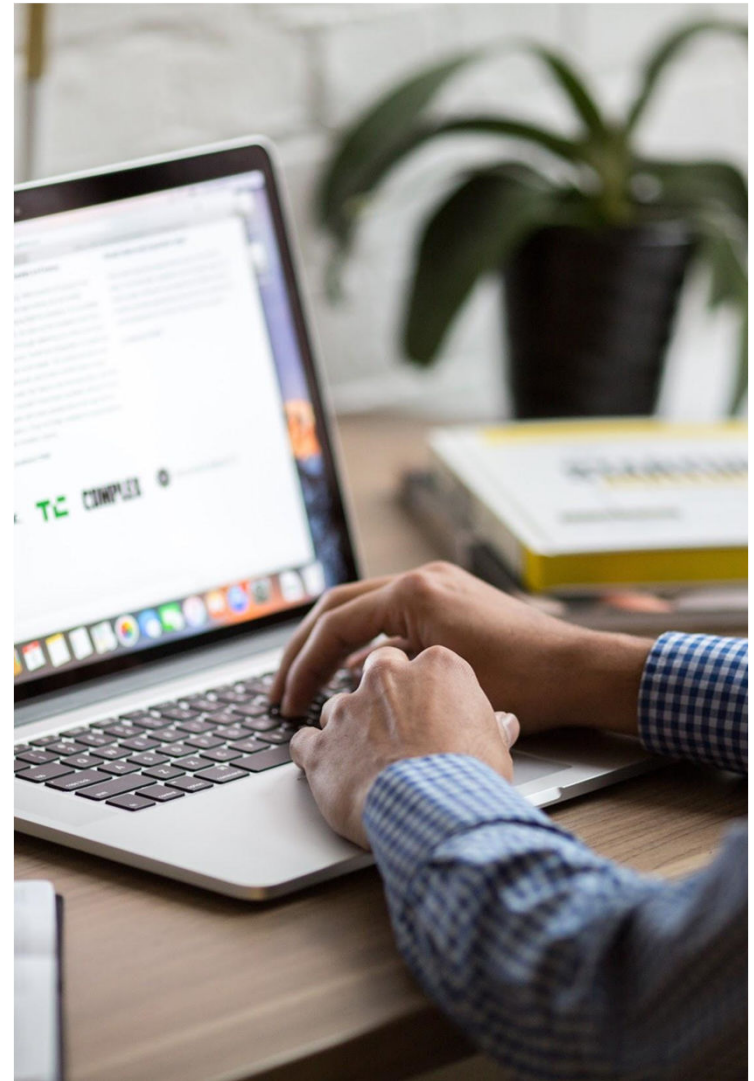


2nd hand electric cars 

+91%



of buyers would
consider to **buy online**
if given the option





Save me time

Expect better promotions

No need to travel to a dealership

I research online so why not buy

No dealer near me

Compare prices easier

Avoid haggling & negotiation

Access to wider range of cars

Convenience

Price

Access

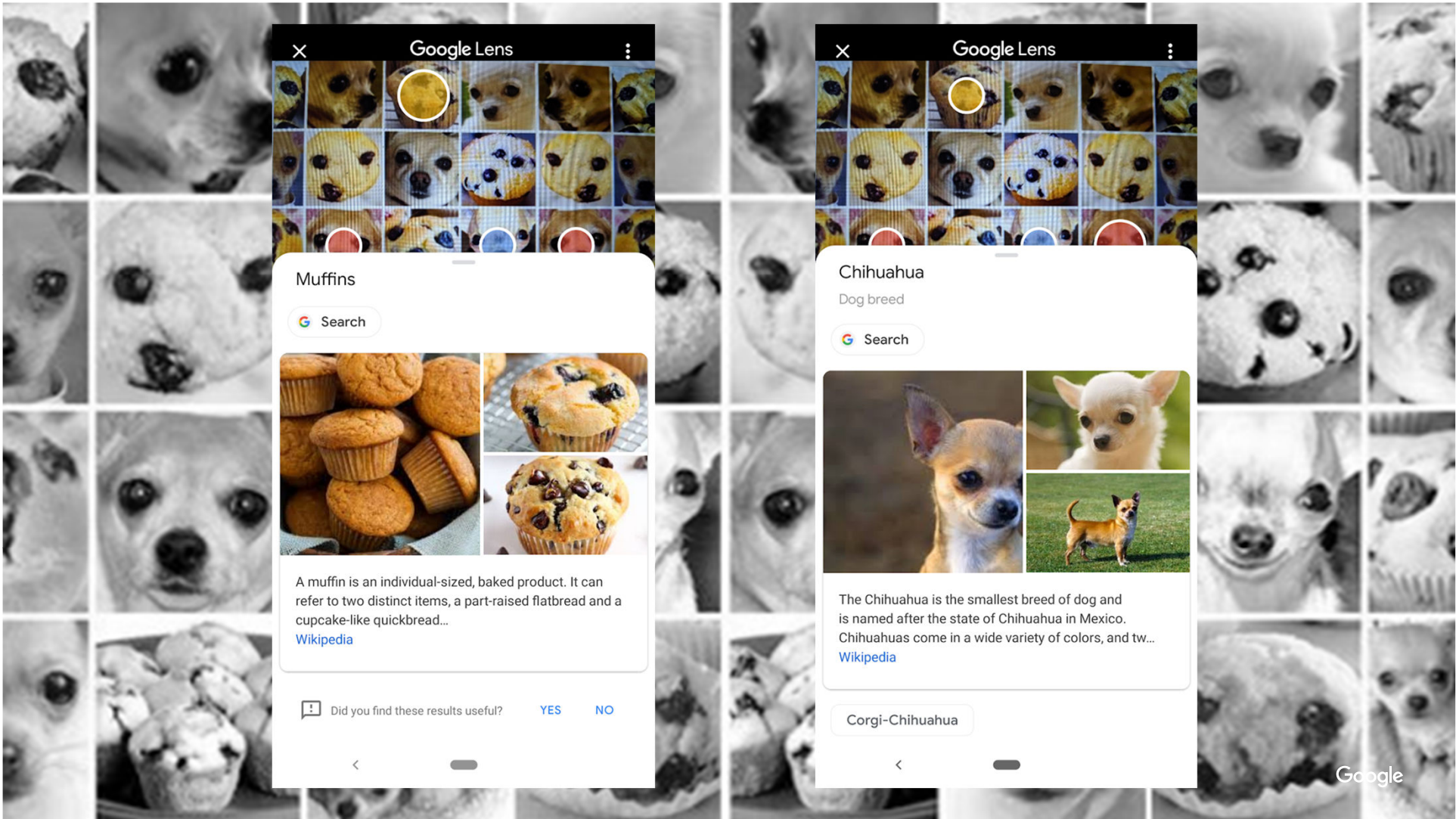


“ In the next 10 years,
we’ll shift to a world
that is AI-first ”

Sundar Pichai
CEO Google

Google






Google Lens

Muffins

Search



A muffin is an individual-sized, baked product. It can refer to two distinct items, a part-raised flatbread and a cupcake-like quickbread...

[Wikipedia](#)


Did you find these results useful? YES NO

Google Lens

Chihuahua

Dog breed

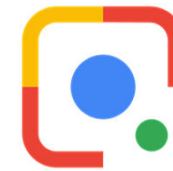
Search



The Chihuahua is the smallest breed of dog and is named after the state of Chihuahua in Mexico. Chihuahuas come in a wide variety of colors, and tw...

[Wikipedia](#)

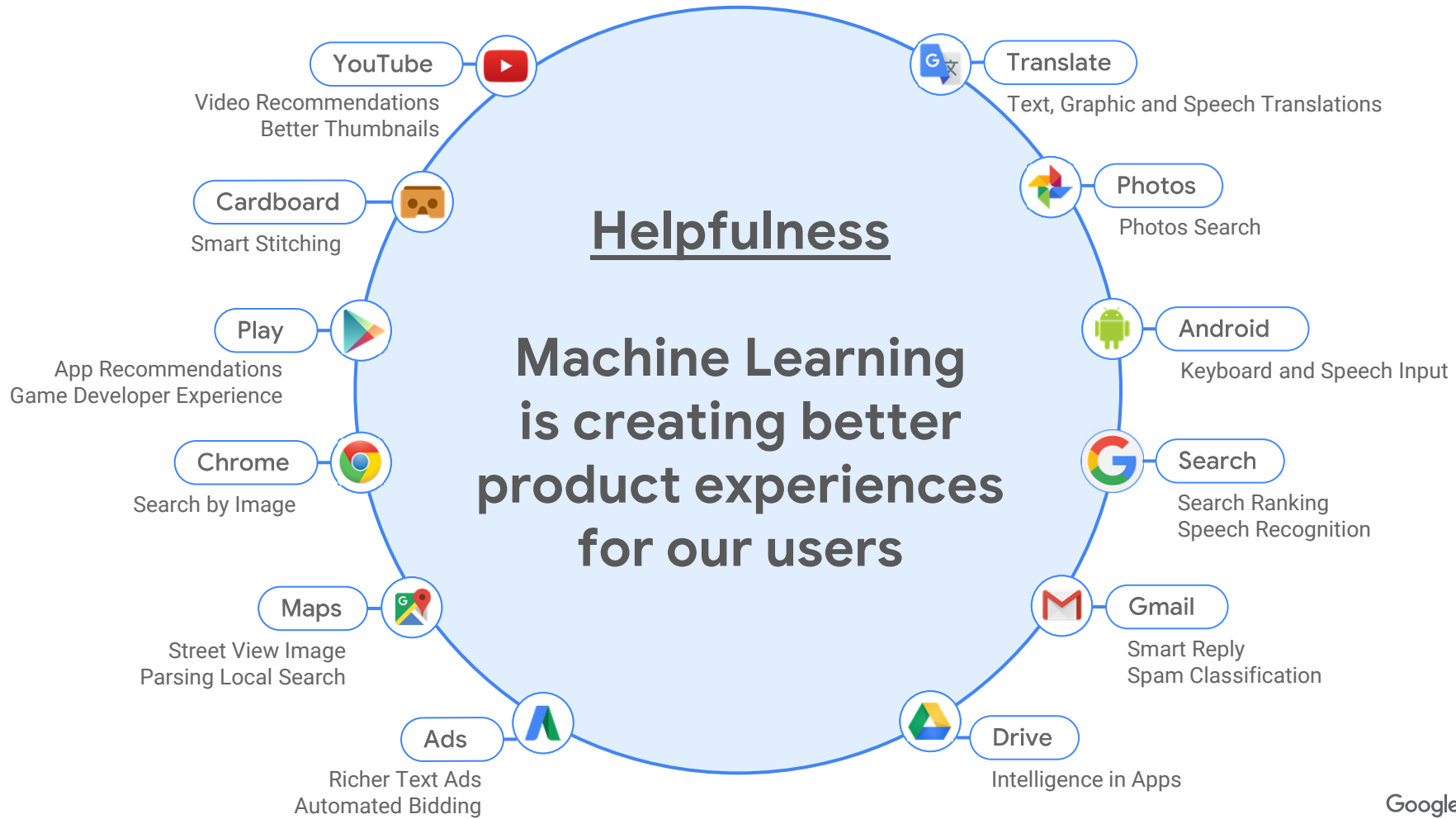
Corgi-Chihuahua

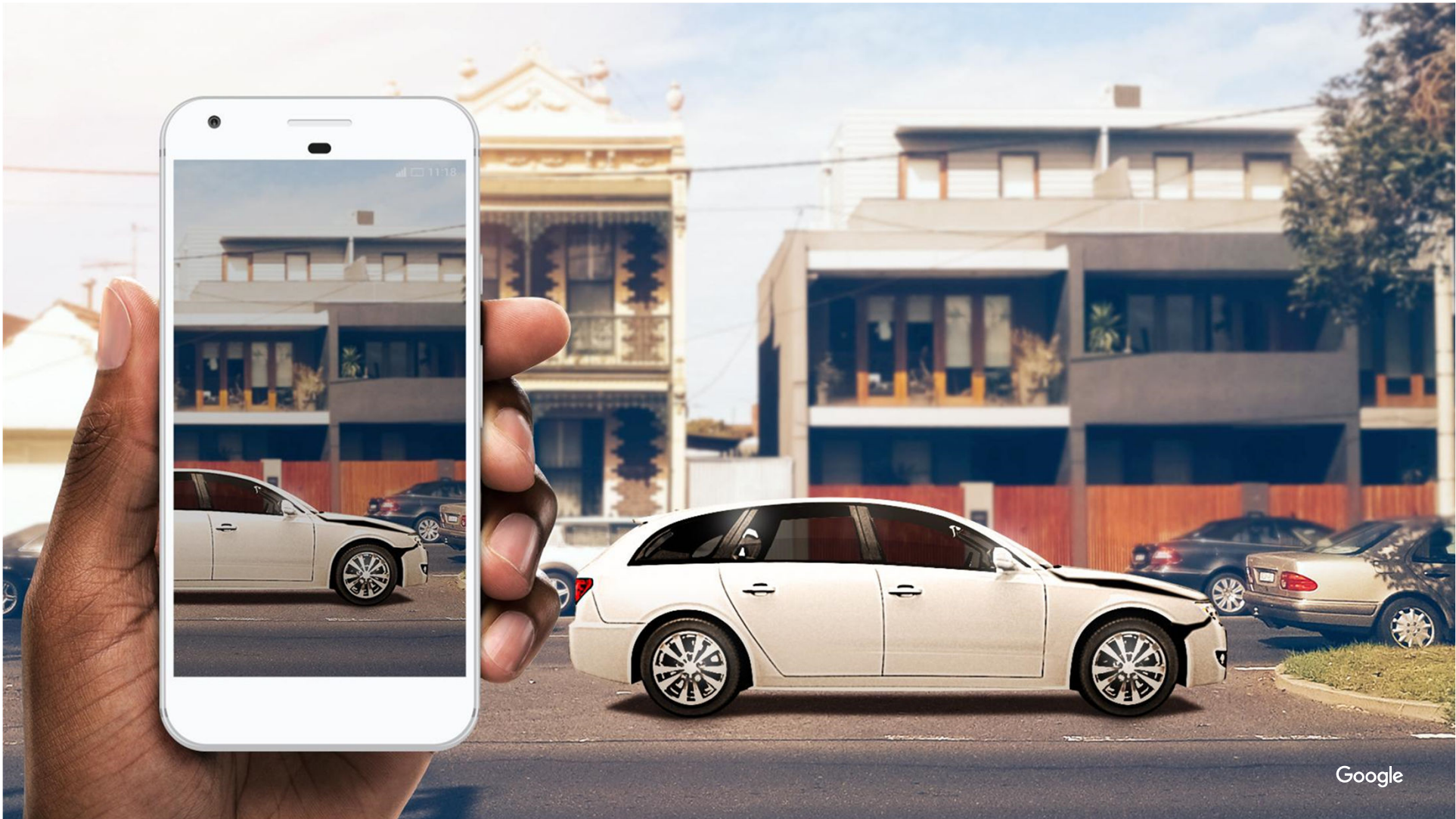


Google Lens

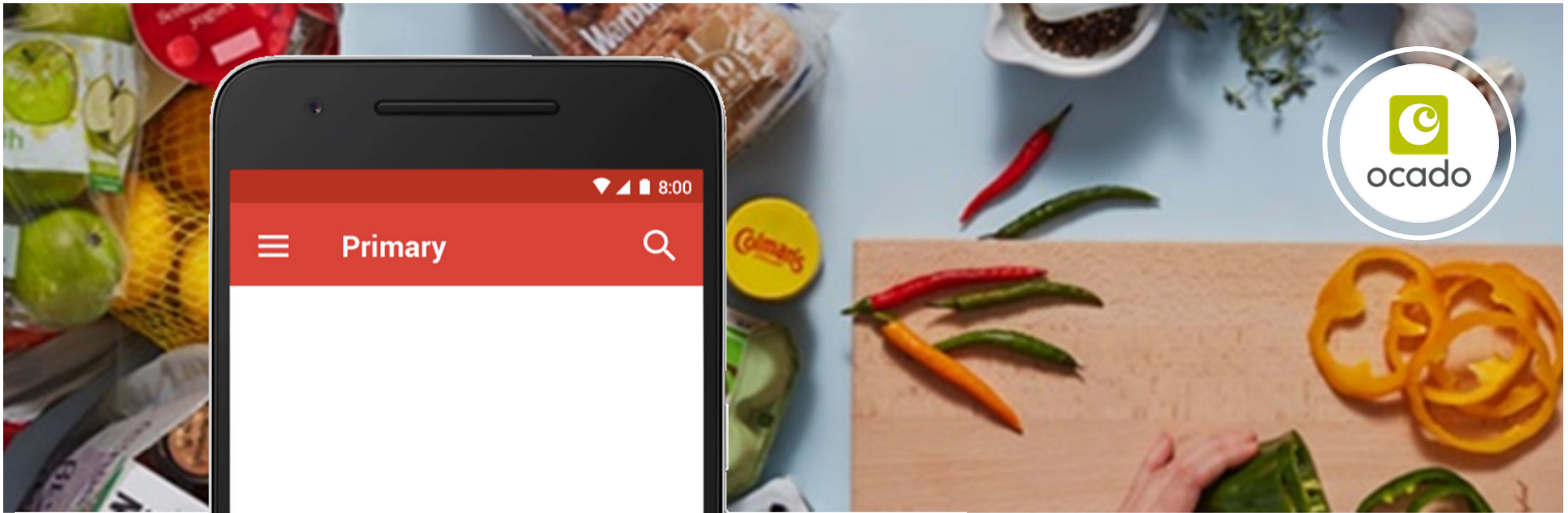
is a *visual search tool*,
which can understand
the world and make it
actionable

Google





Google



4X

faster at responding to
urgent emails

Google



Toyota creates augmented reality experience for new model

Experience for iPad allows consumers to 'see inside' C-HR model.

campaign

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame from the bottom center towards the top. The person is standing on a small rock or mound of earth in the foreground. The overall scene is dark and atmospheric, with the stars providing a bright, ethereal light.

Put the user
first

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame with a vibrant purple and blue glow. The person stands on a dark, grassy hill, looking up at the stars. The overall scene is serene and contemplative, symbolizing the vastness of the universe and the journey of change.

Embrace the
change

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame with a prominent purple and blue band. The person stands on a dark, grassy hill, looking up at the stars. The overall scene is dark and atmospheric, with the stars providing a bright, ethereal light.

Provide a digital
experience



thank you