

# Remarketing in 2020: Ownership to Usership

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## From Ownership to Usership

The shift in consumer behaviour has created a noticeable change in attitudes towards vehicle ownership



Fewer people are buying and owning their own vehicles



Instead they're enjoying the benefits of vehicle sharing, on-demand apps



# KEY TRENDS

## 1. Payment Options

- Traditional car ownership is changing, buying your first car is becoming less of a necessity
- One-in-five consumers are already open to a less traditional ownership model
- Consumers are likely to move to an access-driven, on-demand model over the next decade.

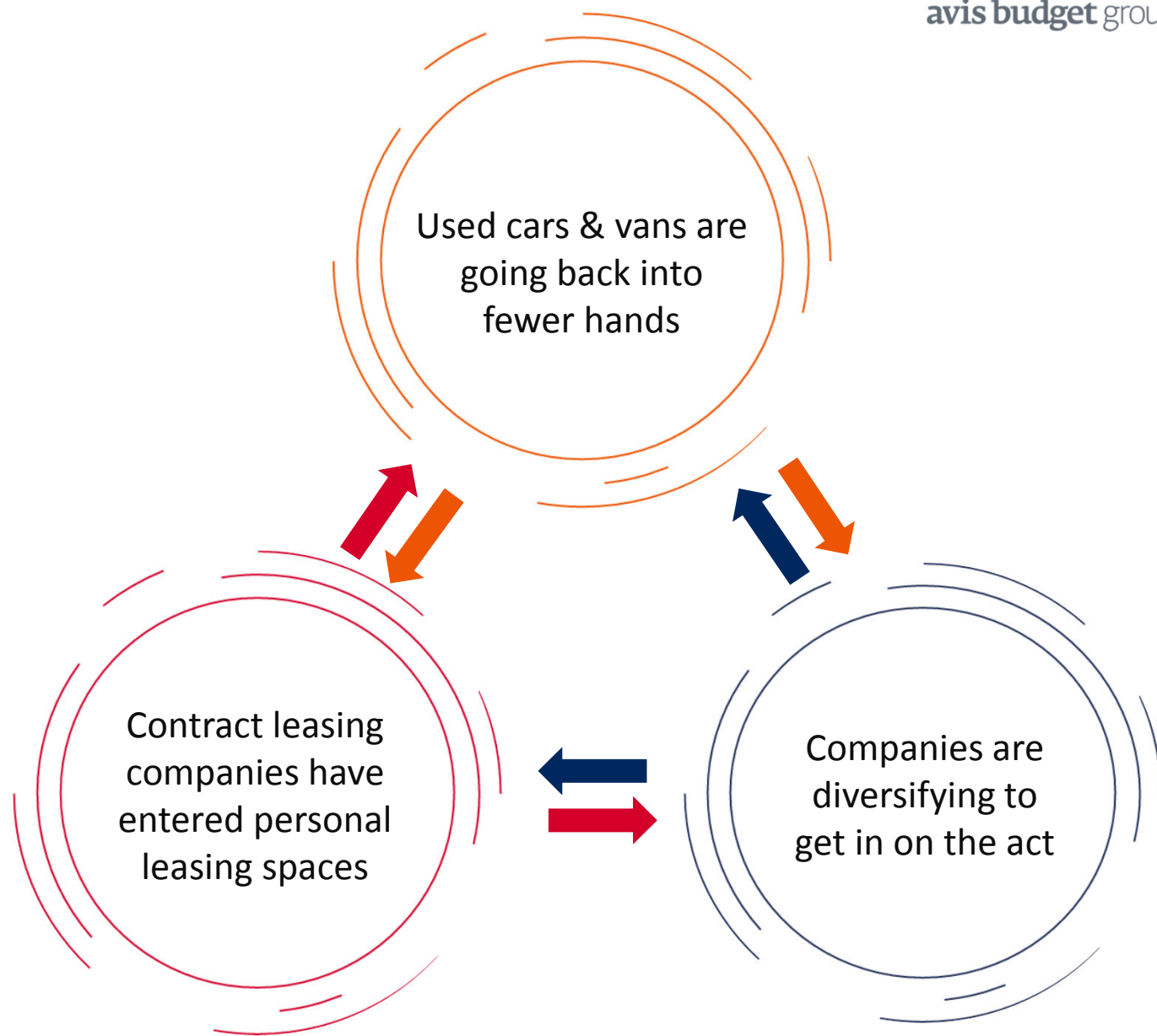
*\*Auto Trader, Market Report, September 2019*

## 2. Consumer Demands

- 82% of the consumers we surveyed thought owning a car was still important
- Over the next decade, however, this is set to change, with 54% prepared to give up ownership
- Although consumers want connected, integrated and on-demand services, they still want convenience at a reasonable price



# WHAT THIS MEANS FOR REMARKETING



# WHAT ARE THE BENEFITS FOR REMARKETERS?



**Information Sharing**



**Newer Vehicles**



**Environmental Impact**



# IN SUMMARY...

## The Road Ahead

- The power of collaboration
- On-demand and connected services that customers want
- Opportunities for remarketing

