BearingPoint

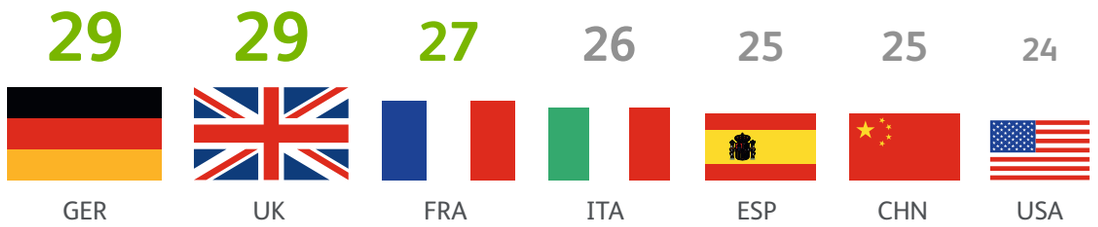
New Car Online Sales 2023

Online sales maturity assessment of leading car manufacturers in Europe, the USA, and China

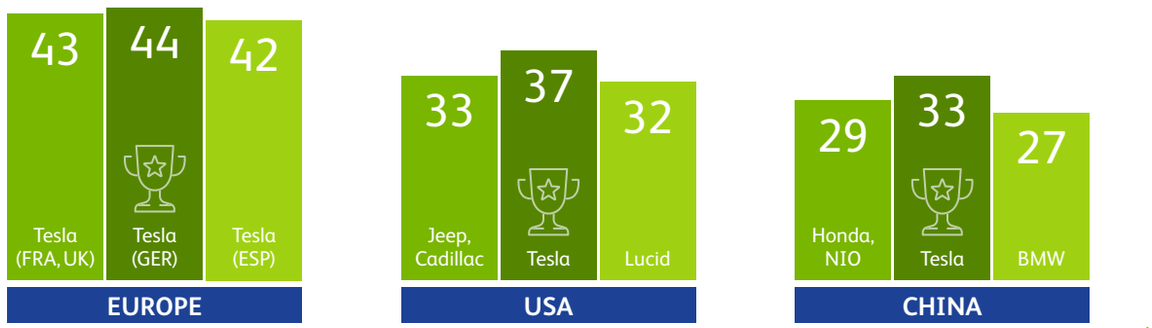
Main results at a glance

Average maturity score per market

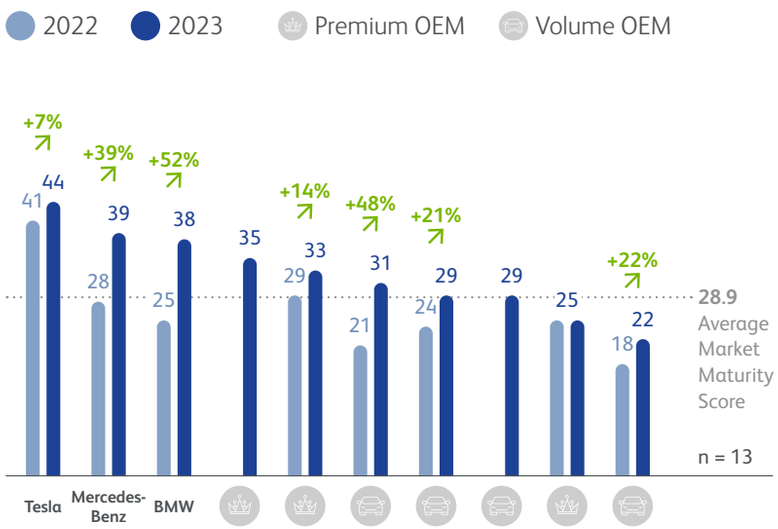
N = 91 (13 OEMs per market)



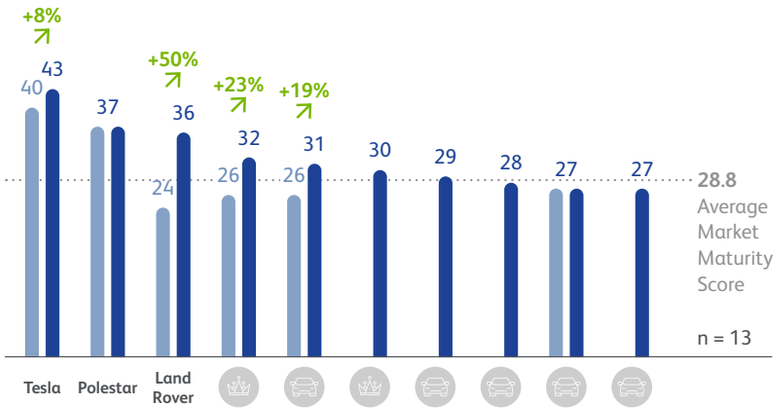
Top 3 OEMs of the assessed regions Europe, USA, China



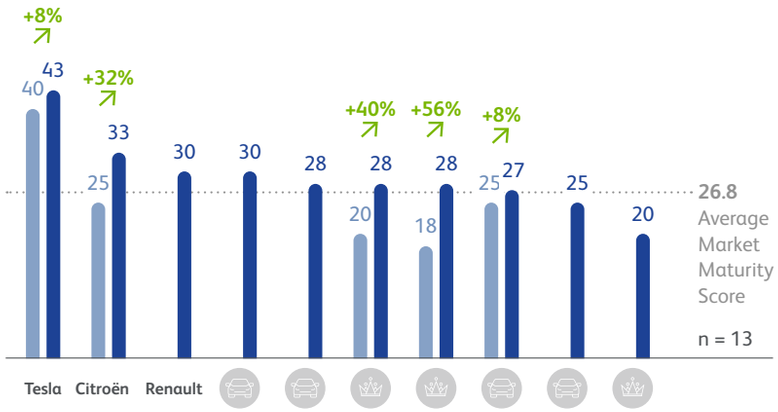
Market insights Germany, the UK, and France



Top 10 automotive OEMs in Germany 2022 vs. 2023



Top 10 automotive OEMs in the UK 2022 vs. 2023



Top 10 automotive OEMs in France 2022 vs. 2023

Over 70% of automotive OEMs now offer a seamless online car sales experience

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Online Sales Awards 2023

Leading Online Shop
Tesla

Best overall online shop, leading all assessed shops in perceived quality.

Leading in Pre-Sales
BMW (UK)

Broad offering information and configurator embedded in great UX.

Leading in Sales
Citroën (FRA), DS (ESP), Tesla (GER)

Highly functional and convenient online sales process.

Leading in Handover
Tesla (GER)

Outstanding handover processes, including deep insights in production processes and delivery times.

Global Leader
Tesla

Overall benchmark across all markets for pre-sales, sales & handover.

Rising Star
BMW (GER)

Outstanding perceived performance and strongest increase in maturity score.

Leading UX
Lucid (USA)

Exceptional user experience and extraordinary look and feel of website.

Rising market
UK

Highest increase of shops with seamless customer journey and average maturity score.