

New Car Online Sales 2024

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

Main results at a glance

Seamless Online Customer Journey

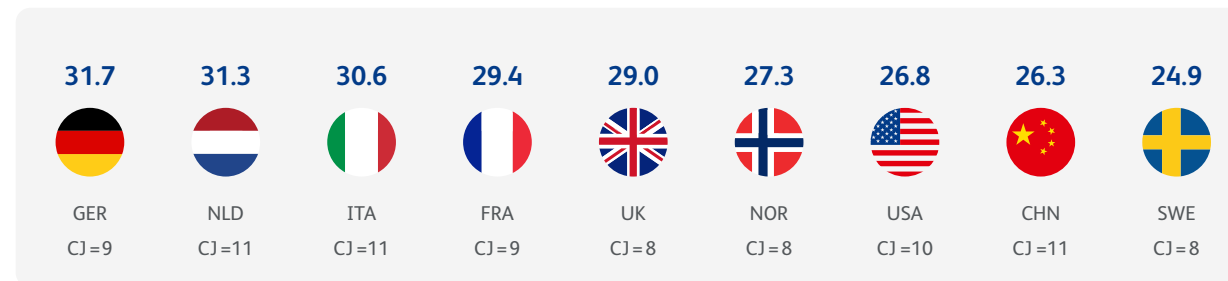
N = Number of Automotive OEMs shops in scope



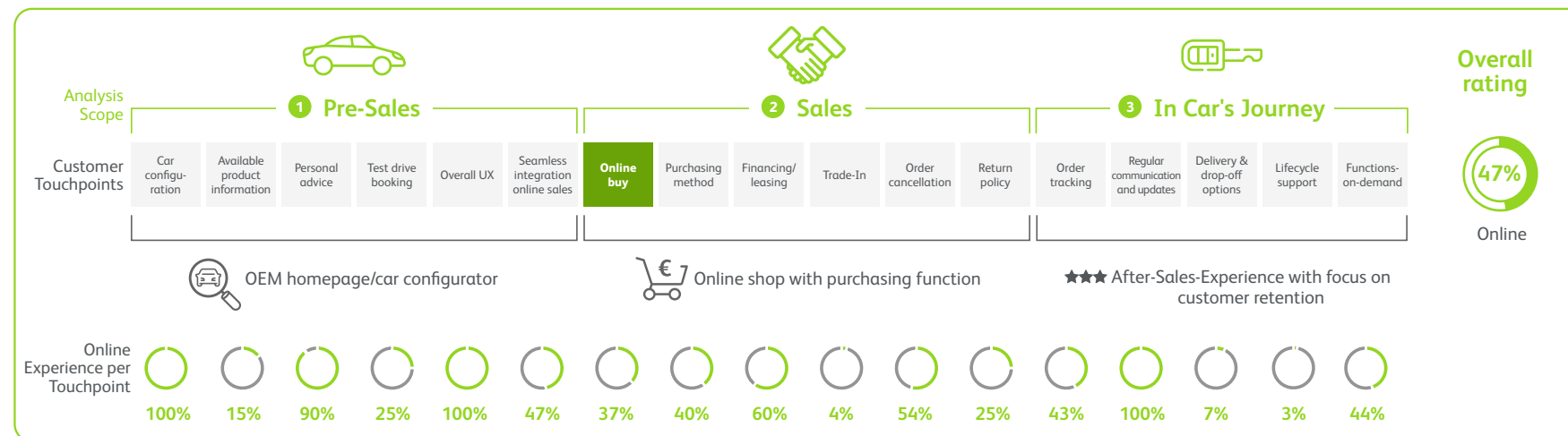
Average Maturity Score Markets

Maximum Score 51

CJ = Number of seamless customer journeys per market

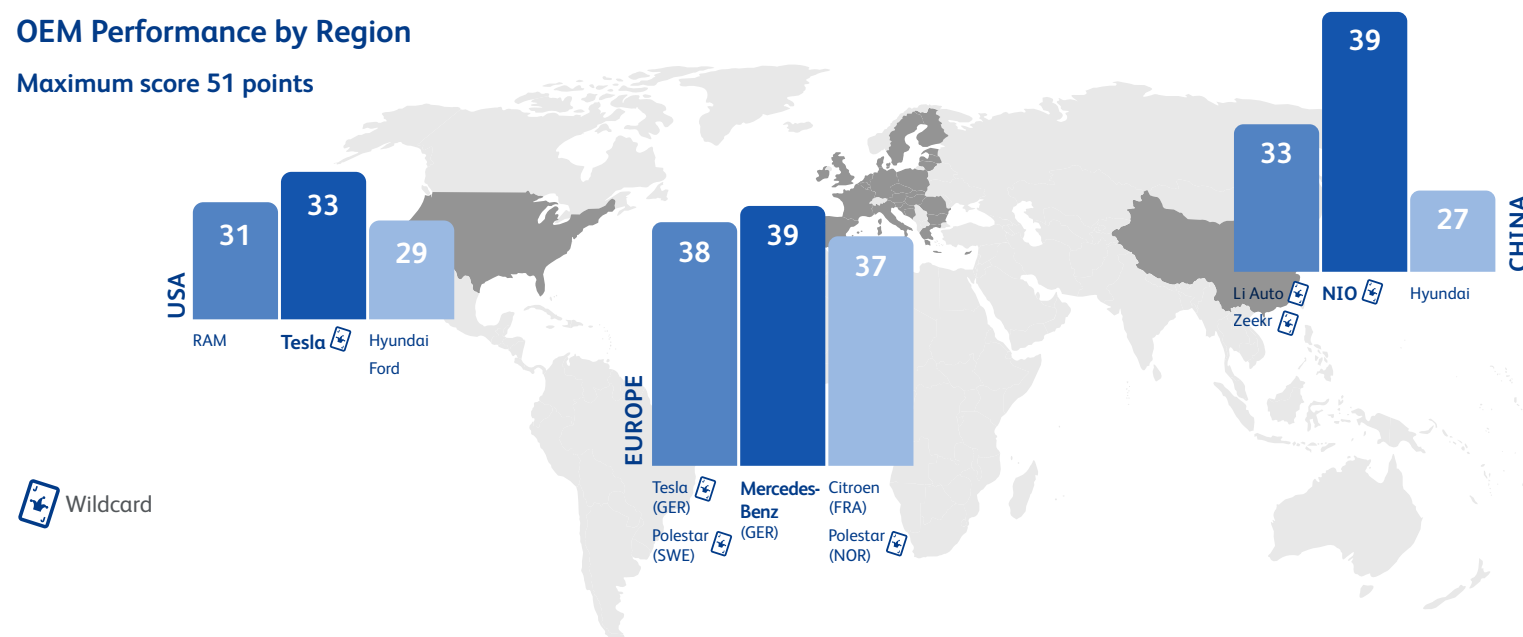


Customer Touchpoint Online Experience



OEM Performance by Region

Maximum score 51 points



Leading Online Shop
Mercedes-Benz (GER)
NIO (CHN)

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



Leading in Pre-Sales
Polestar (NOR, SWE)
Li Auto (CHN)

Broad offering information and configurator embedded in great UX



Leading in Sales
Peugeot (FRA)
Citroen (FRA)

Highly functional and convenient online sales process



Leading in In Car's Journey
NIO (CHN)

Outstanding Customer Experience, Customer Loyalty and Retention Offers beyond the car



Global Challenger
Stellantis Group

Consistent performance across all brands and markets, 3 brands in global top 10



Rising Star
NIO (CHN)

Outstanding perceived quality, global pole position, leading customer experience beyond the car



Biggest Mover
Ford (USA)

Improvement by 11 points despite stricter criteria, better usability and more features



Rising Market
The Netherlands

New market in scope, market maturity close to German market leader, highest number of seamless customer journeys