



Auto Shows Drive Decisions: New Data Validates Influence on Vehicle Buyers

Consumer Insights from the 2024 - 2025 Auto Show Season

In partnership with



Auto Shows Influence Buying Decisions

Auto shows have a significant influence on car buying decisions, with 78% of attendees stating the show influenced their purchase.

78%



Over three-quarters of show attendees state their experience at the show influences their vehicle purchase decision.

Unmatched Automotive Exploration at Auto Shows

9

BRANDS

On average, across the 27 shows, attendees spend time visiting 9 different brand displays.

10

VEHICLES EXPERIENCED

On average, attendees sit in or have hands-on experiences with 10.4 vehicles.

Some attendees report hands-on experiences with up to 30 vehicles during their time at the show.

The nearly 20,000 attendees reported experiencing over 178,000 vehicles.

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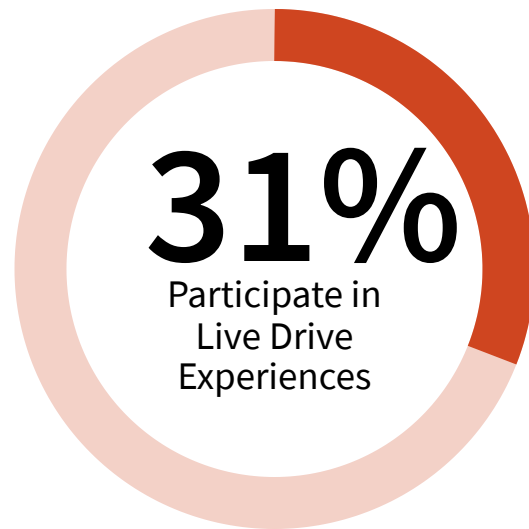
HOURS SPENT

On average, attendees spend 2.9 hours during a visit.

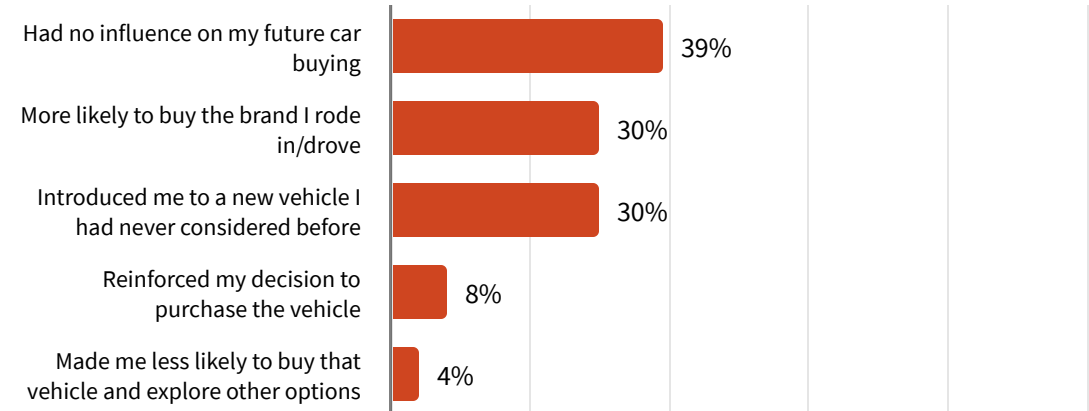
Some maximize their time and report spending all day (8 hours) at a show.

Auto shows provide a unique opportunity for consumers to engage with a wide range of vehicles and brands in a hands-on, time-efficient manner.

Live driving experiences influence purchasing decisions



How Live Drive Experiences Influenced You
(select all that apply)



61% of participants report the live drive experiences influenced their purchase decision, whereas 39% reported no impact.

50% Alter Consideration Lists After Attending a Show

Brands not in attendance lose consideration share while missing out on the opportunity to gain share.

14% Removed
Brands
because they were
NOT at the Show

50% No Change to
Brand Consideration List

36% Added Brands
After Visiting them at the
Show

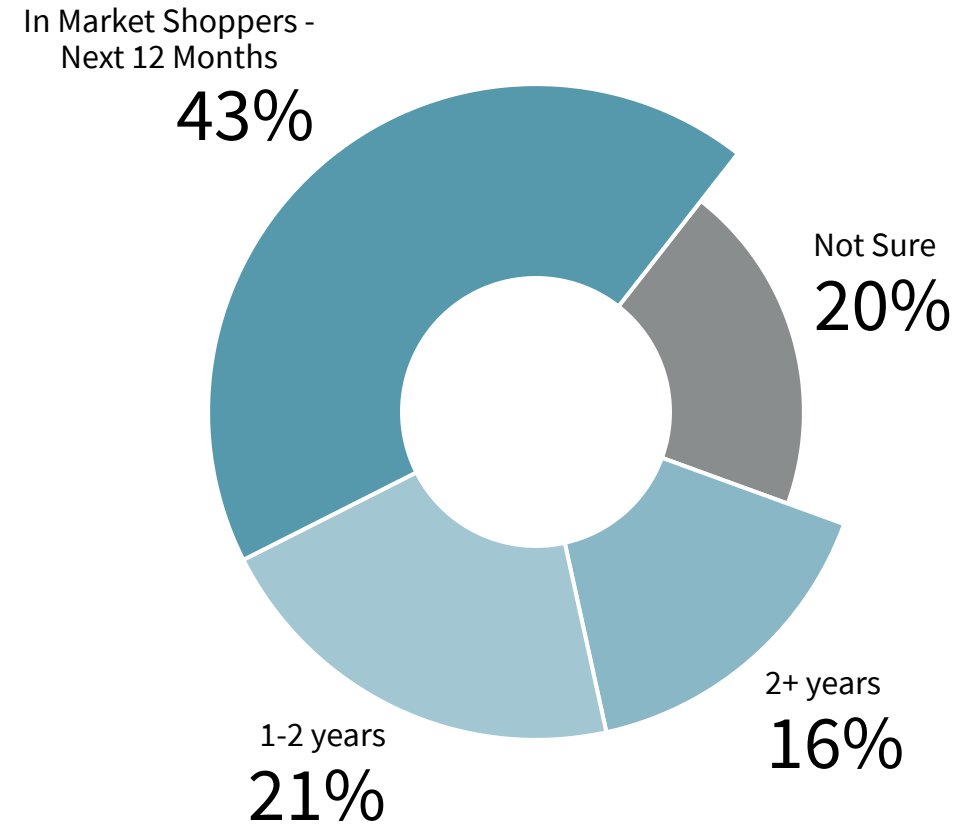
Brand presence matters

90%

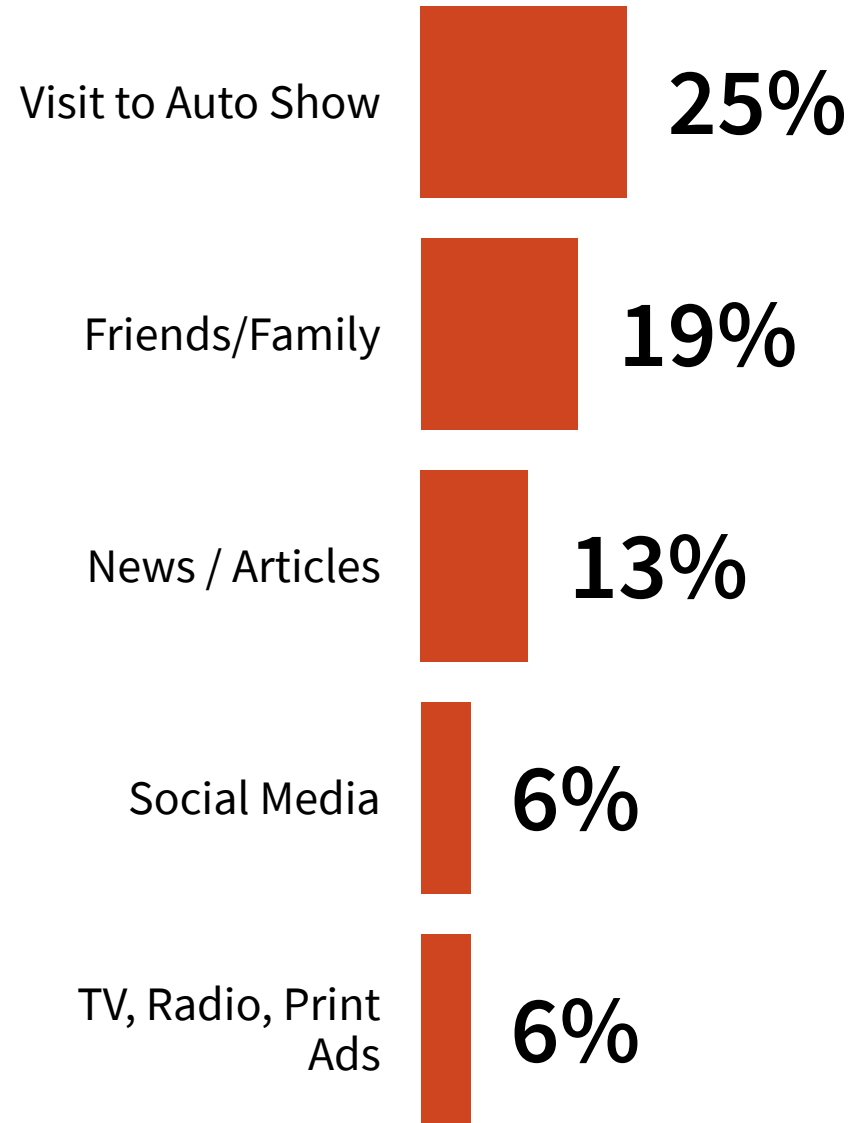
of attendees said they hoped to see a brand that wasn't present, making a brand's absence a missed opportunity.

80% of Attendees have identified their purchase horizon.

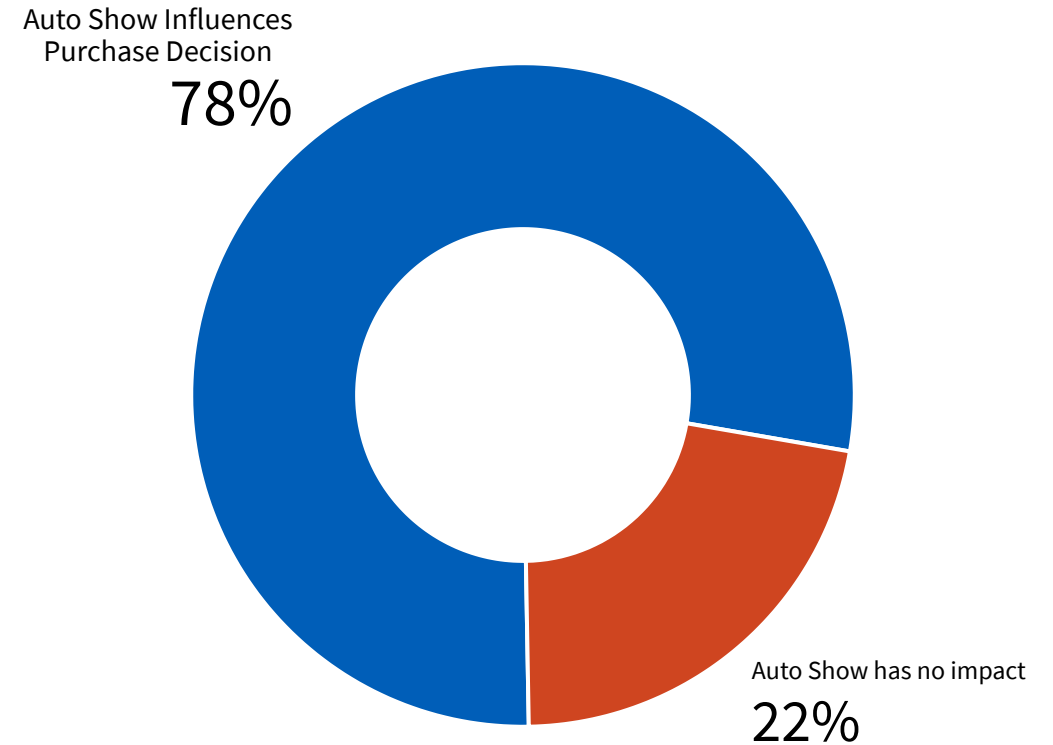
43% of attendees are in-market shoppers and plan to purchase a vehicle within 12 months.



Visit to the Auto Show tops the list of what impacts consumer vehicle choice

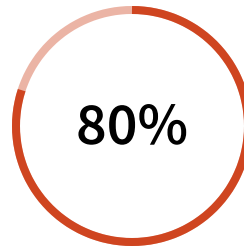


**78% of Attendees say
the Auto Show is
Influential in their
purchase decision.**

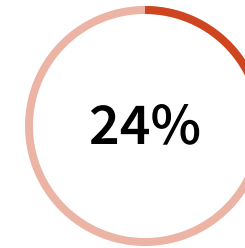


Active Shoppers at the Show

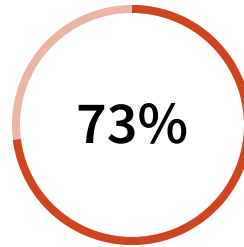
A look at attendees planning to purchase within the next 3 months



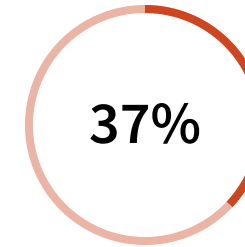
80% of Shoppers planning to purchase in the next 3 months cite show as a key factor



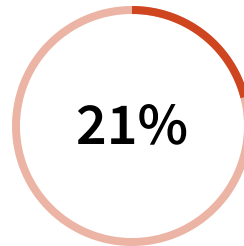
Removed absent brands from consideration



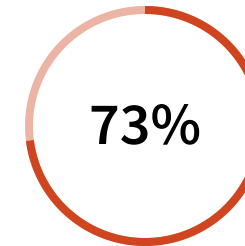
Came to the show because they are ready to buy



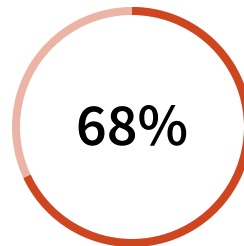
Added new brands to consideration list



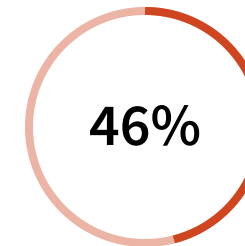
First time at the show



Influenced by the live driving experience



Researched online before attending the show



Headed to a dealer after visiting the show

Auto Shows are an important step in the journey

Show experiences combine with other touch points to drive decisions

Online Research BEFORE the show 59%

Online Research AFTER the show 50%

Visit Dealer AFTER the show 35%

Visit Dealer BEFORE the show 12%

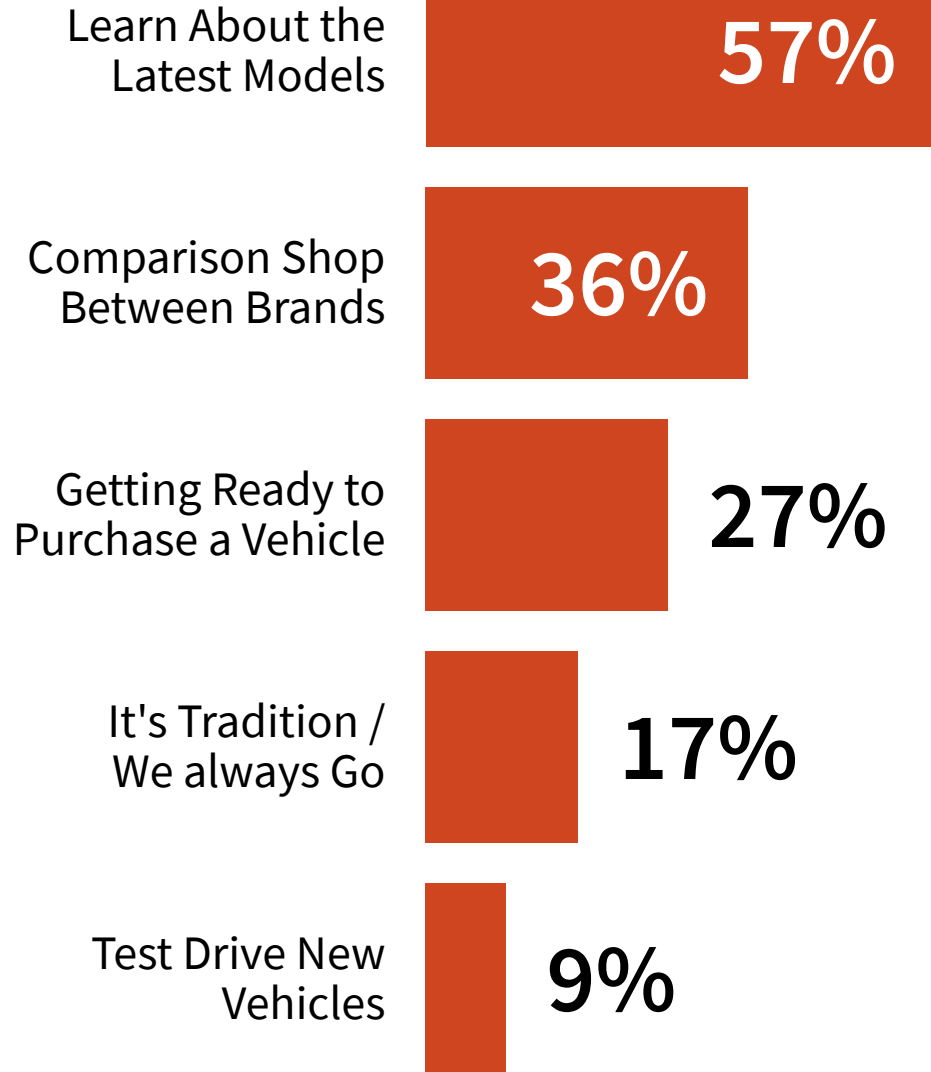
18%
Rely on Auto Shows
for most of their
pre-purchase
research

**Auto Shows Attract a Variety of
Consumers for a Variety of Reasons**

Auto Shows provide an opportunity for consumers to Learn, Shop, and Experience Vehicles

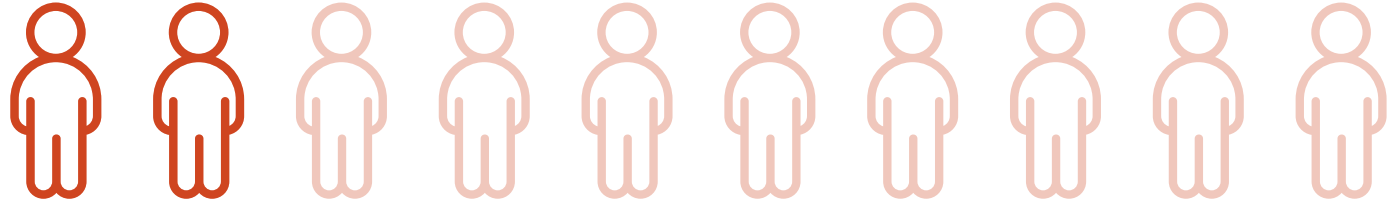
It's what brings consumers to the shows

For many, it is also a family tradition



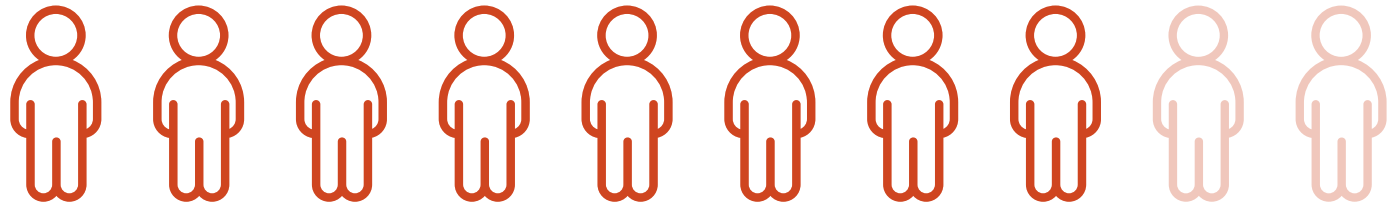
Auto shows attract both new and repeat visitors

20%



First Time Visitors

80%

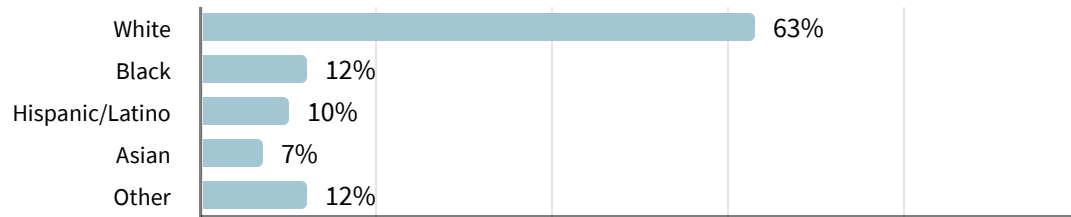


Repeat Visitors

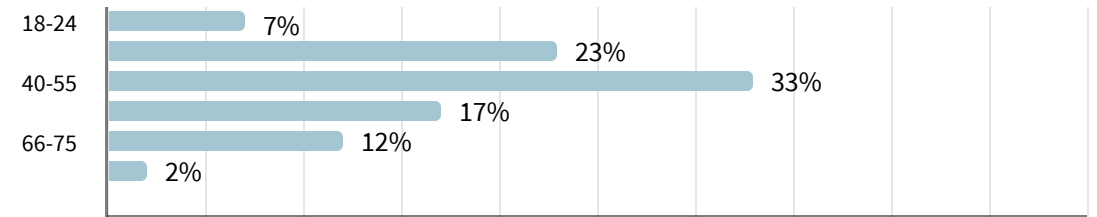
21% of repeat visitors say it's a tradition to visit the auto show

Auto shows attract a variety of individuals with buying power.

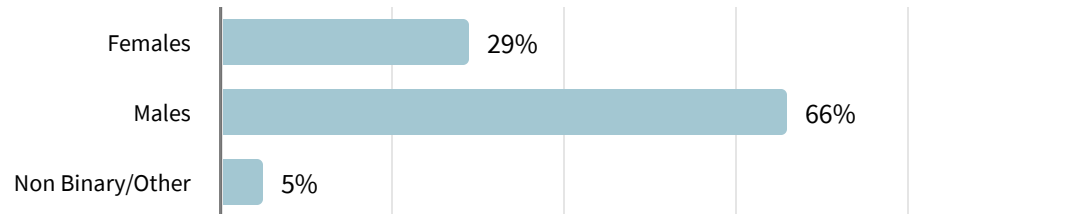
Ethnicity



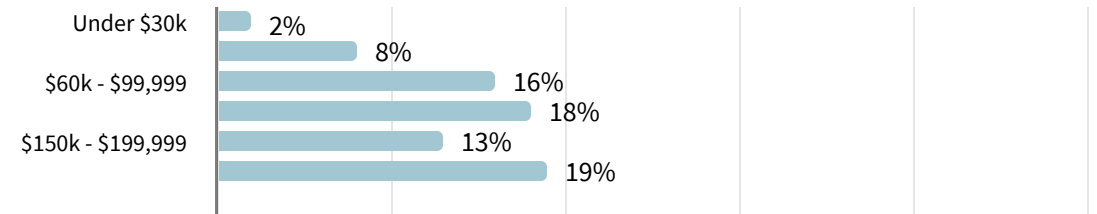
Age



Gender



Household Income



Research Methodology



Conducted by Productions Plus Insights with AEA

The research initiative was a collaboration between Productions Plus Insights and the Automotive Experience Alliance (AEA).



18,654 participants across 27 shows



The survey involved auto show attendees from 27 AEA member shows across the country.



Online and onsite methodology

The data was collected using a combination of online and in-person survey methods to ensure access to the survey across for consumers of all ages and technology comfort levels.

AEA Member Auto Shows

					
					
					
					
				and growing...	

AutomotiveExperienceAlliance.org