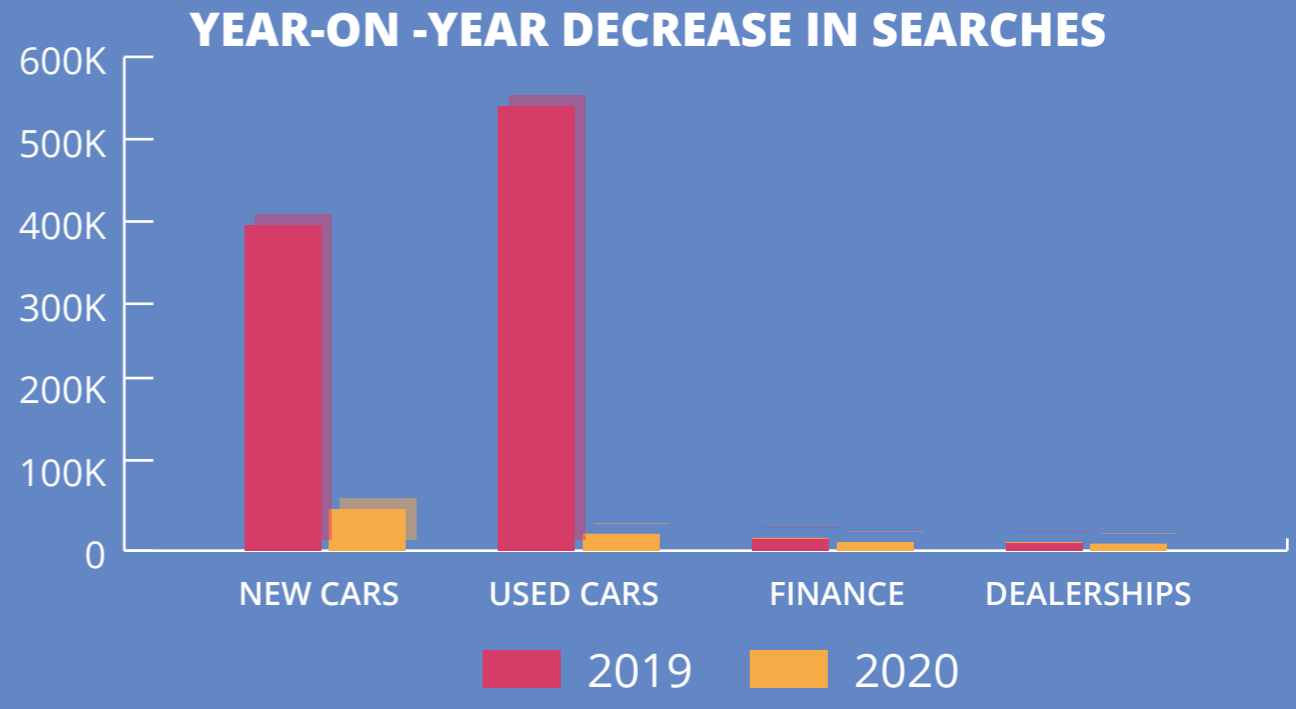


dmac The Digital Fallout Of Covid-19

media For Car Dealers in Ireland

Used Car Interest Down 96%

Online searches for used cars contracted by over 96% during March 2020. Over 500,000 less searches relating to used cars occurred during March.



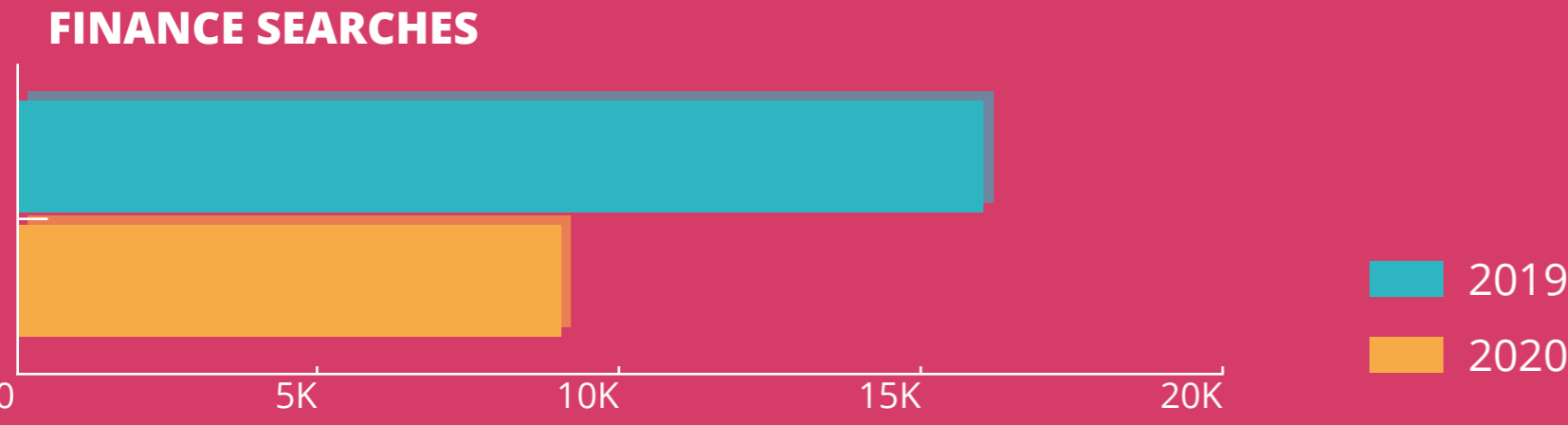
Dealers still a necessity it seems...

Despite the decline in searches for both new and used cars, searches relating to dealerships experienced the smallest decline at just **25% YoY**.



Finance Put on Hold

Car finance, a mainstay within the car industry declined by **45%** in March 2020, as Covid-19 Restrictions increased and consumers postponed their intention to buy.



WEBSITE SESSIONS

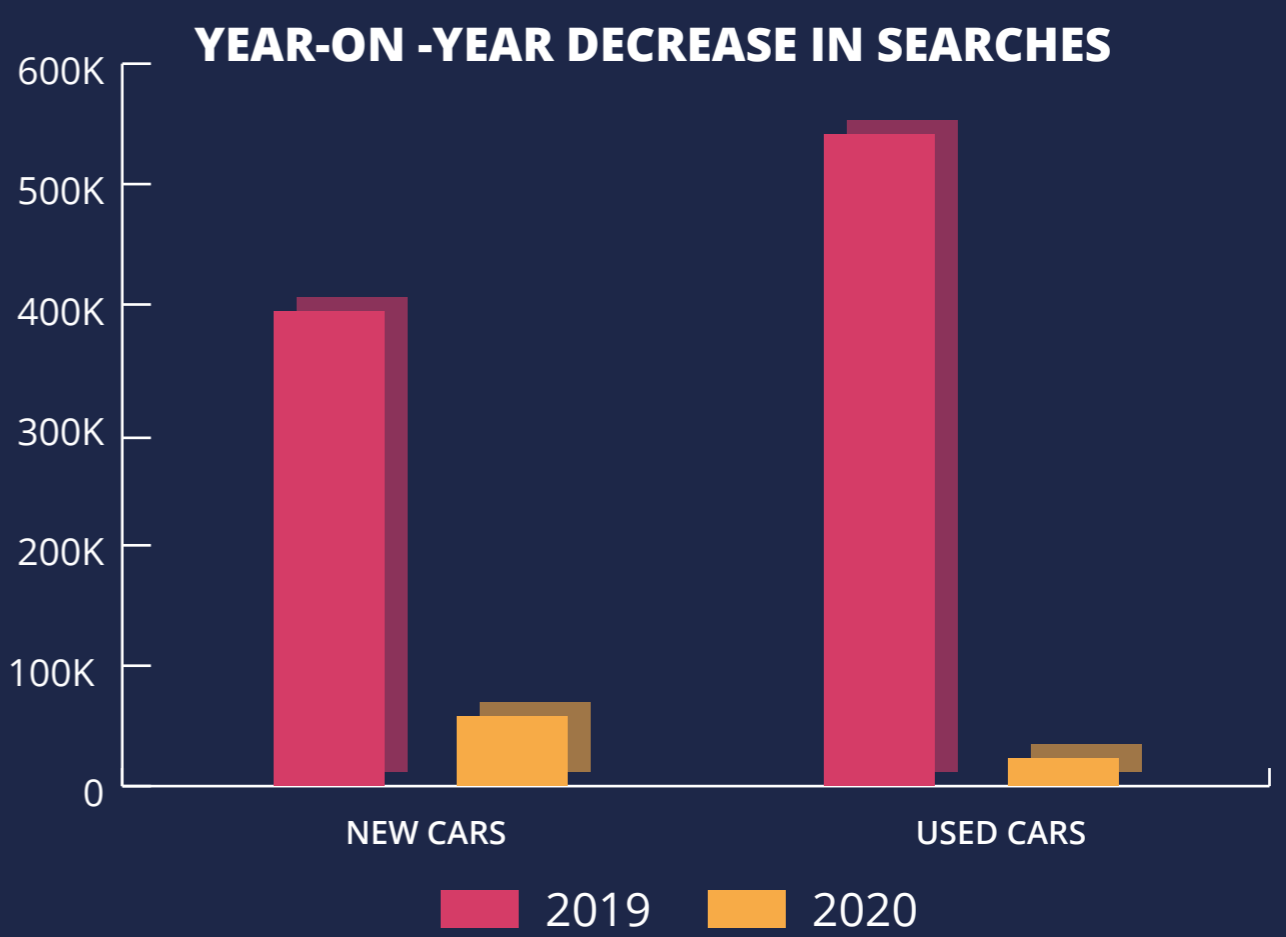
43% Website Sessions Begin to Decline

As restrictions came into force towards the end of March, consumers visiting car dealer websites began to decline. This led to a **43%** decrease YoY for March.

Year	Sessions
2019	~18K
2020	~10K

Enquiries Down Across the Board

Generally, dealers experienced a **61%** decline in online inquiries across the month. Finance Enquiries being the worst hit decline by **83%** versus last year...



All Dealers are feeling the effects

The impact of Covid 19 is being felt by dealers across the country. Whether your a New Car or Used Car retailer the effects are being felt by all right now.

However, there could be hope!

The decline witnessed in online behavior and search interest represents a significant shock to the Irish Motor Industry. However, any return to the norm will be witnessed here first, a reason to be optimistic going forward.