

And that's a Wrap

By Ilana Kearns

According to [IHS Markit](#), Americans are keeping their personal cars longer these days, with the average vehicle on the road now 12 years old, up from 9.6 years old in 2002. The report is based on vehicles in operation since January 1st of 2020.

The Coronavirus Used Car Boom

Covid-19 has led to an increase in used car sales as buyers may be hesitant to spend money on a new car with the influx of job security concerns combined with an unstable economy. Others may be working remotely on a more long-term basis now, with less need to drive.

As a direct result of today's economic climate, [consumers](#) can find a greater inventory of used vehicles online, and dealers are accelerating their digital efforts too. Dealerships such as AutoNation and CarMax have seen stocks rebound strongly since the March bottom. [Carvana](#), which goes direct to consumers in selling used cars without dealers in the middle, has seen its stock increase from a \$30 low point in March to over \$200 last quarter! Overseas trends are similar, with private U.K.-based online car sales company Cazoo [doubling its valuation](#). Online car sales rival Shift Technologies went public this past October. [Cars.com](#) reported earnings last quarter that sent its shares up 25%.

August and September posted the fastest rate of used car inventory turnover in the past six years, according to Edmunds.com data.

Consulting firm AlixPartners has estimated that due to the lockdowns, timeline to full auto factory restarts, and a global consumer confidence decline, it expects a drop of 36 million new vehicle sales globally through 2022, compared to 2019 levels.

With the used vehicle market already estimated at 42 million units annually in the U.S., the used car boom is here to stay. The slowdown in new vehicle sales also means there is an opportunity for car dealerships to reimagine their revenue streams to sustain business at the dealer level by offering new aftermarket vehicle services. And that's where car wrapping comes into play.

Car Wrapping: A Money Maker for Automotive Dealerships

While shopping for a used car, a customer stumbles across a vehicle that is perfect in every which way except for the paint color. Instead of just bypassing that vehicle, the customer can choose to wrap that vehicle for as long or little as they desire with no damage to the OEM paint job for a fraction of the paint cost. A full-body or partial color vinyl wrap allows for a customer to turn a standard production vehicle into a highly personalized model while maintaining the manufacturers' original paint, which will keep the resale value intact from a devalued aftermarket paint job. A high-quality paint job can range from \$3,000 to \$20,000+ depending on the paints' color, paint shop, and quality. Paint quality varies, especially at a lower price point. Cheaper paints will look great at first, but within a few years can show wear and tear, resulting in yet another paint job. Alternatively, professionally installed car wraps with the highest quality materials cost anywhere from \$3,500-\$5,000+ with a 4-10 years life expectancy. Not to mention when it comes to wrapping a vehicle, a car can be fully transformed within 3-5 days vs. the two weeks it takes to complete a paint job.

Today, Most wraps are sold and installed by specialty shops because until recently, the only way to sell vehicle wrapping services was to show somebody a swatch, think paint swatches for your home, or spending hours mocking up 2D unrealistic photos in PhotoShop, resulting in hours of lost productivity; dealerships don't have resources to support this aftermarket service. But now, thanks to new technology, car wrapping is a huge revenue opportunity for dealership F&I departments. Why? Because oftentimes, a consumer purchasing a used car may not have extra cash on hand to customize their vehicle and would love to roll this cost into the purchase of their used car.

Drive Sales with Zeno by xix3D

What if salespeople at dealerships were given a tool that would allow customers to reimagine what their car would look like wrapped with renderings of hyper-realistic images before the vehicle is ever touched? Think back to the customer who found that car that was almost perfect on the lot except the color was wrong. Not only can not offering car wrapping cost a dealership a car sale but also a lost revenue stream.

Zeno by xix3D is a technology platform created to do just that. Zeno is an easy-to-use 3D technology with all of the tools at your fingertips to create a custom dream car with capabilities to change every panel, logo, trim, and more on every vehicle model with built-in designs and decals with SKUs from [3M vinyl wrap](#), [Avery Dennison](#), and [KPFM](#), along with every OEM paint. In addition to colors, you have the option to add custom logos and designs in seconds using EPS files. Zeno is in the process of adding the ability to swap out after-market parts and create a robust auto-configuration tool. You can even upload your own custom design within seconds through this interactive, fun, and immersive 3D vehicle wrap design and color model experience. Once you have your 3D configuration complete, it takes about 2 minutes for Zeno to create and email the hyper-realistic renderings developed for you. No more long hours spent creating 2D renderings.

Scale your Dealership

Zeno offers Software as a Service with two subscription packages designed to meet your budget, the Zeno Standard or the Premium Bespoke with no custom hardware required. Each package comes complete with 250+ cars, 500+ vinyl films, 14 rendering backgrounds, 360-degree renderings, 8 environments, seven finish options, and unlimited designs, wheelbase colors, and renderings, offering an unparalleled combination of shades and finishes to create truly unique and innovative designs. What's cool about the Zeno platform is that it will automatically check for and install any updates. Updates come out every few days, and all that's required from the user's end is to let the system boot up for a few minutes before showing it to a customer. You can even white-label every aspect of the Zeno platform. When you sign up, you will have the ability to upload your logo and immediately have the branding on renderings and throughout 2D portions of the application. Zeno can also develop your logo into the 3D studio for a small fee.

In addition, you can also provide shop customers with the ultimate cutting-edge experience through the custom-built P.C. platform featuring a touchscreen monitor for an immersive, hands-on experience.

On the Path to Full Configuration

While Zeno was first started by and for wrap shops, it has since evolved into a full configuration platform for wrap shops, signage companies, auto dealerships, and more. Zeno is on a path toward adding full configuration abilities across after-market parts for body-shops too. To learn more, please visit <https://xix3d.com>.