

# MAJOR CAR MANUFACTURES ARE SWITCHING TO ONLINE SALES

## MERCEDES-BENZ

Has said that

**25%**

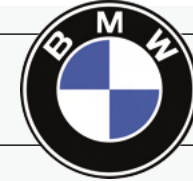
of its new car sales transactions will be completed online by 2025



Mercedes-Benz



## BMW



With customer expectations changing, digitalisation increasing and the online sales of vehicles expanding, BMW sees the future of Europe as a direct sales model

## TOYOTA

Has announced new Digital systems, called SmartPath at Toyota stores and Monogram at Lexus showrooms. They allow consumers to conduct most, or all, of their buying journeys online



TOYOTA