Certified pre-owned customers lift a brand’s loyalty rate by 7.5 percentage points over non-CPO buyers.

Owners that finance their vehicle through a captive lender have a make loyalty rate that is 8.3 percentage points higher than those who finance through a non-captive lender.

8.2 million customers returned to market in the 2015 model year.

51.5% of those customers repurchased from a brand they already own.

Understand What “Type” of Loyal Customers are Returning to Market:

- **Super Loyalists**: 14.6%
- **Loyalists**: 26.1%
- **Nomads**: 38.5%
- **Unspecified**: 20.8%

Percent of Return To Market Population