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Ride-hailing could offset decline in sales



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Here is a “So and So What” from the Automotive Digest Team

The Core Premise of the article:

“For dealerships, the high-touch needs of ride-hailing drivers represent a significant opportunity to offset the slow but steady decline in the number of households projected to buy vehicles in the months and years to come.”

What might be a better Long Range Strategy for Dealers?

Other than seeking to primarily sell cars to Ride Sharing Operators, how ‘bout dealers just get into the Ride Sharing service business as a part of a “Total Transportation Center Management Strategy”—where the dealer is a source and support for every service needed by their real customers –not just vehicle sales and service, but everything.

Kill or Be Killed Strategy by Dealers:

To suggest that dealers should compete with Uber and Lyft may seem a major challenge, but ultimately these two companies and their business models are taking away what has been called “Dealer Business” as consumer and commercial transportation needs are changing.