



## **19 percent of new car purchase decisions are currently being made online.**

([PRWEB](#)) April 1, 2004 -- Market for Content delivery networks(CDN) worth close to \$350 million dollars in 2003.

Research and Markets announces the addition of the 2003-2008 Automotive Forecast Report to its offerings.

Steady growth driven by a growing Internet population and a maturing audience continues to characterize the online automotive industry. Within the category, the Internet is having the greatest impact on new car purchases: 19 percent of new car purchase decisions are currently being made online.

Growth in Internet-generated used car sales is shadowing that of new car sales, but online financing and insurance decisions still lag far behind; the majority of consumers conclude their online research in these areas without having reached a decision about either provider. The rising number of online consumers undecided on each dimension of the vehicle purchase offers both a large and growing opportunity to all entities within the category.

This vision report considers the online automotive industry.

For a complete index of this report click on <http://www.researchandmarkets.com/reports/54567>

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