

Fiat Chrysler expanding online shopping options to include used cars

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Looking for a used car?

Fiat Chrysler Automobiles is expanding its online shopping system in the

coming months to allow dealers to list their used cars and "certified pre-owned" vehicles on FCA's E-Shop.

That expansion, which by December will also include [test drive](#) scheduling, online chats and refundable [vehicle](#) reservations in connection with a PayPal account, is part of the company's push to improve its online vehicle retailing, an area that has been growing in light of the COVID-19 pandemic. Early next year, Mopar accessory shopping will also be added.

FCA, in a news release, said online shopping traffic across its dealer network is up more than 65% since the launch of its online service now known as E-Shop earlier this year.

"Six months ago, we pulled ahead of the launch of E-Shop to help our dealers who were attempting to navigate the COVID-19 pandemic," FCA U.S. Head of Sales Jeff Kommor said in the release. "Little did we know what a powerful tool E-Shop would become. About 45% of FCA's monthly sales originated from an Internet lead. Last year it was about 25%. Consumers say E-Shop gives them more transparency while dealers say the entire process—including home delivery—allows them to create a strong bond with the shopper."

Customers can complete an entire vehicle purchase through E-Shop, including e-signing paperwork and scheduling home delivery. It's available through FCA brand websites—Chrysler, Dodge, Jeep, Ram, Fiat and Alfa Romeo—as well as participating dealer sites and social media applications, FCA said in the release.

"We had always envisioned E-Shop as a digital backbone onto which we could bolt new and cutting-edge elements that put the customer first. Ecommerce continues to be an integral tool in our marketing suite, providing audiences the ability to experience and shop our brands from

the comfort of their homes. We're only getting started," Marissa Hunter, head of marketing for FCA North America, said in the release.

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