

# WALKAWAY™

Smart, Responsible Debt Protection.  
THE WORLD'S FIRST VEHICLE RETURN PROGRAM

## Data shows consumers want quality debt protection

Our recent market research shows that debt protection is more relevant amongst Canadian automotive consumers than ever before. Investing in the right high-quality debt protection products helps boost confidence amongst customers by protecting them from the unexpected. For the purposes of this survey, over 1,000 Canadians were surveyed across the country, all of whom are planning a vehicle purchase within the next two years.



### How are consumers planning to purchase their next vehicle?

**40%** Are planning to finance through the dealership

**32%** Are planning a cash purchase

**10%** Are planning to finance through another loan-type outside of the dealership

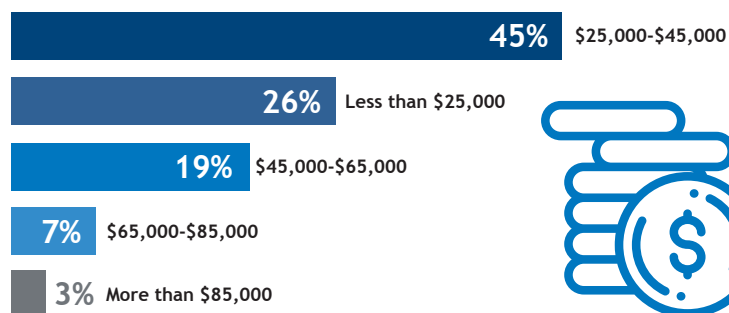
**10%** Are planning to lease

**8%** Are planning to use a personal line of credit

### Are consumers planning to purchase new or used vehicles?



### How much are consumers planning to spend on their next vehicle purchase?



## 86% of consumers want the option to return their vehicle

We asked consumers if they would feel more confident in their next vehicle purchase knowing it came with coverage that would allow them to return their vehicle should something unexpected happen (e.g. job loss, critical illness, physical disability), and 86% said yes.

## 79% want the option to have vehicle payments made for them

We asked consumers if they would feel more confident in their next vehicle purchase knowing it came with coverage that would make their monthly payments for them if something unexpected happened (e.g. job loss, critical illness, physical disability) and 79% said yes.

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## What is the maximum amount consumers would be willing to pay for these products?

**89%**

Up to \$50/  
month



**11%**  
Would prefer  
complimentary  
coverage

## Who would consumers feel comfortable purchasing these types of debt protection products from?

**45%**

A representative at the dealership

**41%**

A licensed insurance broker

**36%**

A financial institution (e.g. bank)

**34%**

The automobile manufacturer or its finance division  
(e.g. Toyota Credit Canada)

**18%**

Directly online (self-serve)

## What is causing consumers to feel concerned about their next vehicle purchase?



**60%:**

Current state of the economy



**14%:**

Potential critical illness



**31%:**

Potential job loss



**9%:**

Potential physical disability



**17%:**

Environmental impacts



**5%:**

Self-employed personal  
bankruptcy



**17%:**

Their age

## Survey respondent demographics

### Age:

**18-29: 23%**

**45-60: 26%**

**30-44: 32%**

**> 60: 19%**

### Gender:



**50%**  
Identified  
as female



**50%**  
Identified  
as male

For more information on WALKAWAY Finance Protection™  
and other high-quality debt protection products, visit  
**insuranceinsight.ca**