

# Car Dealer Website

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**Abstract:** In this digital age, everything is becoming online and accessible anywhere. From ordering foods, groceries, clothes, shoes, to fast-moving consumer good people use internet for this. The car buyers also make the use of internet in their car purchasing journey. The Car dealer portal helps the user in this process. It allows them to view cars, specifications, images. And many more. They can also get in touch with the dealer through this portal. The customers can book test drive of the car from their home. And also, the user can register their interest in a car by giving their contact number. It saves the customer's time. The car dealership also gets more customers due to online presence. We have used PHP, JavaScript, JQuery and HTML technologies in developing our website. And MySQL for database.

**Keywords:** Car Dealer, Used Cars, Website, Vehicles

## I. INTRODUCTION

The number of users using the Internet to search for cars is increasing. The car buyers use online tools like Search Engines, YouTube, and Dealer Websites for researching about the car. [1] The buyers access those tools on their smartphones, Desktops and laptops. They can get all the information they want at their fingertips. And can access it anytime anywhere. A car dealership is a business that sells new or used cars at retail level. It acts as an intermediary between the customers and car manufactures. It employs salespeople to do the selling. And also it may provide maintenance service for cars and sell spare parts.

The car dealer portal allows the users to purchase cars online without physically having to visit the car dealer's showroom office. Customers can purchase their desired cars from anywhere in the world. The cars will be displayed on the website. The customers will be able to view car models, specifications, images, etc. They can then fill the contact form to reach the dealership. They can also book the test drive of the car. The leads will be received at the dealer's end. The dealer will responds to this customer enquiries.

## II. FEATURES

**2.1 Contact Form:** Customers can get in touch with the dealer through the form.

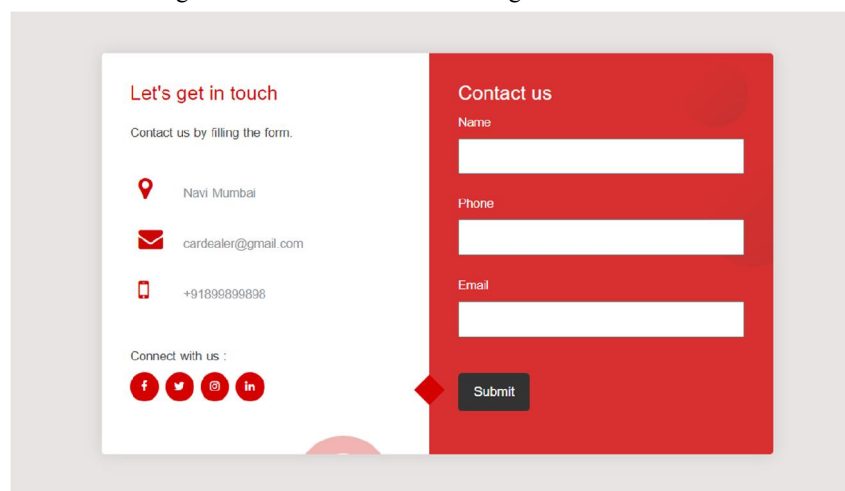


Figure 1: Contact Form



2.2 Car Details Page: The customers can view the car details on this page.

### Tata Nexon



#### Car description

The Tata Nexon is a subcompact crossover SUV produced by Tata Motors. Tata Nexon is available in seven variants - XE, XM, XMA, XZ, XZ+, and XZA+ .

Enquire Now

#### Key Highlights

- ✔ Good Performance
- ✔ Premium Interiors
- ✔ Better Engine

Figure 2: Car details Page

2.3 Car Specifications: Specifications of the cars are displayed here.

General Info	
Brand	Tata
Model	Nexon
Variant	XZ+
Fuel	Petrol
Body Type	CSUV
Year	2019
Owners	1
Condition	Good
Loan	No
Transmission	MT
State	MH
Accessories	NA
Warranty	3Y
Tyres	Good Condition
Color	Grey

Figure 3: Car specifications

### III. LITERATURE REVIEW

- As per a research paper by Sasikumar, the Portal can provide better management information and better support for customer-facing activities in both sales and pre-sales services. [2]
- In a Research Paper by Raheem and Mutiat, the authors have written that the purpose of the Car Dealer Portals is such that vehicles can be purchased online without physically having to visit the car dealer’s showroom office. [3]
- In this paper, we got to know that distance between dealers and customer plays an important role in the decision of buying a car. [4]

#### 4.1 Functionalities

1. User can view the available cars in the dealership in various segments.
2. They can view car details like specifications, price, images, etc.

3. Book the Test Drive of the car.
4. Register interest in a car model.
5. Contact the dealer through Lead forms.
6. Manage the requests by users at dealership level.

#### **4.2 Scope**

1. The portal makes the car purchasing to be done online. And it also saves time of the customers.
2. Be easy to use and accessible to many users.
3. It should be user-friendly.
4. Be expandable.
5. It also increase the reach of dealer.

#### **4.3 Objective**

The main objective of the Car Dealer Portal is to allow the customer to view various car models and reach the Dealer online. The user can also view car details, price, and specifications on the site. The user can even book test drive of the car. The requests are then received at the dealers end and he can do the further procedures. It is meant to save users time and also attract more customers for the dealer.

#### **4.4 Examples**

These are some examples of used car websites:

- Cars24
- True Value
- OLX Autos
- CarTrade

### **V. CONCLUSION**

So, in this way we are going to create the Car Dealer Portal. It is useful to the user in their car buying process. They can check the estimated price of the car. The user can book test drive and register their interest. In this way it saves the user's time and makes the car buying process convenient. It enables car dealers to provide services that allow customers to conveniently and safely carry out transactions without leaving the comfort of their home or offices or visiting the dealer showroom. The portal also increases the reach of the dealer. And attracts more customers. Thus, the portal is helpful for both customers and dealer.

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