



*AM* readers recommend their top suppliers





# DEALERS' VOTES HAVE BEEN COUNTED

We present the top performers in the 2025 AM Dealer Recommended research

**S**ignificant motor retail industry suppliers have been endorsed by UK automotive retail leaders in the AM Dealer Recommended research programme.

The programme is intended to provide UK motor retailers with an understanding of the suppliers who are highly trusted by their peers, with an aim to help dealerships to shape and inform their knowledge of their preferred targets when revising their partnerships with industry suppliers.

We survey dealers from our audience to find out who they trust most and rely on for products and services in a variety of critical aspects of their motor retail operations.

It is a critical programme for AM's audience. Often a dealership's opportunity to grow revenues and profits comes hand-in-hand with its critical suppliers' abilities to provide support and innovative products or solutions. The nature of franchised motor retailing encourages long, close major relationships with suppliers.

The mixture of businesses within any particular franchised dealer network also leads to a variety of approaches when it comes to these third party supply agreements. For some dealerships the longevity of

the relationship is important, generating that sense of loyalty, reliability and fairness that carries the partnership through the feasts and famines of the car industry's cycle, and it takes a great deal for its leaders to start to look elsewhere.

For others, the priorities are a sense of progression, of getting access to the next big thing, or of getting the best possible agreement, and they are keen to regularly review their current suppliers comprehensively and to shop around for new partnerships.

Almost 30 companies received sufficient support from AM's dealer audience to become Dealer Recommended this year. And from the research two categories stand out for having the highest number of recommended companies, recognising the competitiveness in these sub-sectors: auctions and remarketing; and paint protection, each with four.







# THE 2025 AM DEALER RECOMMENDED COMPANIES

## Auctions & Remarketing

Aston Barclay  
BCA  
Dealer Auction  
Manheim Auctions

## Classifieds/Car Listing

Auto Trader

## Cosmetic Repair

AutoProtect

## Digital Marketing

Bluesky Interactive  
Codeweavers  
Keyloop

## EV Charging

Ohme EV  
Pod Point

## Finance

Black Horse  
MotoNovo Finance  
Santander

## Paint Protection

Autoglym LifeShine  
GardX Group  
Jewelutra Diamondbrite  
Supagard

## Service Plans

eDynamix  
EMaC  
Car Care Plan

## Technology Providers

eDynamix  
Keyloop

## Warranty Providers

Car Care Plan  
EMaC  
RAC



AM, Media House, Lynch Wood, Peterborough PE2 6EA  
Email: [AM@bauermedia.co.uk](mailto:AM@bauermedia.co.uk)

### EDITORIAL

**Editor** Tim Rose 01733 468266  
[tim.rose@bauermedia.co.uk](mailto:tim.rose@bauermedia.co.uk) • @AM\_editorTimR  
**Deputy editor** Aimée Turner  
[aimee.turner@bauermedia.co.uk](mailto:aimee.turner@bauermedia.co.uk)

### PRODUCTION

**Head of publishing** Luke Neal  
**Production editor** David Buckley

### PROJECT MANAGEMENT

**Head of project management**  
Leanne Patterson [b2bpm@bauermedia.co.uk](mailto:b2bpm@bauermedia.co.uk)  
**Project manager**  
Ella Harrington

### ADVERTISING

**Commercial director B2B**  
Sheryl Graham 01733 366467  
**Account managers**  
Sara Donald 01733 366474  
Kate Atkinson 01733 979465

### EVENTS

**Group events director** Chris Lester  
**Awards director** Sandra Evitt 01733 468123  
**Event manager** Kate Howard 01733 468146  
**Exhibitions director** Katie Gordon-Hill 01733 468289

### PUBLISHING

**Group editor, B2B** Stephen Briers  
**Head of B2B digital operations** Jeremy Bennett  
**CRM & marketing manager** Lauren Annis  
**Publishing and product director, B2B** Alex McLachlan  
**Managing director of Commercial,**  
UK Publishing Nicky Holt  
**Office manager** Jane Hill 01733 468319  
**Chief financial officer** Lisa Hayden  
**Commercial director, Automotive** Gareth Ashman  
**Co-CEO of Bauer Publishing UK** Steve Prentice

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# PERSPECTIVES ON SUCCESS

Having the right partnerships go a long way to ensuring good outcomes for any dealership, reports *Aimée Turner*

**T**he relationship between dealerships and their suppliers forms a cornerstone of operational success. These partnerships influence everything from day-to-day logistics to long-term strategies, impacting not only efficiency, but also customer satisfaction and financial performance.

The interplay between dealerships and their suppliers is more than just a transactional relationship; it is a strategic collaboration that can shape business performance. From qualities like consistency and agility to the balance between innovation and practicality, suppliers need to be able to navigate the complex landscape in which a dealership exists in order to continually deliver value.

Whether grappling with onboarding challenges or evaluating the merits of local versus international suppliers, dealerships have to remain focused on fostering partnerships that align with their own operational goals and customer-centric philosophies.

By prioritising communication, understanding, and strategic alignment, both dealerships and suppliers can share mutual success.

AM has sought the insights of leading industry professionals including Chris Lee, Howards Motor Group managing director; Mark Pardoe, managing director, Griffin Mill; Nathan Tomlinson, managing director, Devonshire Motors and Tony Sciascia, managing director, Celtic Auto, who offer a nuanced understanding of

what dealerships value most in their suppliers and how achieving best practice in developing successful relationships can represent a win-win for all concerned.

The senior executives who were consulted in this analysis offer several key takeaways for suppliers aiming to build strong, enduring partnerships.

First, a deep understanding of the dealership's unique challenges and priorities is essential. Suppliers must demonstrate not only technical competence but also empathy and a commitment to the dealership's success. Second, innovation must be pursued thoughtfully, ensuring that new solutions align with operational realities and deliver tangible value.

Finally, flexibility and adaptability – both in terms of contractual frameworks and operational approaches – are becoming increasingly vital in an industry characterised by rapid change.

## WHAT QUALITIES DO DEALERSHIPS LOOK FOR IN SUPPLIERS?

Dealerships rely on suppliers to maintain seamless operations and deliver superior customer experiences. As such, the qualities that define a valuable supplier often

revolve around reliability, innovation, and alignment with dealership goals.

Lee, representing an AM100 group perspective, outlines a clear set of expectations: "As a dealership group, we look for suppliers who understand the automotive industry and our specific needs. Consistency in service delivery and product quality is essential, as disruptions can directly impact our operations and customer satisfaction."

He points to agility as a key differentiator, noting that suppliers must be able to swiftly adapt to evolving dealership and customer demands. Moreover, he underscores the importance of shared values: "Alignment with our customer-first philosophy is crucial. Everything we do is customer-centric, so we expect our suppliers to share our mission to enhance and maximise the customer experience."

Pardoe highlights the need for simplicity and tailored support, and believes suppliers should provide ongoing reviews, training, and updates specific to the dealership's business needs.


Integration is a recurring theme, as Pardoe explains that seamless alignment with existing systems ensures operational efficiency for both staff and management.

The value of tailored solutions becomes clear when Pardoe observes that poorly designed supplier products often lead to costly workarounds: "The worst of partners can ultimately end up forcing you to adapt your processes, to fit the inadequacies of the product, often finding that integration doesn't match up to the sales pitch."

Devonshire Motors' Tomlinson adds another dimension by highlighting the interplay between traditional retail approaches and modern digital systems.

He explains: "As retail continues to move away from the traditional and leans more heavily on digital, retailers are exploring new technology, innovation and systems. When you're blending a very traditional approach to retail, and often a legacy set of skills, with a completely new digital system you need an understanding of how to integrate that system at the retailers' level of technical competence. A good supplier will understand that."

This underscores the



**Chris Lee: "Disruptions can directly impact our operations and customer satisfaction."**





Tony Sciascia: "Dealers want suppliers to be reliable and honour promises, to provide good value and, where applicable, speedy and reliable support."



Lee says a good supplier "is one who acts as an extension of our team. They are proactive, communicate effectively, and are genuinely committed to helping us achieve our objectives."

need for suppliers to act as mediators, bridging the gap between evolving technologies and the workforce's existing competencies. Even so, most important is the fundamental expectation that suppliers will act as dependable partners who are focussed on client success.

Sciascia at Celtic Auto provides a succinct summary of dealership expectations here which advocates for reliability and value as gives: "Dealers want suppliers to be reliable and honour promises, to provide good value and where applicable, speedy and reliable support."

#### WHAT DEFINES A GOOD SUPPLIER PARTNERSHIP?

A supplier relationship transcends the transactional realm when it becomes a strategic partnership and the attributes that define such partnerships are trust, alignment and proactive collaboration.

Transparency is paramount, according to Lee, especially when it comes to costs, timelines and potential challenges. Most importantly, when challenges arise, a dealership must have suppliers who come with effective solutions – swiftly.

Again, agility and responsiveness are non-negotiables.

"In a fast-paced industry, quick response times are essential. Whether it's addressing an issue, offering support, or responding to market changes, we need partners who are agile," he says.

Pardoe expands on this theme of collaboration, noting that the best suppliers take the time to understand the business needs and tailor their offerings accordingly.

"We look to see if a supplier is culturally aligned to our business, along with our goals and aspirations. Will a supplier/product add value to our business and is the cost relative to the potential benefit or can something we currently have be adapted to meet the need?"

Tomlinson calls for suppliers to prioritise productivity and long-term

value over fleeting trends with the accent on delivering durable, practical solutions.

"We're looking for a product or service which we need and that can add value, rather than tech or a system for the sake of it," he says. "There's a lot of hype around at the moment and it's really important not to get caught up in trends. A good supplier partner will understand how automotive retail works and how they can enhance productivity.

"The flip side to that – the ease with which digital innovation can be developed allows suppliers to bring products to market in super-fast time, so there's a lot of quick fixes which don't necessarily have the background or back-up which will provide value for money over time."

Sciascia agrees, saying delivering relevant, impactful solutions is key to meeting the real-world pragmatic perspective of most dealerships: "A good supplier partner is one who understands what the dealer needs and not what they think the dealer wants. They will have a real-world understanding of life at a dealership level so can therefore empathise with the dealer requirements and thus provide goods or services which are relevant and can make a difference."

In terms of prospecting for new business, Sciascia also offers some important advice: "I look for suppliers who are not pushy to get a foot in the door. I want the supplier to respect the demands on my time and therefore get to the point."

Once installed, a supplier then has the responsibility to maintain a high level of responsiveness: "For me, the ability to pick up the phone and get support or an answer when needed is crucial for long-term relationships," Sciascia says.

For Lee, a robust level of customer

support is key, not only in terms of being able to resolve issues efficiently – but also to respond to a dealership's growth aspirations: "We need suppliers who are easy to work with, can scale with us and adapt to changing requirements."

#### HOW CHALLENGING IS IT TO ONBOARD SUPPLIERS?

Onboarding new suppliers is a critical, yet often challenging, process, requiring careful planning, integration and collaboration to ensure smooth transitions without disrupting operations.

Here, Lee acknowledges the inherent complexities, stating: "Onboarding new suppliers can be challenging, particularly because of the need to ensure seamless integration with our existing systems and maintain service continuity."

He notes that his business's high standards for data security, system compatibility and usability can make the process complex for new suppliers although he points out that Howard Motors' skilled team can ensure successful transitions.

Pardoe at Griffin Mill echoes these sentiments, stressing the need for detailed preparation: "The onboarding process demands meticulous scoping and briefing, engaging all user levels within the business." He praises suppliers who understand the time and effort required for a smooth transition, noting that such efforts ultimately foster stronger partnerships.

Reflecting on the many significant technology-based migrations over his 25-year industry career, Tomlinson says they were successful because teams and individuals worked very closely and tirelessly together to deliver them.

"With API technology, onboarding

new suppliers and systems should be quick and easy. In practice, it's rarely the case, and my observation is that this is largely as a result of differing working patterns, less fluid communication, and no doubt a similar shortage of experience and skills as we also face in automotive. Today, even the simplest of tasks can become complex and time-consuming," says Tomlinson.

Sciascia, however, notes that modern contract structures have helped offset the risk, aligning with an industry-wide push to introduce innovation while maintaining flexibility in supplier relationships. "If there is a minimum term contract," he says, "it tends to be no more than 12 months with more and more suppliers introducing rolling one-month contracts. This is a great way to get me to engage and try something new and demonstrates belief in their product and, if it does not work, I can cancel with a minimum of expense."

#### ARE DEALERSHIPS LOOKING FOR INTERNATIONAL SUPPLIERS?

The global marketplace offers dealerships further access to innovative solutions although much depends on specific needs and priorities, with support for domestic suppliers judged important.

Even so, Lee expresses openness to international options, stating: "We're open to looking outside the UK if it enables us to find best-in-class solutions that meet our needs. That said, we do prioritise suppliers with a strong understanding of UK regulations and market nuances."

Tomlinson also highlights the advantages of international partnerships, particularly in the realm of AI-driven solutions, explaining: "The technology was a big appeal, but

more so was the partnership which allows us direct access to work with and evolve the product."

#### SHOULD SUPPLIERS FOCUS ON CONSTANT INNOVATION?

Emerging trends such as digital transformation, electrification and customer-centric innovations will undoubtedly shape the future of these relationships, although balancing innovation with stability will remain a critical challenge.

Lee articulates this balance succinctly: "We do expect innovation, but our preference is only when required. Innovation is good, but so is stability in the complex business we operate in."

"When innovation comes, it should be to improve efficiency or maximise experience."

Pardoe takes a more assertive stance: "The needs of the market and our business are constantly evolving and we want our suppliers to move with that change at a pace. We don't want to add proprietary functionality to fulfil the lack of innovation from an existing supplier."

Even so, dealers need to be cautious of the risk of their suppliers over-promising and under-delivering and should value execution over novelty.

Tomlinson cautions against innovation for its own sake: "You need to always be looking ahead and planning for the next generational shift in terms of both employee and consumer. All too often, though, I see suppliers, especially in the technology ecosystem, designing tools which will be needed tomorrow but positioning them for today's market. This can be expensive and disappointing for all parties."



**Nathan Tomlinson: "Onboarding new suppliers and systems should be quick and easy. In practice, it's rarely the case"**





# SMART solutions for customer satisfaction and dealer value

More and more motorists appreciate the value of cover from AutoProtect

Recognition as the Minor Damage Dealer Recommended Supplier of the Year is something the AutoProtect Group has earned as an innovator and leader. It was the first to market with this product and continues to enhance both the product and, critically, the customer experience, leading the way in delighting customers as a result.

## A SMART product at the right time

The availability of SMART insurance has helped to provide greater certainty against a changing economic backdrop for customers. At the same time, keeping their cars looking their best and maximising their resale value has proved especially valuable for customers with PCP and PCH finance to avoid unwanted end-of-agreement fees. For all car owners, it has also helped avoid claiming through primary car insurance, with the inherent risk of increased premiums.

## The case for SMART insurance

According to independent research for AutoProtect, almost half of all car owners (47%) experienced an unwanted scratch, scuff, chip, or dent on their car over the past year, and almost half of these suffered multiple incidents. Just

2% had the comfort of knowing that the damage sustained could be repaired courtesy of the SMART insurance they had in place.

Three times as many paid for damage through their car insurance, with the risks to their no-claims bonuses and any excess fees. Seven times as many paid for the repairs from their own pocket, and half did not address the damage at all.

Research published recently by Churchill Insurance has highlighted the scourge of minor damage caused in car parks. It reported that 30% of drivers had their car damaged in a car park last year, with an average repair cost of £223.50. And 37% of the respondents admitted that the damage was still there, impacting the car's future value and risking possible end-of-finance agreement costs.

The research estimated that car park damage costs drivers £424m annually.

## Dealer awareness of SMART's value continues to increase

SMART now ranks second on the 'must-have' list regarding product sales penetration for franchised dealers, only fractionally behind warranties.

This positioning has continued to emerge because of the product's inherent measurable value and because dealers recognise its importance in retention and customer satisfaction.

However, increasing SMART sales are not just being led by dealers. There continues to be a clear trend of customers actively requesting a new SMART policy for their vehicle, having held and claimed on a policy in the past. Often, when demand is this high, the dealer does not need to "sell".

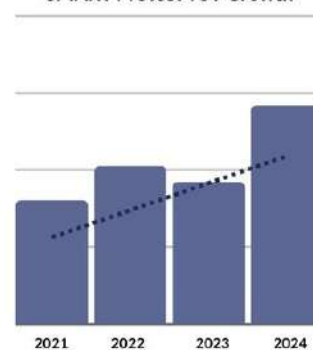
## Growth in AutoProtect SMART sales

The combination of an ever-improving product, great customer experiences and increasing dealer interest is increasing sales.

## First to market and still leading the way

AutoProtect began distributing SMART insurance in 2007. Since

SMART Protect YoY Growth



then, improvements in paint quality and repair technology have enabled AutoProtect to enhance its product proposition to one of the best available on the market today.

A critical improvement has been the scale of damage covered. The original 2007 limit of 15cm for damage that could be repaired has increased to 30cm diameter for dents and light scratches up to 30cm long today. Every job completed comes with AutoProtect's 100% repair invisibility guarantee.

If an invisible SMART repair on minor damage cannot be achieved, AutoProtect can include a bodyshop contribution in its policy to help soften the financial impact on the customer and improve their experience.

Recognising that the repairer is crucial to the customer experience, AutoProtect Group has invested in Shine!, the business's UK-wide mobile repair network. Complete with its own training academy, Shine's directly employed and highly trained technicians complete all AutoProtect SMART repairs to ensure consistent, high-quality and customer experience with the work fulfilled at customers' homes or business addresses, adding a highly valued level of convenience.

Shine's latest market-leading edge is gaining PAS 2060 status, the only internationally recognised certification for organisational carbon neutrality published by BSI; the first mobile repairer to have this sustainability qualification.







### The AutoProtect SMART model today

AutoProtect's SMART protection is available for new and used cars for 12-48 month policy terms. Customers benefit from an end-to-end seamless experience when making a claim with everything managed in-house by AutoProtect.

- Claims are quick and easy using the award-winning claims app.
- AutoProtect Group's UK-wide Shine! has a high-quality repairs network of technicians. (Shine! holds an 'Excellent' Trustpilot rating of 4.9/5 in its own right). It works brilliantly, as customers report.

### A measurable customer favourite

To get an up-to-date, authentic insight into how customers value AutoProtect's SMART insurance product and service, we went to Trustpilot. Here are two recent verbatim feedback comments: **Easy to use and quality workmanship** The process was really easy to navigate and absolutely no debates or delays. A repairer was organised quickly and the service I received when working on my car was first class. Quality workmanship by a gentleman who took pride in his work and took care of my vehicle.

### Josh did an amazing job

I can't even see where the damage was. Josh arrived promptly and worked thoroughly and tidily. He's a very pleasant young man and has good interpersonal skills as well as being an excellent technician. Your office staff are also good communicators. I'm so pleased I signed up for this service when I bought my new car. Thank you.

### AutoProtect's overall performance

- A consistent 'Excellent' rating on Trustpilot for the past eight years.
- 16,598 total reviews.
- 90% four- and five-star reviews.

### Claims performance

As with any insurance product, the acid test arises when a claim is made.

Customer feedback reveals that AutoProtect excels when a claim is approved. Dealers will also be interested in the product's claims frequency to indicate how useful their customers find it.

AutoProtect boasts a leading frequency of 84%, evidencing a high usage rate among active policyholders.

An impressive seven out of 10 claims

are approved, with non-approvals primarily linked to excessive damage beyond the product's remit.

### Optimising SMART's value

SMART insurance continues to gain traction and data reveals the scale of the available opportunity to introduce more customers to its benefits.

Central to optimising its potential are the frequency and success rate of claims and the product's role in helping maintain a vehicle's resale value.

Added to these is a fair pricing approach that recognises the value of SMART in reputation-building and retention as well as being an income opportunity.



Visit [Autoprotect.co.uk](http://Autoprotect.co.uk) or contact [Ourpartners@autoprotect.net](mailto:Ourpartners@autoprotect.net)



# LifeShine™



ADVERTISEMENT FEATURE

## CHOOSE SIMPLICITY WITH LIFESHINE

As an Autoglym Partner, offering LifeShine has never been easier. With our simple, hassle-free process, you can deliver premium ceramic exterior, interior, and glass protection to your customers with confidence. Our comprehensive training and support ensure seamless integration into your dealership, boosting customer satisfaction and adding value to every sale. LifeShine provides lasting protection and helps your vehicles stand out, while you enjoy increased revenue with minimal effort. Partnering with Autoglym means working with a trusted, industry-leading brand, making it a win-win for you and your customers.

### SWITCH WITH EASE, PROTECT WITH CONFIDENCE, POWERED BY AUTOGLYM

#### SEAMLESS TRANSITION

Switching providers is hassle-free with full support from Autoglym.

#### EASY APPLICATION

LifeShine is quick and simple to apply, saving time for your team.

#### TRUSTED BRAND POWER

Autoglym's strong reputation ensures top-tier protection customer's trust.



BECOME A PARTNER



## EXPLORE AUTOGLYM'S AWARD-WINNING PROFESSIONAL VALETING PRODUCTS





## 20 YEARS OF AUTOGLYM'S PREMIUM VEHICLE PROTECTION

Autoglym LifeShine has been at the forefront of the vehicle protection system market since it was launched in 2004. Created by the UK's largest car care provider, Autoglym, LifeShine offers the reassurance of a trusted household name, paired with unparalleled technology and innovation. The vehicle protection system is renowned for preserving both exterior and interior car surfaces. Originally developed to address the demand for long-term vehicle care, LifeShine quickly became popular as a premium service offered by car dealerships, providing more comprehensive protection than standard waxes and polishes. Autoglym's established reputation, combined with LifeShine's all-encompassing approach, positioned it as a top choice in automotive care, especially for new car buyers looking to protect their purchase from day one.

### EARLY GROWTH AND MARKET SUCCESS

In its early years, LifeShine grew rapidly, leveraging partnerships with dealerships to make its protection system a staple in the UK. Autoglym began enhancing LifeShine's formula to incorporate advances in automotive protection technology. These improvements provided superior resistance to environmental pollutants like UV rays, bird droppings, and acid rain, while also extending the product's longevity. The updated formulations offered paint treatments that bonded molecularly to surfaces, glass coatings that repelled water and dirt, and interior treatments that resisted stains without compromising fabric quality.

### TECHNOLOGICAL ADVANCEMENTS IN THE 2010s

Autoglym's R&D team based in Letchworth has continued to innovate with the creation of surface protection products that remain at the cutting edge in terms of performance and ease of application. LifeShine was the first system in the segment to feature a water-based non-aerosol interior protectant product, placing a keen focus on the safety of those applying the protection system.

### ADAPTING TO MODERN AUTOMOTIVE TRENDS

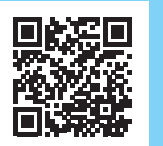
In 2023 Autoglym launched an all-new iteration of LifeShine incorporating CeraFuse™ Technology, which combines Polysilazane technology with reactive silicone polymers that bond to the paintwork, creating an ultra-durable ceramic barrier for a lifetime of flawless shine, colour enhancement and superior protection.

Product performance is only part of the picture. A standout benefit for LifeShine partners is the comprehensive support from the Autoglym team. This comes in the form of digital marketing and point of sale assets, sales training, and technical application training. This complete solution helps partners to sell and apply with confidence, not to mention a lifetime guarantee backed by Autoglym, to fall back on, covering customers for bird lime on exterior surfaces and dye transfer on interior upholstery.

### FUTURE VISION: SUSTAINABILITY AND INNOVATION

Looking forward, Autoglym's vision for LifeShine combines innovation and sustainability. The company is investing in research to develop a more sustainable approach to vehicle care and protection, aiming to minimise its environmental footprint. This includes energy-efficient production processes and using recycled materials in packaging. By addressing both advanced technology and sustainable practices, Autoglym is positioning LifeShine to lead in vehicle protection as the automotive industry evolves, offering future generations of car owners high-quality, eco-conscious vehicle care. Through cutting-edge technology and a commitment to sustainability, Autoglym LifeShine is set to continue as a premium choice in vehicle protection, reflecting over two decades of excellence and adaptability in automotive care.

EXPLORE  
MORE



# Car Care Plan named dealer recommended for warranty 2025

For an incredible 15th consecutive year, Car Care Plan has been named AM Dealer Recommended for Warranty. This remarkable achievement reflects the continuing trust and confidence of the automotive industry in Car Care Plan's exceptional warranty products and services.

AM's annual Dealer Recommended programme polls readers on their preferred automotive industry suppliers, and Car Care Plan has consistently come out on top as a provider that retailers would actively recommend to others.

Since first receiving the accolade in 2010, Car Care Plan has set the standard for excellence in vehicle warranty provision. This is underpinned by a commitment to delivering innovative, tailored solutions that meet the evolving needs of manufacturers, retailers and customers.



## Tailored to your needs

Car Care Plan's bespoke warranty packages are designed to suit the unique requirements of each manufacturer and retailer partner. Branded to ensure a consistent customer experience, these warranty programmes help increase uptake among new and used vehicle buyers, boosting revenue and raising retention rates.

By leveraging extensive data on UK car stocks across all franchises, as well as claims information on virtually every model available, Car Care Plan offers products tailored to each retailer's vehicle mix and business needs. In addition, a variety of warranty durations and payment options are available, from flexible monthly subscriptions to multi-year policies.

This versatility allows dealerships to cater to a wide range of customer needs and budgets, ensuring every driver can find a product that fits their requirements.

## Comprehensive in-house delivery

Car Care Plan manages every aspect of its operations in-house, creating a seamless and cohesive experience for its partners. From registration platforms and product underwriting to claims handling and renewals, every stage of the process is managed by its expert, highly experienced internal teams. This ensures a streamlined and efficient end-to-end service.

Unlike providers that outsource elements of their programmes, which can result in a fragmented and disjointed service, Car Care Plan's integrated approach means retailer partners benefit from a better-managed, more cohesive offering.

Just one of the many benefits of partnering with Car Care Plan for your warranty provision is their omnichannel renewal capability. By engaging customers across multiple platforms and touchpoints, the company helps partners generate downstream revenue while fostering repeat business.

## Unmatched experience and expertise

With more than 45 years of experience, Car Care Plan has built a reputation



To learn more about Car Care





and cosmetic repair cover, which are popular for those who value the appearance of their vehicle.

#### Financially stable partner

Car Care Plan's strong financial foundation is another key factor behind its long-standing success. As the trading style of Motors Insurance Company Limited (MICL), Car Care Plan Insurance holds an "A-" (Excellent) financial strength rating from AM Best, the world's first and largest credit rating agency specialising in the insurance industry.

This independent rating reflects the company's robust balance sheet and dependable performance, providing manufacturer and retailer partners with the confidence that their customers are in safe hands.

By contrast, some other providers use offshore underwriters that lack FSCS protection, AM Best ratings, and FCA and PRA regulation. Car Care Plan's commitment to compliance and financial stability ensures its partners can trust its products and services to meet the highest standards.

#### Your vehicle warranty partner

Car Care Plan's unique combination of tailored warranty solutions, comprehensive in-house delivery, financial stability and industry-leading innovation makes it the trusted partner of choice for manufacturers and dealers worldwide.

Being named AM Dealer Recommended for Warranty for 15 consecutive years is a testament to Car Care Plan's ability to consistently deliver exceptional service and value. Car Care Plan continues to lead the way in vehicle aftercare, helping its clients build stronger relationships with their customers and achieve long-term success.

as a trusted partner to the automotive industry. The company maintains long-standing relationships with more than 30 manufacturers and 2,500-plus retailers and registers in excess of 1.5 million warranty products annually across over 100 countries.

This extensive expertise has helped Car Care Plan earn the trust of industry-leading brands, who rely on its warranty products to maintain customer satisfaction and protect brand reputation. The company's consistently high customer satisfaction scores – an average of 4.9 out of 5 in post-call surveys – further demonstrates the dedication and professionalism of its team.

#### Meeting the needs of modern drivers

As the automotive landscape continues to evolve, Car Care Plan remains at the forefront of innovation. Its warranty programmes provide comprehensive coverage for all vehicle types, including internal combustion engine (ICE), hybrid, and electric vehicles (EVs).

The company was one of the first to include coverage for hybrid and EV

components in its standard warranty terms and earned the Plain English Society's Crystal Mark for clarity in its warranty documentation. By using clear and concise language, Car Care Plan ensures customers fully understand what is covered by their vehicle warranty, helping to build confidence in the product and reducing potential confusion.

Car Care Plan also recognises today's shifting consumer preferences for convenience and simplicity. In response, the company offers subscription-style vehicle protection packages, to simplify the customer experience.

An example of these all-in-one packages might include breakdown cover to get drivers back on the road, a service plan to spread the cost of routine maintenance, and a warranty for mechanical or electrical faults. This streamlined approach eliminates the complexity of dealing with multiple providers and payments.

In addition to its core warranty offering, Car Care Plan also offers a range of additional, complementary insurance products, such as alloy wheel insurance



Car Care Plan

An AmTrust Financial Company

# Exceed consumer expectations with the future of auto finance

In the UK and across the EU, consumers are increasingly embracing the convenience of online shopping. Recent data shows a continuous increase in the number of consumers taking advantage of being able to access detailed information at anytime, anywhere.

This upward trend is helping create greater expectations for online retail journeys that extend into vehicle buying and financing. Alongside the FCA's 2023 Consumer Duty principles, which set higher, clearer standards for providing fairer digital experiences for consumers, this shift marks a turning point in the automotive industry.

At Codeweavers, we're proud to be working closely with the UK's car retailer network to forge lasting connections between manufacturers, lenders, retailers and car buyers which come together in one connected platform to create best-in-class consumer experiences.

We're proud that this work has been recognised by *AM* readers as a leading supplier of digital marketing. Reflecting on our work from the past year, in this article we'll share our learnings on why trust and choice are going to be major influencing

factors for retailers in 2025 and how they can exceed expectations to maximise profit and improve conversion rates.

## Trust is non-negotiable

Recent data from Accenture highlights the growing trends towards distrust online, as 59.9% of consumers found themselves questioning the authenticity of online content more than ever before.

For a long time, the convenience of the internet outweighed anything else. However, those scales are starting to tip. In the automotive industry, we are also beginning to see more drive for transparency. The recent Court of Appeal judgment regarding Motor Finance Commission cases highlights the growing regulatory focus on transparency in financial service and reinforces the importance of providing consumers with clear, upfront information about commission structures.

Digital solutions that offer accessible, comparable information are key to building consumer trust and ensuring positive outcomes. Created in response to the regulations, Codeweavers' "two step apply" solution provides a transparent view of finance options. Through a



streamlined, two-step application journey, consumers can see their likelihood of approval across multiple lenders without impacting their credit scores. This helps them find the right lender with minimal friction, avoiding the traditional waterfall journey where consumers face multiple declines before acceptance.

Since its release, "two step apply" has improved one lender's finance submissions by more than 64%. Raising their acceptance rate to 85.9%, as well as increasing another lender's rate by 33%. As more lenders adopt this approach, we will see an increasingly seamless online experience, where consumers are more likely to secure finance with their chosen lender on their first attempt.

## Choice is king

We're seeing omnichannel shopping growing more than ever in automotive as consumers utilise all available avenues to make sure their next purchase meets all their expectations. In the past 10 months alone, Codeweavers has seen a 75% increase in mobile Storefront users compared with 2023, with sessions peaking between 6pm and 8pm. This highlights a clear shift in consumer behaviour during the early stages of vehicle shopping, with later browsing habits showing that many consumers prefer conducting vehicle searches and







comparisons after traditional work hours. The convenience of mobile browsing is likely driving this shift.

Retailers must be prepared to convert on these opportunities, however they materialise. The reality is that some consumers may purchase directly through the website, without ever visiting a showroom, or opting to head straight to the showroom to get up close with their vehicle of choice. Every one of these experiences must be smooth, connected and easily navigable. Flexibility in managing car finance plays a vital role in accommodating these diverse needs. By offering an omnichannel finance journey, retailers can target the uniqueness of each of your potential clients.

Connected, seamless finance is at the heart of Codeweavers' ethos. It's where our journey began. We are passionate about empowering consumers to complete the full finance journey anytime, anywhere. With our flexible finance approach, consumers can use our full range of solutions, including our Eligibility Checker and Finance Checker, to create as many finance quotes on as many vehicles as they like, all within their unique customer portal. They can start this process from anywhere, whether it's the showroom floor or from the comfort of their sofa. Either way, their choices and details will be stored in their portal and easily accessible whenever they are ready to make their decision.

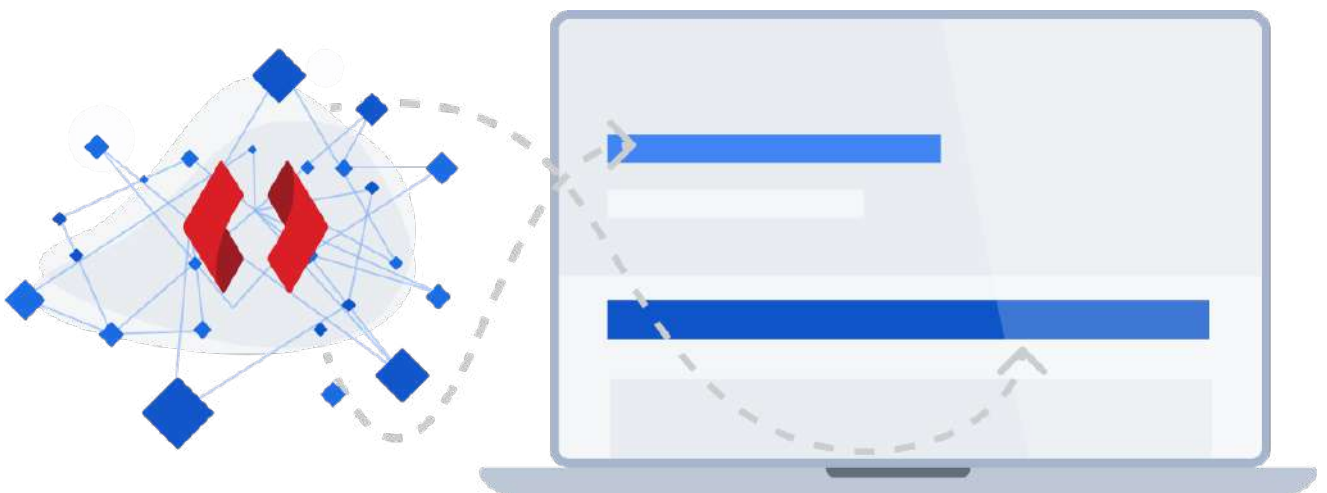
This is also possible with Codeweavers' Checkout experience. The Codeweavers point-of-sale solution stands out among the market due to its seamless connection between online and offline consumer



journeys. This allows consumers to pick and choose the purchasing route that best suits their needs. They can save their progress at any time and complete their purchase, online or offline, at a later stage, for total peace of mind. On the retailer's side, they have access to each and every consumer journey, allowing them to keep track of progress made and manage the entire sales workflow in one place, all within our Commerce Hub. We integrate with many key systems, such as DMS, CRM and POS, enabling retailers to easily access customer information and move data around in a fluid way.

We're driving the change at

Codeweavers. We're constantly innovating to find new ways to connect every aspect of the consumer journey, where every platform, touchpoint and communication exceeds expectations. With trust and choice at the forefront of these expectations as we move in 2025, we're confident our solutions can help retailers create truly omnichannel and transparent financial interactions with their customers. We'd love to hear from you to show you exactly how we can make this a reality for your business. Reach out to speak to one of our team or arrange a demo here: <https://www.codeweavers.net/request-a-demo/>



# AM AWARDS: 2025

## STAKE YOUR CLAIM AT THE 2025 AM AWARDS

The 2025 AM Awards are now open for entries



**E**ntering Automotive Management's AM Awards presents a strategic opportunity for UK car dealerships to gain recognition, enhance brand credibility and engage with industry leaders.

Winning or even being shortlisted in categories such as Dealership of the Year, Community Hero or Online Consumer Experience offers dealerships a unique promotional boost, helping them to stand out in a competitive market.

Past winners report that the award showcases their commitment to excellence in customer service, digital innovation and team achievements, drawing both customers and skilled employees who are motivated to work for recognised leaders in the automotive field.

The AM Awards Dinner, on May 1, 2025 in London, also opens valuable networking channels, providing dealerships with access to other high-performing

industry players, from suppliers to OEMs, and enhances professional visibility.

Participating in the AM Awards supports continuous improvement, as the preparation of entry submissions encourages dealerships to evaluate their practices and refine strategies, particularly in emerging areas such as electric vehicle sales and sustainability initiatives. For dealerships aiming to position themselves as market leaders, entering the AM Awards is more than a celebration; it's a mark of trust that can attract customers, retain talent and build long-term industry relationships.

In addition to boosting recognition and credibility, entering the AM Awards enables dealerships to benchmark their performance against some of the best in the industry. The companies that make it through the judging to the shortlist of finalists showcase their dedication to quality, innovation and customer satisfaction, which appeals to a consumer base that values trusted, reputable

service providers in the automotive space.

A critical advantage of the AM Awards lies in its role in talent attraction and retention.

Dealerships that achieve an award or shortlisted status are more appealing to potential employees, as the recognition serves as a testament to an organisation's commitment to excellence and professional growth. Dealer groups such as Marshall, TrustFord and Waylands have leveraged their AM Award wins to attract top-tier talent, boosting team morale and ensuring that motivated staff serve their customers to their best abilities.

The event itself is also a networking hub, bringing together dealer group executives, suppliers and manufacturers, to create opportunities for sharing insights and discussing mutual opportunities.

By entering the AM Awards, dealerships not only earn industry accolades, but also foster an internal culture of continuous improvement and resilience, helping them adapt to shifting market demands.



### AWARDS 2025 TIMELINE

NOVEMBER 13, 2024  
Open for entries – visit [www.am-awards.co.uk](http://www.am-awards.co.uk)

JANUARY 31, 2025  
Deadline for entries

END OF FEBRUARY, 2025  
Awards judging

MID-MARCH, 2025  
Shortlist revealed at [am-online.com](http://am-online.com)

MAY 1, 2025  
Winners revealed at AM Awards black-tie ceremony, Park Plaza Westminster, London





TO ENTER  
THE AWARDS,  
GO TO:  
[AM-AWARDS.CO.UK](http://AM-AWARDS.CO.UK)

TURN OVER FOR CATEGORIES AVAILABLE TO ENTER





Sponsored by





## CATEGORIES AVAILABLE TO ENTER

### The Community Hero Award

*Sponsored by Autoglym*

We want to recognise dealerships that are deeply rooted in their communities, support local causes and organisations, and have a culture of giving something back. Open to car and LCV dealers, including franchised and independents.

### Marketing Strategy of the Year

Marketing should help you to build your brand as well as to find new customers and help you to grow sales in the short term. Open to dealers of cars or LCVs, whether independent or franchised, and vehicle manufacturers.

### Online Consumer Experience of the Year – Franchised Dealer

Dealers entering this award category should provide an excellent, comprehensive, customer-focused digital experience for consumers who are searching online for their next car, whether new or used.

### Online Consumer Experience of the Year – Independent Dealer

Dealers who enter this award category should provide an excellent, comprehensive, customer-focused digital experience for consumers who are searching online for their next car, whether new or used.

### Leader in Diversity and Inclusion

Bringing diversity and inclusion together provides a holistic opportunity to recognise and honour the companies that are looking after their staff in the best possible way by being an inclusive employer creating an open, respectful and equitable workplace. Open to franchised and independent car and van retailers.

### Workshop of the Year – Independent & Franchised

*Sponsored by SecretService*

The workshop is a critical source of profitability and customer contact. This award seeks to recognise a superb, outstanding service site. Open to both independent and franchised workshops.

### Best in Customer Service

*Sponsored by LTK Consultants*

Entrants should have a customer-centric culture and take pride in strong satisfaction scores, but never allow complacency and react robustly to fix the situation whenever things go wrong. Entries accepted from franchised and independent car and LCV dealers.

### Customer Service Champion (NEW)

This award is for an individual who works within a franchised or independent car or LCV retailer, in

any customer-facing role or department. Entrants may self-nominate or may be put forward by colleagues or managers. The judges expect to see individuals who clearly and consistently show that they go the extra mile to deliver the highest level of customer service and who stand out for their ability to listen, empathise and adapt.

### EV Advocate of the Year

Open to both dealers and OEMs, this award requires businesses to demonstrate how they have gone the extra mile to support the use of electric vehicles (EVs). Entrants will have a passionate and knowledgeable workforce that advocates for EVs.

### EV Performance of the Year

Outlets that are high performing in EV sales should enter this category, demonstrating their ability to develop a strong local market. Open to franchised and independent car or LCV dealers.

### The Sustainability Award

This category is looking for the best motor retailers and carmakers which can demonstrate strategic planning and robust steps being taken to help build a more sustainable and better future.

### Franchised Dealership of the Year

This category is open to single-site owner operators and to best performing dealerships within a larger group network – both single franchised and multi-franchised showrooms.

### Independent Dealer of the Year

*Sponsored by Visitor Chat*

This award is open to any independent (non-franchised) dealer that sells used cars and is intended to recognise the broad success across the group from its focus on used cars.

### Used Car Performance of the Year

This award is open to any company or group that sells used cars and is intended to recognise those who have turned the practice into an art form and a hugely successful and profitable business.

### Dealer Principal/General Manager of the Year

The winner will be a dealer principal or general manager who has done incredible things with difficult brands or marketplaces by demonstrating excellent leadership skills, drive and innovative thinking that has helped the dealership achieve business objectives.

### Dealer Group of the Year (up to 10 sites)\*

The motor retail industry is made up primarily of smaller, regional groups. This award category is designed to recognise and honour those companies. Entrants will be able to show how

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THE AWARDS,  
GO TO:  
[AM-AWARDS.CO.UK](http://AM-AWARDS.CO.UK)

they meet the AM Awards' original criteria of quality, innovation and service and how they have tracked their performance improvement over the past five years.

### Dealer Group of the Year (more than 10 sites)\*

This award recognises the unique complications and complexities that come from co-ordinating a large retail group, one with more than 10 dealerships. Entrants will be able to show how they meet the AM Awards' original criteria of quality, innovation and service, and how they have tracked their performance improvement over the past five years.

### Best New Product or Service (supplier category)

Open to industry suppliers that are helping to change dealers' fortunes. We expect to see innovation and measurable results, including examples of beneficial use by your customers. Products or services must have been launched since January 2024.

### Supplier of the Year

Open to submissions from industry suppliers.

## AM AWARDS AUDITORS

Continuing in their role as AM Awards auditors will be the specialist automotive team at Cooper Parry (formerly UHY Hacker Young Manchester) led by David Kendrick, Ian McMahon and Paul Daly. AM is delighted to engage such expertise, which is vital in verifying entries and helping the judging panel to decide the strongest contenders in our headline dealer group categories.

COOPER PARRY



MOTORS



Secret Service™  
POWERED BY BOOKMYGARAGE

Supagard®

visitor chat

Warrantywise

# Taking you inside Manheim: The links connecting the UK's vehicle remarketing industry

The global automotive industry is changing rapidly. In the past year alone, the used car market has experienced seismic fluxes, from regulatory mandates and supply chain disruptions, all the way to changing sales models. Now, more than ever, dealers need a forward-thinking, innovative and adaptive remarketing partner to help them stay the course in these choppy waters.

We're Manheim. Many of you may know us through our Auction Services, for which we are proud to be a recommended supplier by AM readers. But did you know we are one of the UK's most connected remarketing suppliers? From vehicle auctions to inspections, to transport and reconditioning, we can support you at every step of the full remarketing lifecycle with our three service offerings: Auction, Inspection and Vehicle. In this article, we'll walk through the fundamentals of every dealer's remarketing strategy and how Manheim supports you to make these more profitable and efficient.

## Sourcing your stock profile

The cornerstone of any successful dealership is having the right stock for your customers. Sourcing the right vehicles at the right price is increasingly



challenging in this competitive space, as consumer demand for used vehicles continues to grow.

Manheim offers buyers multiple opportunities to find vehicles that fit their stock profile, both physically and online. Our hybrid approach to auctions means users can choose the best channel to suit them and their needs. With 12 auction centres around the UK and over 300,000 vehicles sold per year, buyers have access to a wide array of options through the Manheim network.

## Buying with confidence

When it comes to buying, we know dealers need to make decisions with confidence. Our portfolio of Manheim Inspection services and years of wholesale knowledge help you maximise the profitability of your purchases by providing accurate, detailed information about the vehicles we sell.

Most vehicles sold through Manheim Auction Services come with SureCheck, our pre-auction inspection service, designed to give you more peace of mind. Our IMI-approved and NAMA-accredited inspectors carry out checks covering everything from the engine and transmission, to steering, brakes and more. We even offer a 7 day/250-mile claims period (the longest in the industry), so if you find anything wrong that we said was ok, we'll put it right free of charge. CheckPoint provides you with further information regarding a car's history before auction. We flag any mileage discrepancies and previous hire usage, so you can make a more informed decision about a potential purchase.

## Turning around with ease

You've sourced great new stock, now you need to organise transport. Rather than spending time sourcing a logistics



Reach out for more information





supplier, Manheim Logistics can do all of that for you. As part of your purchase, you can work directly with Manheim who can support you to get your new vehicle from A to B.

Within 24 hours, you'll also have high-quality images of your purchases in your inbox with our QuickList imagery, so you can get your new vehicles listed as soon as possible. All provided at no extra charge.

#### Preparing for sale

What goes around, truly does come around. Manheim doesn't only help you to stock your forecourt, we help you dispose of assets quickly, efficiently and with the best possible return. Whether its part exchanges or overage stock, we support every step of the selling journey.

Moving and preparing vehicles for sale comes with inherent complexities. You need the right facilities at scale to make sure that vehicles are turned around quickly.

Further, to make sure these vehicles sell at the best price point, you need the technical expertise to get them to the best possible grade, with minimal investment. Manheim Vehicle Services can help you achieve all of this.

We prepare, repair and refurbish over

250,000 vehicles every year, with up to 60,000 vehicles stored across our six UK sites at any one time. Our team are experts in vehicle preparation, from NAMA inspection and appraisal, refurbishment, inventory control, valeting and channel management.

Once your vehicle is ready for auction, it receives the same level of Manheim Inspection treatment you will remember from purchasing through Manheim. With greater confidence in your assets, you can sell them faster and achieve better prices.

#### Finding the best route to auction

After initial preparation and inspection, managing the sale of an asset can also be incredibly time consuming. At Manheim, you don't have to worry about imaging, managing bids and liaising with buyers, we do all that for you, freeing up your team to focus on moving your forecourt stock.

Engaging with the right audience, who understand the value of your assets, is crucial for a strong return. We have a large network of eager buyers, both online and at our physical sales. Our connectivity also extends beyond the Manheim ecosystem. Being part of the Cox Automotive group means we are well connected to many other relevant services, streamlining our offerings. All Manheim

auctions are listed on the Dealer Auction platform, further extending our pool of active buyers and getting more eyes on your assets.

Manheim auctioneers work hard to make sure bidding reaches your desired price. Informed by our inspection work, they have an in-depth knowledge of each and every vehicle that comes through our lanes, enabling them to convey the value of your assets to our online and physical audiences.

We are one of the UK's leading multichannel remarketing partners for a reason. Bringing together crucial services that help dealers buy, move and sell their stock with industry expertise resulting in profitable and fast remarketing initiatives. But we don't just work with dealers, our connected services cater to every aspect of the UK's automotive industry, supporting fleets and manufacturers in repairing,



**MANHEIM**  
COX AUTOMOTIVE

refurbishing, selling, and purchasing vehicles with efficiency and profitability.

We'd love to tell you how we can bring our connected approach to your business.

# Your 2025 strategy: unlocking profit with smarter remarketing and stock sourcing

The automotive landscape is shifting rapidly. Between economic uncertainty, budget implications and the effects of the finance ruling, franchise retailers are under mounting pressure to make every pound count. Add to this the ongoing used car stock shortages, and it's clear that 2025 will be a year where strategic decisions about remarketing and sourcing stock become make-or-break.

At Dealer Auction, we understand these pressures because we've been working alongside franchise retailers to solve them. As the Dealer Recommended Auction and Remarketing Supplier of 2024, we've seen how the right tools and strategies can make a meaningful impact on profitability. Whether you're selling overage, disposing of trade, sourcing vehicles to meet demand, or trying to find efficiencies across your operations, we've got actionable solutions to help you achieve your goals.

## Stock shortages: are you adapting to the new normal?

The used car stock shortage isn't new, but it's no less challenging. Cap HPI reports that used car availability



remains 15% below pre-pandemic levels. With increased competition between retailers for quality vehicles it's clear that traditional sourcing methods alone won't cut it in 2025.

But challenges like these also create opportunities. Dealers who diversify their stock sourcing – by tapping into consumer vehicles or sourcing retail-ready stock

from other franchise retailers – are better positioned to meet customer demand and maintain healthy margins.

## Remarketing: is taking a rebate costing you profit?

Rebates can feel like a win, but dig deeper, and you'll see they're potentially costing you money in the long run. The upfront payment may look like a boost to your bottom line, but it's ultimately baked into the sale price. Vehicles sold on Dealer Auction achieve 6% more on average compared with traditional remarketing methods – proof that exposing vehicles to a wider pool of trade buyers with a more competitive buyer fee delivers better returns.

Of course, managing space and resources is always a concern. But in the 72 hours it takes to have your vehicle collected, you could have appraised, listed, sold them on Dealer Auction, and had them collected – all while gaining up to 6% more. Call it a 'digital-first' strategy. If it doesn't sell by the time, it's due to be collected you've lost nothing. But why not maximise your chances of profit first?

## Overage stock: freeing up capital, maximising space

Every franchise retailer knows the pain of overage stock. Vehicles that stick around too long not only tie up cash but also reduce your ability to showcase fresh, in-demand models. And, at a time where margins are tight, the cost of holding onto these vehicles is amplified.

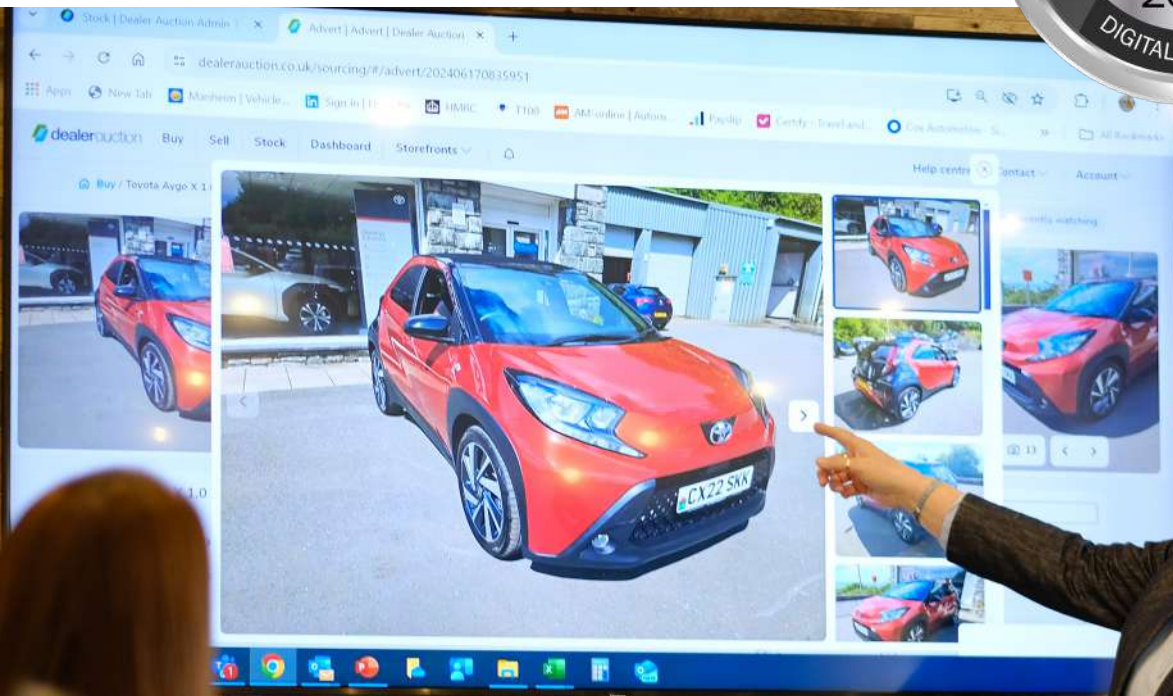
That's why Dealer Auction has introduced tools to help you trade out of overage stock quickly. We've introduced a new offer listing type and our dual-listing integration with Auto Trader enables you to list vehicles on Dealer Auction while they're still available for retail. This means you'll receive real-time trade offers while keeping the option to sell directly to consumers.

## Stock sourcing: are you exploring every opportunity?

When stock is scarce, the retailers who succeed are the ones who explore every avenue. But sourcing vehicles doesn't have to mean spending hours trawling







through platforms, auction calendars and alerts.

Dealer Auction consolidates multiple stock sources into a single platform, giving you access to vehicles from:

- OEMs
- Fleet and rental companies
- Other retailers
- Private sellers (via Consumer Direct)

Our Consumer Direct stock source is particularly powerful, giving you access to buy direct from the consumer. What's unique about this offering is that these consumers have not opted to sell to car buying services – they've chosen to privately list their vehicles on Auto Trader, and we're bringing them straight to you.

Each vehicle comes with comprehensive data insights, so you can make quick, informed decisions, and our smart alerts ensure you never miss out on stock that matches your profile.

#### Expanding your buyer pool: accepting vehicle funding

One overlooked way to boost profitability is by expanding the pool of buyers who

can purchase your vehicles. Through our partnership with NextGear Capital, Dealer Auction makes it easy to accept funding payments from buyers.

With the new faster payments' functionality funds are transferred within minutes, allowing you to hand over vehicles faster and reinvest your profits.

This not only improves cashflow but also opens the door to buyers who rely on funding lines – buyers who might otherwise overlook your stock.

#### Looking ahead: how Dealer Auction can support you in 2025

The road ahead isn't without its challenges, but with the right strategies and partners, 2025 can be a year of growth. At Dealer Auction, we're committed to helping retailers thrive, offering:

- Faster sales through dual-listing and instant payments
- Better returns with more engaged buyers and lower buyer fees
- Broader stock sourcing with aggregated vehicle listings in one place

■ Smarter tools like 'Make Me an Offer' for quick, genuine trade offers

As the UK's leading digital remarketing platform, we're here to ensure your vehicles aren't just sold – they're sold efficiently and profitably.

Let's make 2025 your most profitable year yet.

#### Why trust Dealer Auction?

Our approach has already been recognised by AM readers across the UK. Being named Dealer Recommended Auction and Remarketing Supplier of 2024 by them for the third consecutive year is a testament to our impact.

So, as you plan for 2025, consider how Dealer Auction can fit into your strategy. From solving stock challenges to improving remarketing profitability, we're ready to work with you to drive your business forward.



For more information please visit [www.dealerauction.co.uk](http://www.dealerauction.co.uk)

# Revolutionising the automotive eDynamix and the exsto Customer

The automotive industry is at a pivotal moment, where fragmented solutions and outdated processes no longer meet the demands of modern dealerships and their customers. At eDynamix, our vision is to revolutionise the automotive sector by creating a unified platform that consolidates and seamlessly integrates the functionalities of disconnected point solutions. Through our exsto Customer Engagement Platform, we aim to enhance efficiency, reduce costs and empower dealerships with data-driven decision-making – all while fostering a connected, sustainable future for the industry.

## The exsto platform: A unified approach to customer engagement

Unlike traditional systems that fuse fragmented tools into a cumbersome workflow, exsto is designed as a cohesive, intuitive platform powered by exstoAI, the intelligent backbone of our ecosystem. By consolidating multiple dealership functionalities into one unified platform, exsto eliminates inefficiencies, enabling dealerships to deliver exceptional customer experiences.

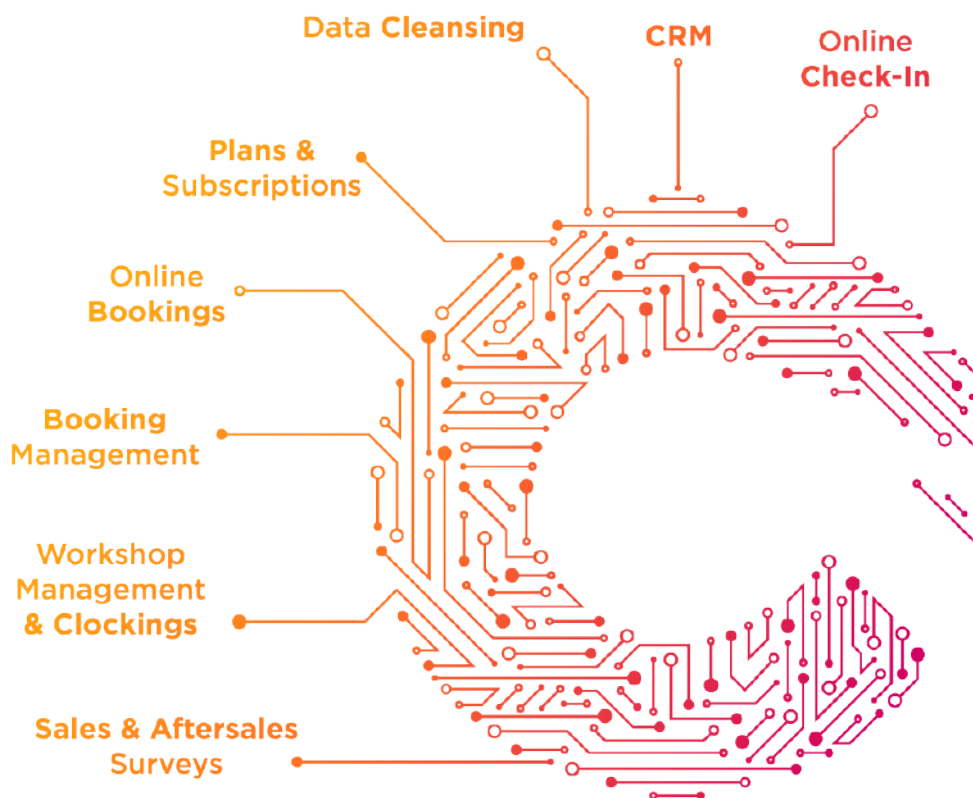
OEMs and top AM100 dealer groups are increasingly adopting exsto to transform their operations and elevate customer satisfaction. Our platform streamlines every aspect of the customer journey, empowering both dealerships and customers to interact seamlessly across the buying and servicing life cycle.

## A fully digital, paperless customer journey

At the heart of exsto lies the commitment to a fully digital, paperless customer journey, replacing manual processes and paperwork with intuitive, efficient digital workflows. From online service bookings to vehicle check-ins and updates, exsto allows customers to engage on their terms while empowering dealerships with modern, streamlined operations.

### Benefits of going paperless:

- Empowerment: Customers have full control of their service journey with real-time updates and visibility.



- Convenience: A hassle-free experience that eliminates the need for time-consuming phone calls or in-person processes.

- Sustainability: By eliminating paper-based workflows, dealerships contribute to environmentally-conscious practices.

This fully digital approach not only improves customer satisfaction but also enables service advisors and technicians to focus on value-added activities, enhancing overall dealership efficiency.

### Glovebox: The customer's online hub

Central to the exsto platform is Glovebox, a feature-rich online customer space that empowers customers to interact with their dealership through every stage of their vehicle ownership.

### Key features of Glovebox:

- Service transparency: Customers can view service history, track upcoming appointments and access detailed reports in real-time.

- Proactive engagement: Features such as instant vehicle valuations and personalised offers enhance the customer experience.

- Empowerment and control: Secure storage of key documents, real-time updates, and instant communication with the dealership give customers the tools to manage their motoring needs confidently.

- Life cycle interaction: Glovebox supports every touchpoint, from the initial purchase and servicing to trade-ins and renewals.

Glovebox reflects our mission to provide empowerment, convenience, control and confidence to customers while enabling dealerships to build lasting relationships and loyalty.

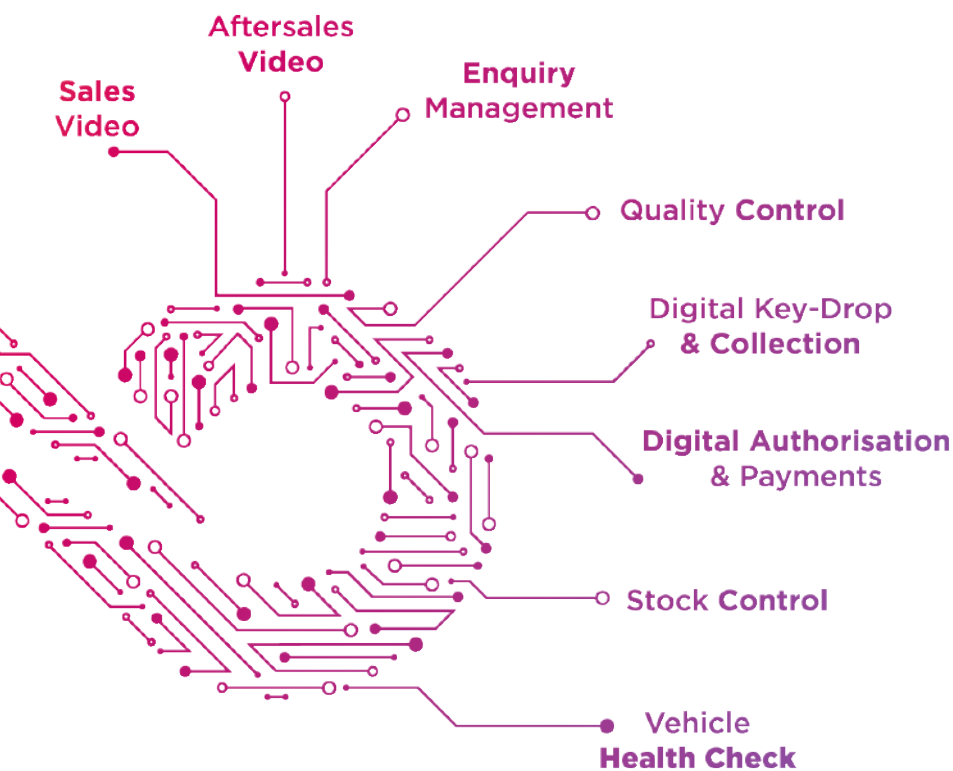
### Stock Master: Redefining inventory management

Managing new and used vehicle stock has always been a complex challenge for dealerships. Our Stock Master





# The sector: Introducing Customer Engagement Platform



module is transforming inventory management by providing real-time data, insights and optimisation tools.

#### How Stock Master delivers value:

- **Visibility:** Instant access to detailed stock information, including availability and location, ensures better decision-making.
- **Efficiency:** Automated processes reduce manual workload, freeing up time for sales teams to focus on customer interaction.
- **Profit Optimisation:** Intelligent analytics help dealerships set competitive pricing and improve stock rotation.

By simplifying stock management, Stock Master allows dealerships to operate with greater efficiency and profitability.

#### Collaborating with OEMs and AM100 Dealer Groups

The success of exsto lies in its growing adoption by OEMs and AM100 dealer groups who recognise the platform's potential to drive operational efficiency and enhance customer engagement. By working closely with these industry leaders, eDynamix ensures that exsto evolves to meet the unique needs of dealerships and their customers, setting new standards for automotive excellence.

#### The road ahead: Vision 2025

As we look to the future, our focus is on expanding the capabilities of the exsto Customer Engagement Platform and achieving new milestones by the end of 2025:

- Enhanced exstoAI Intelligence:

Integrating advanced predictive analytics and automation to deliver smarter, more personalised experiences for dealerships and customers.

- **Global reach:** Extending the exsto platform to international markets, empowering dealerships worldwide to benefit from unified, streamlined processes.
- **Deeper OEM integration:** Building stronger connections with OEM systems for a truly seamless experience across dealership networks.
- **Sustainability goals:** Supporting dealerships in reducing their carbon footprint with paperless, eco-friendly processes.
- **Continuous innovation:** Developing new modules and features to address emerging needs, such as electric vehicle (EV) servicing and subscription-based ownership models.

#### Our mission in action

At eDynamix, our mission is simple yet impactful: to provide empowerment, convenience, control and confidence to both customers and employees. Through our exsto Customer Engagement Platform and its flagship Glovebox module, we deliver a seamless, superior experience for all stakeholders in the automotive sales and service processes.

This is the future of automotive intelligence. Together, with our partners and clients, we are creating a smarter, more connected, and customer-centric industry – one innovation at a time.



# EMaC: Your retention partner in 2025

When it comes to delivering customer retention solutions, EMaC has a formidable choice of service, maintenance and repair plans all available on a single digital platform

EMaC has been trusted by AM100 groups, independent retailers and car manufacturers to make a difference to their consumer offerings since 2004.

We work with more than 500 retail groups and 21 OEMs, many of whom have partnered with us for 10-plus years. Our expanding portfolio of added value retention solutions helps drive an

aggregated £250m of revenue into the UK dealer network annually.

Continual innovation and product evolution are central to our strategic vision.

We are honoured to be awarded AM's 2025 Dealer Recommended for Service Plans, an accolade we have held for 14 consecutive years, recognising our market-leading service plans.

We are also proud to have been awarded AM's 2025 Dealer Recommended for Warranties, acknowledging our comprehensive range of maintenance and repair plan solutions.

Working closely with our partners enables us to deliver the tools needed to secure consistent sales and aftersales income and drive customer retention for retailers.

The successful management of the aftersales relationship with your customers requires experience, expertise, infrastructure and a sophisticated IT platform to manage all your products in one place (see EMaC Evolve panel, left). That is why we take care of the entire operation for you.

Our retention solutions increase customer loyalty, keep the sales of parts within your business, facilitate upselling and leads to repeat car sales and extended customer relationships.

## Service plans

EMaC has been at the forefront of delivering market-leading service plans for two decades and continues to set the pace today, as acknowledged by AM's Dealer Recommended 2025 honours.

We partner with dealer groups and OEMs to ensure that the owner's post-sale experience is the most rewarding possible by delivering service plans that resonate with their needs.

Retailer benefits include:

- Dealer support – an experienced team of aftersales retention specialists.
- Outbound sales – a dedicated resource to boost your customer retention.
- Sales development managers – on site support to boost your results.
- Reconciliation and finance support team – expert advice.
- Customer services and contact centre – specialists at looking after your customers and saving you time.
- Marketing support – holistic solutions.



## EMaC Evolve: Servicing and maintenance plan solutions all located on one portal

EMaC delivers flexible retention solutions to our dealer and OEM partners that help drive increased customer loyalty and greater profitability.

Our ongoing investment in the latest technology enables us to provide the tools needed to secure consistent sales and aftersales income for retailers. Continual innovation and product evolution are central to our strategic vision.

Our innovative EMaC Evolve digital platform enables retailers to process their customers' service plan and warranty needs all on the same portal.

It is completely flexible and configurable with bespoke pricing options, tailored quotation documents and seamless invoice claims processing. Everything can be adapted to suit individual business needs.

Helping retailers to drive wider aftersales opportunities, EMaC Evolve is simple and quick, allowing the bespoke scheduling of add-on products, such as warranty, servicing, MOTs, cosmetics, tyres and alloy wheels.

For more information please





## Drive Now, Pay Later

To help spread the costs of service and maintenance plans, we have a flexible, interest-free credit solution for dealerships to offer their customers.

EMaC's Drive Now, Pay Later monthly subscriptions are now the preferred method of payment for car owners purchasing maintenance plans for their vehicles.

Demand for our maintenance plans payable by monthly instalments have increased by more than 1,000% and in 2023 overtook one-off fixed term payments for the first time.

We believe the significant year-on-year increase in demand for maintenance plan subscriptions is a result of our new and existing clients adapting to rapidly changing financial and regulatory market conditions, as well as a renewed focus on longer term aftersales income.

For dealers the added flexibility of offering value-added products payable by subscription enables them to open new conversations about vehicle maintenance and build workshop retention.

With consumers able to access monthly payments and subscriptions across many retail sectors, car retailers are now able to offer a more affordable payment solution that resonates with their customers.

### Maintenance and repair plans

Although the acknowledged leader in the introduction and roll-out of service plans, with a live book of 1.8 million consumers, EMaC has evolved in recent years.

We have strategically expanded our product portfolio to address the wider sales and aftersales requirements of dealers, helping them create positive customer experiences that lead to increased retention and greater revenue.

Our innovative range of products is designed to deliver great consumer outcomes and increase dealer profitability. Our product toolkit includes Platinum Warranty, Cosmetic Maintenance Plan and Tyre and Alloy Wheel Maintenance Plan.

All are available on monthly subscriptions or a fixed price, as a package or sold individually.

Our products are completely flexible, with customers able to pick and choose the cover options best suited to them.

Retailer benefits include:

- Good cover levels delivering great consumer outcomes.
- Long-term customer retention with multiple touch points.

- Simple sales process.
- Products are classed as maintenance contracts (not insurance policies).
- Flexible and modern payment options.

Our retailer partners also benefit from upfront commissions on the fixed term and subscription plans, a move which has further contributed to high levels of engagement and improved cashflow.

### Our approach to positive outcomes

As a provider of service and maintenance contracts, we set ourselves an obligation to meet all relevant Consumer Duty and Treating Customers Fairly requirements. Indeed, we exceed many of them.

To demonstrate this we chose to become accredited by the Motor Ombudsman, under its vehicle warranty code, even though we were not obliged to.

By doing this we recognise the confidence we have in the value of all our products and services and welcome the opportunity to work with the Motor Ombudsman should dispute resolutions ever be needed.

EMaC – automotive retention solutions all taken care of.

# EMaC.



# GLOBAL NUMBER ONE IN PAINT PROTECTION.



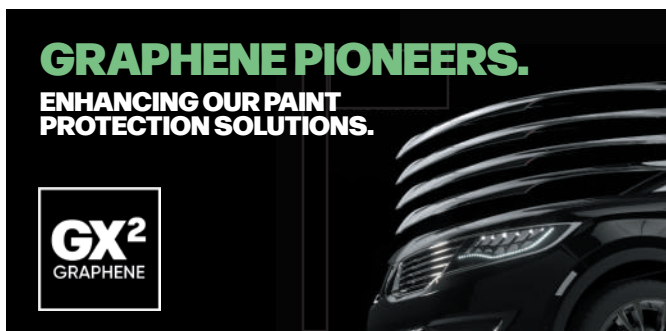
The Industry-Leader and AM Dealer Recommended for Paint Protection.

## SETTING NEW STANDARDS WITH CUTTING-EDGE TECHNOLOGY.

At GardX, innovation is at the core of everything we do. We are committed to continuous research and development, ensuring that we deliver industry-leading products that stay ahead of the competition. Our proactive approach to product innovation drives us to explore new technologies, formulations, anticipate market trends, and create solutions that meet the evolving needs of our clients. By constantly pushing the boundaries of what's possible, we provide cutting-edge products that empower our clients to stay ahead and offer consumers a superior value proposition.

## GARDX PROTECT INTRODUCES ITS LATEST BREAKTHROUGH IN PAINT PROTECTION.

In the last 12 months alone, we have launched **three** new industry-leading paint protection solutions with game-changing technologies and pioneering formulations. These include Graphene (GX2 Graphene), Ceramic (CX3 Ceramic Graphene), and a 3-layer Elite protection (Elixogen) product that is a first in the industry.



We are excited to have launched a suite of new paint protection products with a brand-new formulation, powered by Graphene. Known for its incredible strength, durability, and resistance to environmental elements, Graphene is a groundbreaking ingredient that enhances our paint protection solutions. Its advanced properties allow it to create a thin, yet highly effective layer of protection, offering superior resistance to scratches, water, dirt, and UV damage. By incorporating Graphene into our formula, we're setting a new standard in the automotive industry, providing unmatched protection and a longer-lasting shine for vehicle paintwork.



Graphene utilises the very latest technology available in the sector, bringing with it some significant benefits for both Dealer and end-consumer. This new formulation leverages the natural assets of Graphene, which are of toughness, flexibility, light and highly resistant.

This new product has greatly improved performance, with a higher and deeper gloss finish, greater hydrophobicity giving enhanced water beading and enhanced weathering.



To find out more, please visit [www.gardxprotect.com](http://www.gardxprotect.com) or email [enquiries@gardxprotect.com](mailto:enquiries@gardxprotect.com)

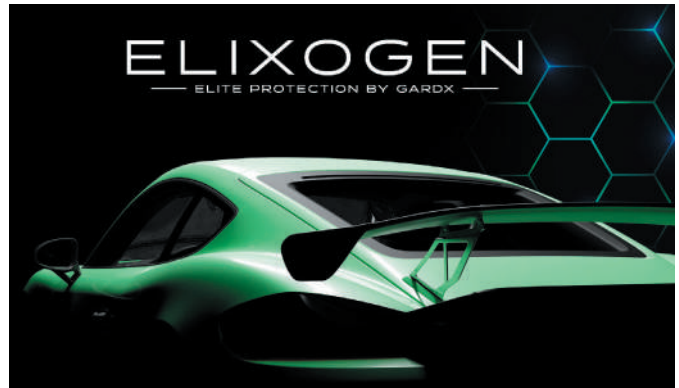
**Billy Coutin, Chief Executive Officer said;** "For decades, our core vehicle protection systems have been at the forefront in both their innovation and performance. So, our appetite to continue leading the way certainly won't surprise our partner Dealers and OEMs. But aside from elevating performance and embracing the potential of new formulations such as Graphene, these products can support our clients and act as a key profit generation lever, whilst offering a superior end-consumer proposition".

## **"WE HAVE WON 3 NEW AMTOP-10 DEALER GROUPS IN THE PAST 12-MONTHS".**

"In addition to our award-winning product innovation, our other key support services of world-class account management, market-leading digital and analytics enablement, global marketing excellence and our proven experience and expertise have resulted in us winning 3 new AMTOP 10 dealer groups in the past 12-months. We are very proud and honoured to have won these prestigious clients, and are confident we will deliver on our world-class proposition and accelerate our clients growth" Coutin continued.

## **OUR SUSTAINABILITY APPROACH.**

First and foremost, every organisation has a responsibility to the environment and our planet. For today and for future generations. But we also believe that sustainability will become an increasingly important strategic growth driver for our partner Dealers and OEMs. Ultimately supporting that growth is the reason GardX exists, so ensuring we can empower and enable their own sustainable development with genuine sustainable credentials at the heart of our products and solutions, is a crucial part of our long-term growth strategy.



GardX Protect also provided an update to their ongoing commitments to environmental sustainability across our four sustainability pillars - Product and Packaging, Manufacturing, Operations and Innovation. These pillars are all undergoing a period of purposeful evolution aligned to the UN's Sustainable Development Goals. Examples include reducing the use of virgin plastic in bottles and packaging where possible, acquiring all packaging from renewable resources, migrating to paperless with digital POS support for our Dealers, an environmentally focused product development strategy, and a focus on low-impact formulations by working to discontinue the use of PFAS ("forever chemicals") amongst a number of other developments.

## **CHOOSE GARDX PROTECT, THE INDUSTRY-LEADER IN PAINT PROTECTION, AND EXPERIENCE THE DIFFERENCE THAT INNOVATION MAKES.**

To find out more information on how GardX Protect can support you and your business, please visit [www.gardxprotect.com](http://www.gardxprotect.com) or email [enquiries@gardxprotect.com](mailto:enquiries@gardxprotect.com)



# Diamondbrite gives dealers more opportunities to shine

UK-made products are making a difference to automotive care across the globe

Since 1992, various dealership groups, independent retailers and car manufacturers have trusted Jewelultra and the Diamondbrite brand, manufactured in the UK, to enhance their revenue and customer satisfaction levels.

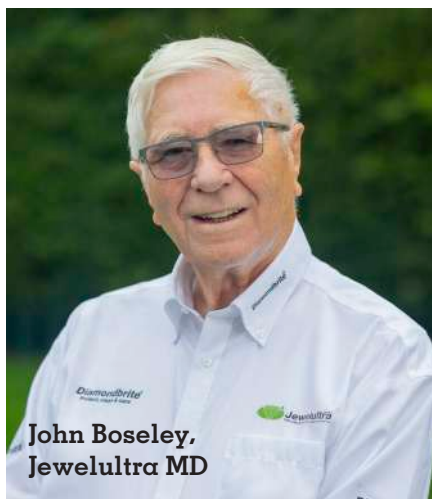
With a strong international presence, we distribute our products in the UK, the UAE, Saudi Arabia, India, the Philippines, Sweden, Finland, Kenya, and many more.

We serve new and used car dealers either directly or through distributors and automotive manufacturer programmes.

Strategic decisions, for example switching to an employed sales and account management team in 2004, acquiring a manufacturing facility in Loughborough in 2008, or developing new products such as our Advanced Ceramic Paint Protection in 2021, have helped us maintain and improve product quality and ensured greater control over our supply chain.

## Product line and innovation

Our product line is centred around Diamondbrite, which offers a range of advanced car care products designed to provide exceptional protection for vehicle surfaces. The Diamondbrite line-up



John Boseley,  
Jewelultra MD

includes Nano Ceramic and Advanced Ceramic Paint Protection products, as well as Fabric and Leather Protection solutions. Each product is engineered to meet the high durability and resilience standards required by car dealerships, ensuring long-lasting protection against environmental wear, UV damage, stains and other common hazards.

We have a proven history of innovation, continuously adapting to market demands and advancing technology

within the car care industry. A prime example of this is the introduction of Advanced Ceramic Protection, which was launched in response to growing consumer needs for high-quality car protection solutions that offer an increase in PPU for the retailer.

Diamondbrite ceramic protection products have earned a strong reputation in the industry not only for their ability to create a durable, hydrophobic layer on all automotive surfaces including matt and satin paint, but enhancing both the vehicle appearance and the retailing dealers bottom line profits.

In early 2025, we will introduce the next generation of paint protection: Graphene Advanced Paint Protection and Pro Detailer, a product resulting from our ongoing R&D programme.

## Expansion of services during the COVID-19 pandemic

In response to the COVID-19 pandemic, we showcased our adaptability and social responsibility by diversifying our product offerings.

We began producing hand and surface sanitisers to meet the increased demand for health and hygiene products during this critical time. This shift demonstrated our ability to leverage our manufacturing capabilities to tackle new challenges, highlighting flexibility in our production processes and responsiveness to both global and local needs.

## Quality assurance and sustainability

We prioritise control and self-sufficiency in our manufacturing processes. All our products are made in the UK, with the primary manufacturing site located in Loughborough.

By operating our own manufacturing facility, we can oversee every aspect of production, ensuring that stringent ISO9001 quality standards are met at each stage.

As well as a number of other ISO quality standard accreditations we proudly hold ISO14001 for our outstanding environmental credentials which we have been accredited with for a staggering 19 consecutive years!







See our 2024 Newsletter by clicking on the [link](#)

### Personalised branding

As a manufacturer, we offer our customers the flexibility to tailor products to their specific needs. For instance, we can "white label" our products (subject to minimum order values), allowing dealers to include their logos on the customer aftercare bags. This approach enhances the customer experience; when they pick up their vehicle after having it treated with Diamondbrite protection, they receive a bag featuring the dealer's branding. Additionally, we can customise the aftercare products according to the dealer's specifications. Diamondbrite has received an impressive review score of 4.8 out of 5 on both TrustPilot and Google, highlighting its excellence.

### Training and customer support

We go beyond simply supplying products by investing in training and customer support for our dealership businesses. We offer a comprehensive training solution led by a qualified global sales trainer, providing hands-on education through training sessions, product demonstrations and workshops.

This ensures that dealer teams can effectively communicate the product features and benefits to their customers

every time. Failing to do so would not be treating customers fairly!

### Mission and core values

We aim to provide top-quality chemical products and exceptional customer service, all manufactured in the UK. By directly employing our sales team, we ensure accountability and high service standards, delivering a reliable experience to our car dealer customers.

### Introducing Diamondbrite Restore: a new revenue stream for automotive dealers

Diamondbrite is excited to introduce a new dealership revenue stream: Diamondbrite Restore, an automotive maintenance plan for cosmetic and tyre and alloy repairs. These innovative plans are non-insurance and provide continuous maintenance and customer retention. They maintain vehicles against common problems, such as scuffs, scratches, minor dents and tyre punctures, helping them maintain a showroom-quality appearance.

Diamondbrite Restore – key dealer benefits:

- Regular customer engagement: Quarterly inspection opportunities

provide continuous engagement with customers, enhancing satisfaction and loyalty.

- Enhanced service portfolio: Add a high-value service to your dealership's offerings, distinguishing your business in a competitive market.

- Increased revenue opportunities: Generate additional revenue through regular maintenance and treatments, and benefit from long-term profit streams.

- Total Diamondbrite: Rather than offer separate products simply present it as a bundled upgrade with paint protection giving customers complete protection for their car.

Diamondbrite Restore offers dealers a valuable opportunity to enhance customer satisfaction and boost profitability. The plan maintains vehicles while fostering strong customer relationships.

Dealers can expect full support from Diamondbrite, including training, marketing materials and customer service assistance for seamless integration and promotion.

### Conclusion

We have established a unique position in the automotive care industry by emphasising quality, innovation and customer satisfaction. With Diamondbrite as our flagship brand and a robust international distribution network, we have become a trusted partner for automotive businesses worldwide.

Our adaptability during the COVID-19 pandemic and our commitment to training and customer support illustrates our dedication to delivering value. Our latest product, Diamondbrite Restore, showcases our continuous effort to enhance car dealers' and customers' offerings. Looking ahead, we remain focused on growth, innovation and excellence in all business areas.

**Diamondbrite®**  
PROTECT | CLEAN | CARE

For more information please visit [www.diamondbrite.co.uk](http://www.diamondbrite.co.uk)

# RAC Dealer Network

## Delivering success stories across the UK

There are now over 1,300 used car, van, motorcycle and motorhome retailers in the network, which retails RAC branded warranties and other aftersales products.



Lee Coomber, RAC client director at Assurant, which partners with the RAC in the aftersales sector, said: "It's been a positive period for the RAC Dealer Network, something powered by a number of key trends.

"Firstly, the warranty has arguably become a much more important element in the used car proposition in the post-pandemic period as the average purchase has become both older and more expensive. People are paying more for a car with more wear and more mileage and are looking for reassurance. They know and trust the RAC name, so more dealers have been attracted to our product range for this reason.

"Also, we've been working hard on what we provide to dealers over the last couple of years. We've always been very clear that we are not just warranty providers but deliver a whole range of additional services that support the dealer in several ways, from marketing support to sales training.

"Finally, we have recently added a range of RAC branded cosmetic insurance products and also forged a number of partnerships with providers to bring new services to our dealers at preferential rates including JudgeService and Vehicles in Video."

### About the RAC Warranty proposition

RAC Warranty products are sold exclusively through the RAC Dealer Network. They're underwritten and administered by Assurant, a Fortune 500 company.

The RAC Dealer Network warranty proposition, which is focused on giving the best customer value, provides a choice of three cover levels - Gold, Platinum and Platinum Plus - to suit a wide range of needs alongside important benefits such as vehicle hire and breakdown. An innovative electric vehicle warranty, EV One, is also available, while the RAC range of cosmetic insurance products include scratch and dent, and tyre and alloy wheel cover.

### 12-month standard used car warranty is driving sales at Dickson's Carzar

Including a 12-month standard RAC Warranty on all used cars is helping to drive sales at Inverness-based Carzar, a recently launched part of the Dickson's dealer group.



The project was created in late 2023 and is designed to complement the company's existing franchise dealerships, explained Jim MacKenzie, director.





"Our thinking behind Carzar is to create a completely different, much more relaxed car retail environment. For example, our indoor feels more like a café bar and is free of cars, while our staff wear jeans and hoodies.

"The Dickson's brand is very well known here, and we can offer non-franchise used stock that is prepared to the same kinds of standards as we apply to our franchise approved used schemes.

"For that reason, the standard 12-month RAC Warranty is a big part of our proposition. We provide the top tier Platinum Plus level of cover, the length of the warranty is much more than provided with the vast majority of used cars, and the RAC brand brings a huge amount of credibility. It's all about trust."

Jim said: "What we have found is that the customer base that we are attracting has an unusually high propensity to upgrade their warranty to longer cover, at around 70% of everyone who buys a car from us. It seems to be something that fits in with the Dickson's and RAC brands, and the overall quality of the stock that we offer, as well as the effectiveness of our sales process.

"We introduce the subject of warranties and the advantages of extended cover, and customer interest tends to be naturally high. Our consumer profile seems primed to recognise the advantages of a longer warranty for their vehicle, and we are almost pushing at an open door."

### **JudgeService data shows 96% of car buyers would recommend RAC Dealer Network**

Ninety-six per cent of people would recommend the RAC Dealer Network retailer from whom they bought their used car, new data from JudgeService shows.

The finding covers the six months since the reviews provider started working with the RAC Dealer Network in March and is based on feedback from almost 65,000 people.

Other results show that 95% of people were satisfied with the vehicle they bought, and 96% thought that the attitude of the salesperson they dealt with was good. Also, 74% rated their supplying dealer as 10 out of 10 for overall service and 58% said the presence of an RAC branded warranty was a factor in buying from that retailer.

Lee Coomber said: "The data we are now gathering through JudgeService proves something that we have believed for a long time – that the retailers who make up the RAC Dealer Network provide an exceptional level of service. The metrics here underline the quality of service that is being provided to our customers.

"Also, the findings show the importance of the RAC name to consumers. In a warranty sector where there is little or no public recognition of most brands, the presence of the RAC provides a high level of reassurance. Car buyers correctly recognise that the RAC would only work with dealers of the highest quality."

JudgeService was founded in 2011 and today works with around 2,000 dealers in the UK on reviews and feedback. Neil Addley, managing director, said: "The feedback we are receiving for members of the RAC Dealer Network is excellent, and we are helping these businesses to further build trust and customer satisfaction through reviews, enhanced insight and reputation management."

### **Want to find out more?**

 **0330 100 3807**

 **dealernetwork@rac.co.uk**

**Visit [rac.co.uk/joinournetwork](https://rac.co.uk/joinournetwork)**