

AI SUPPLIER INSIGHTS

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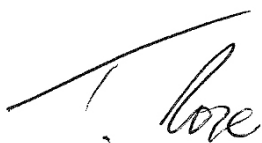
[Click here](#) to go from guesswork to game plan

WELCOME

Welcome to this AI Supplier Insights special report, brought to you by *Automotive Management*. Artificial intelligence (AI) is one of the most transformative technologies for motor retail businesses and it is fast becoming an essential tool for dealerships aiming to thrive in a digital-first world. As we publish this we have just concluded our first dedicated Dealer AI Week at AM-online to help UK motor retailers understand more of the opportunity presented by this innovative technology. Modern automotive retailers need to develop the clarity and confidence to embrace AI solutions and implement them effectively in their business practices. Since the turn of the century the power of computing and the internet have already changed the way dealerships stock, market and sell cars, and for the forward-thinking motor retailer AI is not just a competitive advantage, but an essential tool for long-term growth.

Through process automation and machine learning the systems available to dealerships now and in the future will streamline purchasing journeys, ensuring a more consistent and seamless experience across digital and physical touchpoints.

Beyond sales, AI will support efficiency gains in all areas of the dealership, ensuring resources are deployed where the value is greatest, and helping to keep the business sustainable for the long term in a cost-sensitive, competitive marketplace.



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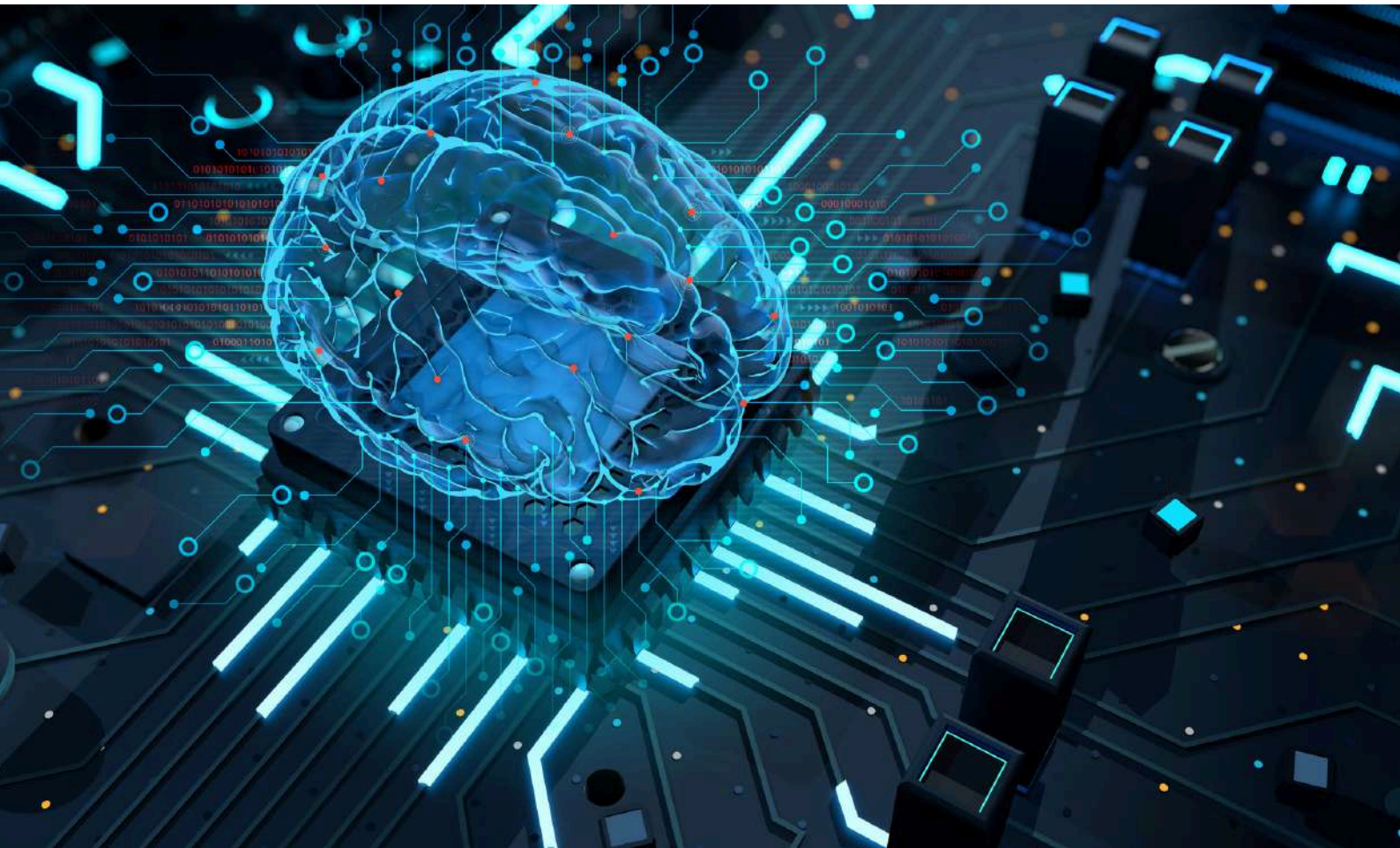
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Is AI truly set to transform motor retail?

In the past 30 years technology has changed how people choose their next car. But what is yet to come in the age of artificial intelligence? [Tom Seymour](#) reports

Artificial intelligence (AI) is no longer a distant concept for UK automotive retailers.

Automation and AI is already reshaping how cars are sold, serviced and financed.

Every single innovative supplier working in the UK automotive retail space is working on AI and automation to transform their services.

But there's always a level of cynicism from automotive retailers when it comes to "the next big thing", whether that's the agency model, direct sales or omnichannel.

Has AI become the next new industry buzzword to lend credibility and shine to products and

services, or does writing off its potential to boost efficiency, reduce costs and deliver actionable business intelligence highlight an inability to embrace change?

Dom Tribe, partner and automotive sector leader at PwC, believes the direction of travel is clear: "We can expect AI to be profoundly transformative, but the automotive retail market will transition in a progressive fashion rather than a big bang."

In the short term, he sees AI delivering efficiency in sales, unlocking customer insights and enabling hyper personalisation.

Over time, however, dealers can expect the impact to go much deeper.

RESHAPING THE AUTOMOTIVE RETAIL LANDSCAPE

Tribe believes it's likely AI will reshape the automotive retail landscape, reducing reliance on physical dealerships and enabling more direct to consumer and subscription-based models.

He says: "We are already starting to see early adopters from other industries use AI-driven digital retailing to bypass traditional sales models, enabling a very fluid and near seamless online purchasing experience."

Tribe draws comparisons with financial services, where AI has already transformed customer acquisition through hyper personalised marketing. The automotive retail market is heading in the same direction, he believes.

Smart aftersales: The hidden key to dealership profitability

The automotive industry is under intense profitability pressure. New car margins continue to shrink, used vehicle sales are unpredictable, and regulatory change adds further complexity. At the same time, customers demand faster, more personalised service, while dealership staff are stretched thin by manual processes and disconnected systems.

In this climate, the promise of artificial intelligence (AI) can feel both exciting and overwhelming. Dealers are constantly told that AI will transform their business – but many are left wondering: transform what, and how?

Amid this turbulence, one area consistently shows both resilience and untapped potential: aftersales. Recent research conducted by Autotrader and Glenn Mercer, supported by field interviews across the UK and US, confirms that aftersales is the most promising revenue stream for dealerships.

Dealers describe it as the part of the business where they still have genuine control, freedom to act, and room to grow. In a retail model where average return on sales (ROS) hovers between 1.5-2%, aftersales is emerging not just as a support function, but as the foundation of future profitability.

AI: Opportunity or distraction?

Dealers don't need another system that overpromises and under-delivers. With so many providers claiming AI solutions, it's no surprise that some retailers view it as just another layer of complexity in an already stretched operation.

Yet the reality is that AI, when applied to very specific challenges, is already creating tangible results. Our research shows the clearest opportunity lies in **retention and aftersales** – the one area where dealers consistently say they still have genuine influence.

From generic to predictive retention

For more than 20 years, most retention strategies have relied on the same



“broken basics”: generic, time-based reminders. The outcome is familiar: low booking rates, inefficient use of staff time, and customers who feel undervalued.

AI changes this dynamic. By analysing service history, repair orders and driving habits, AI can predict the right moment to invite a customer back.

As our recent whitepaper, *Overcoming the Auto Retail Profitability Crisis*, says: *“AI can personalise communication, automate reminders, and enhance customer experience by analysing data like driving habits and service history. This includes automated service reminders via text or email and even celebrating customer milestones.”*

This shift from generic to predictive outreach is not theory – it is already delivering results. Dealers report booking conversions rising from 10% to more than 25%, doubled aftersales revenue in some cases, and staff saving more than an hour a day previously lost to manual administration.

At Eden Motor Group, service reminder booking rates increased from 10% to 50% – hence supported a significant growth in aftersales revenue.

Why clarity matters now

The challenge for dealers is not whether AI has potential – it clearly does – but how to apply it without creating more confusion and cost. To succeed, dealers

need to cut through the hype and focus on **AI as an enabler of efficiency, retention and customer experience.**

Dealers face a defining choice. The ones who continue with “broken basics” risk what is widely described as “*death by a thousand cuts*” – a slow erosion of profitability. Those who act now, with clear use cases for AI, are already seeing measurable gains in margin, efficiency and customer loyalty.

The path forward is not about adding more technology for its own sake. It's about using AI to fix the fundamentals, free up staff and deliver the personalised service customers expect. Done right, AI in aftersales can move from being a source of confusion to becoming the most important profit lever in the dealership.

Our whitepaper
is now available



For a deeper dive into dealer sentiments and strategies, download the full whitepaper here: <https://aganalytics.dk/en-uk/events/whitepaper-overcoming-the-auto-retail-profitability-crisis/#reloaded>

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Advertisement feature

How AI is shaping personalised, predictive and trustworthy customer experiences

Lisa Arrowsmith, Chief Product Officer, CitNOW Group

Artificial intelligence (AI) can play a pivotal role in transforming the car-buying and aftersales journey. From personalised marketing to predictive servicing, AI is no longer just a buzzword, it's a practical tool that's helping dealerships deliver smarter, more efficient, and more impactful customer experiences.

At the top of the sales funnel, AI is being used to personalise marketing content and optimise engagement. Generative AI tailors subject lines and messaging, while predictive AI determines the best time and frequency to send communications, ensuring relevance and reducing the risk of unsubscribes. This level of precision helps dealerships connect with customers in a way that feels timely and personal.

Beyond marketing, predictive AI is also enhancing operational efficiency. Dealerships can now price stock dynamically, using AI to analyse open enquiries, market conditions, and supply-demand trends. This allows for strategic pricing adjustments that not only improve profit margins but also reduce the time it takes to sell a vehicle, leading to a more responsive and profitable sales cycle.

Critically, the concept of trust is a cornerstone of the customer-dealer relationship, with AI being applied responsibly to preserve it. In aftersales, tools like CitNOW Workshop are using AI to support transparency and trust. Rather than editing content, AI ensures quality and consistency. Using AI to assess workshop videos against OEM or dealer group quality standards removes the need for human checks; while significantly reducing the time it takes for videos to be seen by customers.

These high-quality videos build consumer confidence by reinforcing the authenticity of the information shared. One of the 'must haves' of our AI use is to ensure we're not manipulating the content in a way in which the vehicle itself is enhanced, or that could otherwise be perceived as deception. It's all about applying the technology in a non-intrusive, responsible way.

Empathy also remains essential, especially during high-emotion moments like purchasing or servicing a vehicle. AI is best used to handle routine, information- or activity-driven interactions such as rescheduling appointments or following lapsed sales leads, while humans focus on more sensitive conversations, like discussing repair costs. At CitNOW Group we use intelligent routing within our CRM solution, CitNOW Auto360, to ensure that customers receive the right type of support at the right time, preserving the human touch where it matters most.

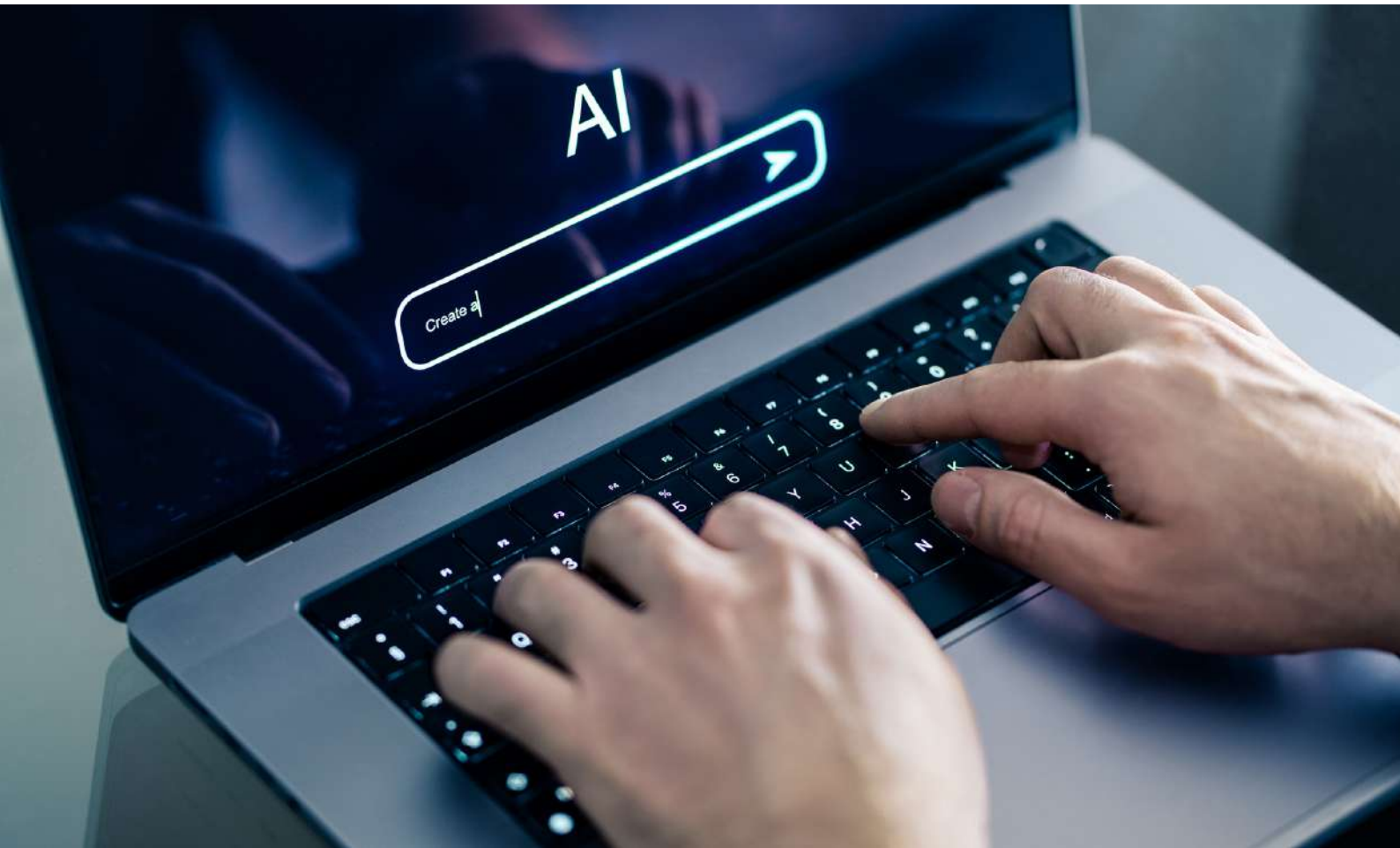
For dealerships looking to implement AI, we recommend a transparent approach that can be applied

incrementally. It's important to define an approach that ensures visibility and builds confidence in the technology and its outputs. For example, starting with co-pilot modes allows human operators to review and refine AI-generated responses or actions for a period of time, assessing the actions humans take based on AI-generated outputs (e.g., actioning a recommended price change, or sending an AI-generated message) before moving to full automation. Additionally, forming cross-functional AI review committees can help align deployments with business, legal, and compliance goals.

Ultimately, AI should be used not for its own sake, but to enhance the customer experience, streamline operations, and empower dealership teams. When applied thoughtfully, AI becomes a powerful ally - driving efficiency, building trust, and creating personalised journeys that meet the evolving expectations of today's automotive consumers.

citnowgroup.com





Linda Ellett, KPMG UK head of consumer, retail & leisure, believes the retail sector is ready to move on from the hype of it all and start achieving some real value.

She gave a broader retail perspective on how AI is transforming business: "Leading retail and consumer businesses are already harnessing AI to personalise customer experiences, predict consumer needs before they arise, automate customer service, and optimise inventory in real time.

"Delivering real value from these value cases takes an understanding of where AI is the best answer."

Ellett says this means knowing where to prioritise investments and have a clear, strategic AI road map, as well as IT infrastructure that is AI-ready and teams that are confident in using it.

KPMG's *Intelligent Retail* report, which surveyed 160-plus key decision-makers from across retail, says that more than half (56%) have already been using AI in some capacity for the past three years.

Nearly half (47%) state that it has become a core part of their business, while 82% believe that those who embrace AI will be able to develop a competitive edge over those who do not.

THE OPERATIONAL BATTLEGROUND

The immediate impact from AI will be operational. According to Tribe, the biggest gains will not be on the sales floor but in the aftersales and back office functions.

"The biggest operational impact will be in aftersales and back office because that is where I believe

inefficiencies and complexity are most concentrated," he explained.

Car manufacturers are already experimenting. One is using predictive maintenance and AI scheduling to boost workshop productivity and improve customer retention.

Others are applying connected car data to prompt service visits.

On the back office side, AI is being deployed to optimise finance and inventory management, reducing working capital and lifting margins.

James Evans, audit director at BDO, also highlights finance as a key area where AI can make a difference in the future.

He says: "There is so much data out there that AI could assimilate with regards to vehicle model, age, mileage and retail prices.

"At auction, AI could tell you that is the vehicle you should be buying and at the right price, giving you the best opportunity to market it appropriately and maximise profit."

However, Evans says progress has been slower for accounting functions for dealerships.

SCOPE FOR RAPID CHANGE.

Evans asks: "Do a business need to have a purchase ledger clerk posting all sorts of invoices the company receives?"

"Or, will it get to a point where you scan these in and AI will pick up exactly who the supplier is, how much it is for, what it is for, how it needs to get posted and allocated? It will probably just present a quick

report which someone looks at and simply presses a button."

He believes automation could be one of the first steps to bring tangible cost benefits.

Uploading 20 invoices at once for AI processing would be faster and cheaper than manual entry.

Longer term, Evans foresees approvals and postings handled digitally in the background. But he also notes a practical barrier.

He says: "It is all very well having something which can look through 20 invoices in about five seconds, but if there is no output from it that plugs into the dealer management system (DMS), then I don't think it will take off quickly."

WILL AI BOOST PROFITABILITY?


For all the talk of efficiency, the question that matters most is profit.

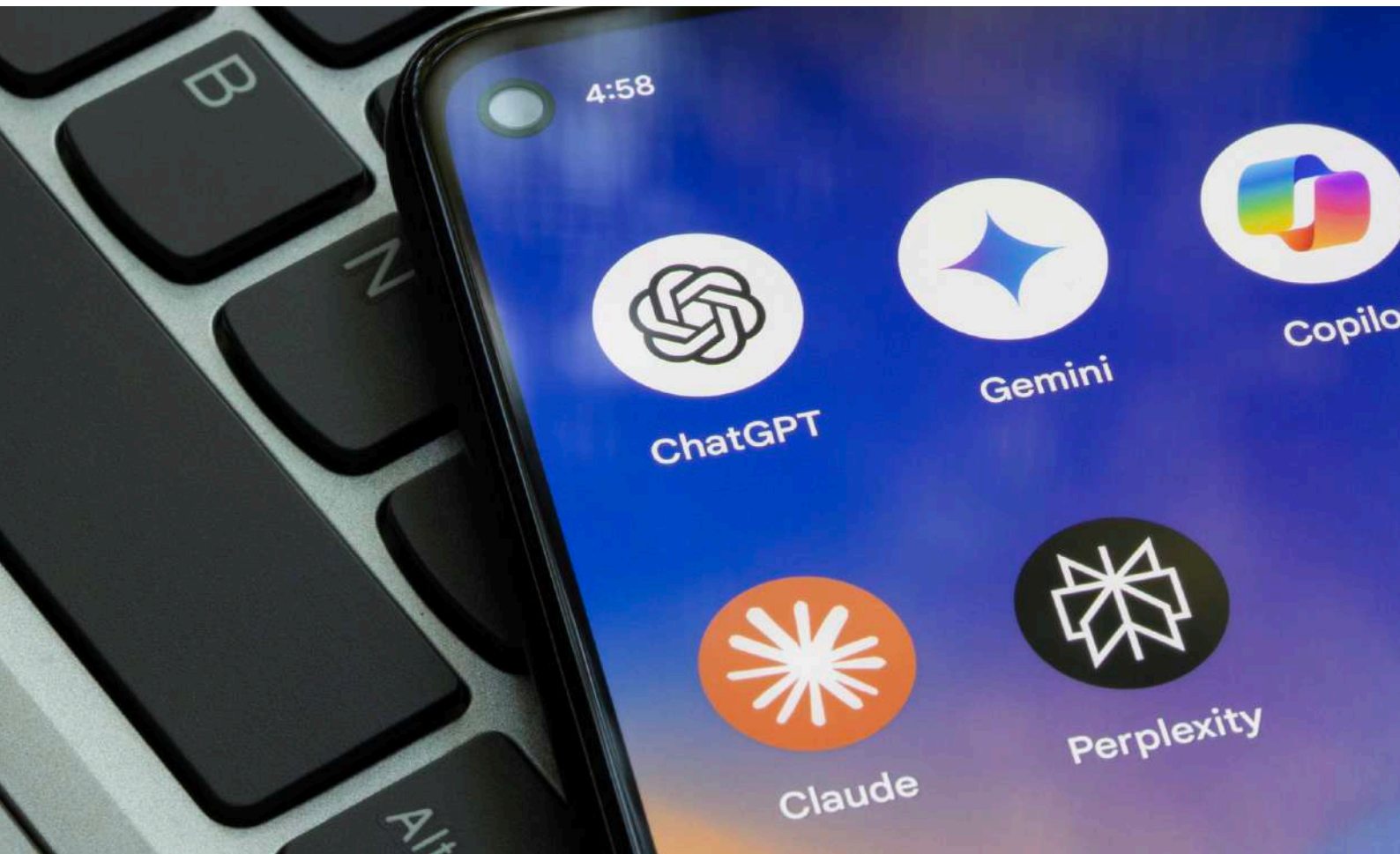
Tribe believes the gains are material. He says: "Based on PwC's analysis, AI could add two-to-four percentage points of EBIT uplift for retailers adopting it effectively."

That would come from three areas:

Cost reductions, such as lower sales pursuit costs.

Efficiency and optimisation gains, such as improved sales conversions and streamlined processes.

Higher customer lifetime value, by maximising cross-selling opportunities such as insurance or additional features and by keeping customers within the brand throughout the vehicle's life. 



He points to early evidence from dealers using AI chatbots to provide 24/7 support, or predictive stock allocation that has enabled some retailer groups to improve their used car turnover days by 15 to 20.

Tribe says: "It's these sort of areas that have a direct positive impact on margins and working capital."

COULD THERE BE AN AI BACKLASH?

Department for Science, Innovation & Technology data from the end of last year shows that UK adults have mixed perceptions about AI's impact on society and themselves.

Around four-in-10 expect a positive impact while three-in-10 anticipate a negative one, both for society and them personally.

For all its promise, AI does bring risk if it is not deployed carefully.

Tribe warns of "tissue rejection" if customers feel they are dealing only with machines. AI chatbots can already breed frustration as soon as it's clear they are not able to help with more complex requests.

Tribe says: "Customers want speed and convenience, but they also want to physically engage with the product before purchase.

"Automotive customers value human reassurance when making high value purchases such as a vehicle."

Airlines initially faced backlash with AI-only service bots, before stepping back to hybrid models that combined human and digital support.

Banking customers, too, are comfortable with AI for quick queries, but still prefer humans for mortgages

and loans. Vehicle purchases follow the same dynamic.

Tribe advises some caution, evoking Dr Malcolm's famous quote from *Jurassic Park* – "just because they could, that doesn't mean they should". He adds: There is a balance and sensitivity in how companies should use AI through the customer experience."

POOR DATA AND CULTURE COULD SLOW AI ADOPTION

If AI is so powerful, why is adoption not happening faster? Tribe points to familiar barriers. Data quality and integration remain major headaches for dealer groups juggling disparate customer relationship management (CRM) and DMS systems. Poor quality inputs undermine the effectiveness of AI.

KPMG's *Intelligent Retail* report from earlier this year shows that 74% of the wider UK retail industry believe data readiness is their biggest challenge.

The overhype of AI is also an issue, with 60% saying they feel overwhelmed at the volume of AI-related information, while just less than a quarter (24%) feel they have a clear roadmap that puts AI at the centre of transformation in their business.

CULTURE IS EQUALLY IMPORTANT

Tribe says: "Change management is a significant part of AI adoption.

"Some automotive retailers can lack digital skills at both leadership and frontline levels.

"The AI app universe is constantly expanding and knowing which tools to employ and what benefits they will bring is complicated."

Evans at BDO also sees a divide: "There is such a

massive disparity on some dealer groups being quick and keen to adopt new approaches and others still intent on providing information in paper form in a lever arch file."

He believes it will take one large group to show the financial benefits before others follow.

Evans says: "It is going to take someone to come out and say, we are saving a million pounds a year using these tools, and then others will follow."

LESSONS FROM OTHER SECTORS

Tribe points to fashion and e-commerce as examples of how far AI could go. Personalisation at scale, dynamic pricing, and A/B tested customer experiences are already normal elsewhere.

He says: "Larger automotive retailers are starting to take this approach and others should do the same."

Could AI see dealership team sizes shrink in the future? Tribe expects more evolution than elimination.

For those with administrative-heavy roles, Tribe does expect to see some impact on the number of roles needed.

However, he says the industry should expect role evolution and an uplift in productivity, rather than broader headcount reductions.

AI is there to automate routine tasks and free staff up for customer engagement and higher value work.

On regulation, he expects greater scrutiny.

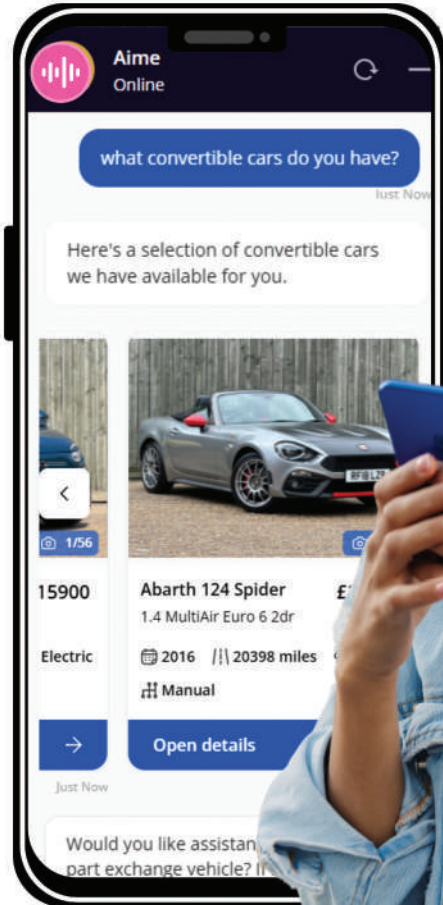
FCA rules on Consumer Duty, as well as the EU's AI Act, will shape how retailers deploy AI in customer-facing settings, especially in finance and data handling. Transparency and fairness will be non-negotiable.

Sell more cars 24/7 with AIME - your AI sales assistant

MotorTech AI is redefining car sales with **AIME** — the automotive industry's most advanced conversational AI. AIME replaces outdated online forms with a trusted conversational AI that engages visitors around the clock. By delivering fast, natural conversations, AIME reduces drop off, increases lead conversion, and turns casual browsing into confident buying. Designed specifically for automotive retail, AIME is the most advanced automated end to end sales assistant, turning dealership websites into interactive showrooms where every visitor can find their perfect car, any time and on any device.

Automotive Expertise Meets Intelligent Sales

AIME isn't just smart tech — she's built on genuine automotive experience. With more than 30 years of industry credibility and over 100 years of collective sales knowledge, AIME acts like a seasoned professional who guides prospects with empathy and accuracy. With a wide network of integrations across



automotive, AIME easily integrates with your systems. She can seamlessly assist your customers through the full sales journey with vehicle queries, valuations and part-ex, finance quotes and applications and reservations. This powerful combination of automotive heritage and artificial intelligence gives dealers a trusted assistant. AIME doesn't just chat.

She sells.

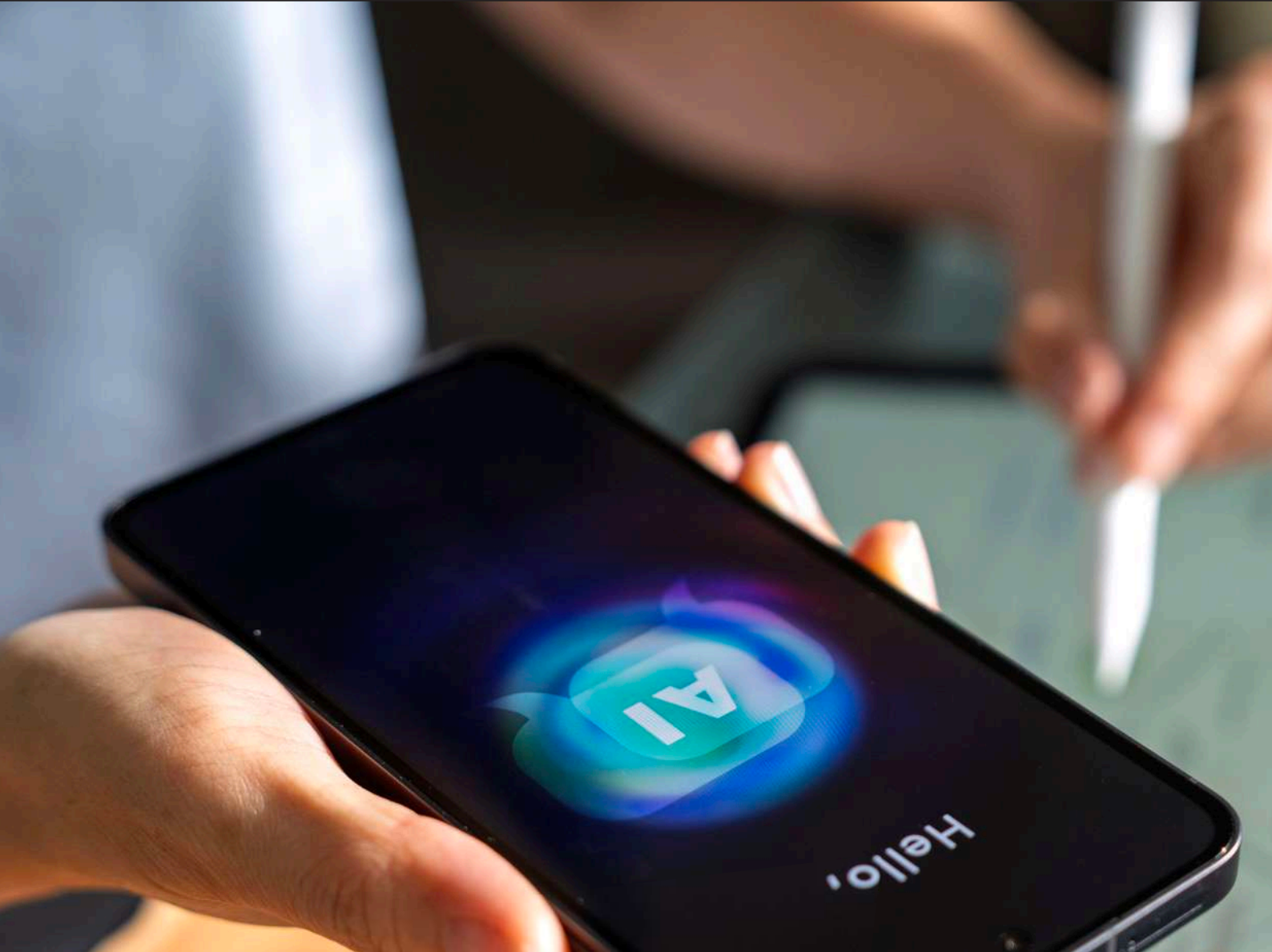
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Dealers across the UK and beyond trust AIME because she

delivers measurable results: immediate responses to qualified leads, expert knowledge through complete data access, and a customer journey that feels smooth and personal. By blending advanced technology with deep industry insight, MotorTech AI provides dealerships with an advantage in a rapidly evolving retail landscape. With AIME, you gain a digital sales professional who builds customer trust, and creates a seamless twenty four seven showroom. Discover how AIME can support your business at <https://motortech.ai>, or contact us today to begin your journey toward smarter and more profitable automotive sales.

Turn your website into a top sales performer

Discover how AIME can drive measurable results for your dealership. Visit <https://motortech.ai> or contact us to start your smarter, more profitable sales journey.




Mastering AI tech roll-out

Artificial intelligence is here for the long term, so dealer groups must implement it strategically, says [Aimée Turner](#)

As artificial intelligence (AI) and advanced digital tools reshape industries, dealerships find themselves at a crossroads.

On the one hand, the potential benefits of AI are undeniable – streamlining manual tasks, connecting siloed systems and enhancing customer experiences across the vehicle lifecycle.

On the other, implementation is rarely straightforward. Dealerships face complex operational environments, heavy sales pressures and cultural resistance that can turn even the most promising project into an uphill struggle.

So how can dealers approach AI implementation strategically, ensuring not just a smooth launch but long-term success? 

Redefining Automotive Retail with Virtual Workforce Solutions

The automotive retail industry is changing faster than ever before. Dealers face growing challenges: shrinking margins on vehicle sales, fewer workshop visits due to electric vehicles, rising competition from new entrants, and increasing customer expectations for instant communication. At the same time, staff shortages and higher labour costs are putting additional pressure on profitability.

Novaco AI was founded to address these challenges head-on. Rather than offering yet another software tool, we provide a virtual workforce: AI-powered assistants that integrate seamlessly with dealership systems and carry out tasks across multiple customer channels. These virtual team members are always available, cost-efficient, and designed to take away the routine workload from your employees so they can focus on high-value interactions.

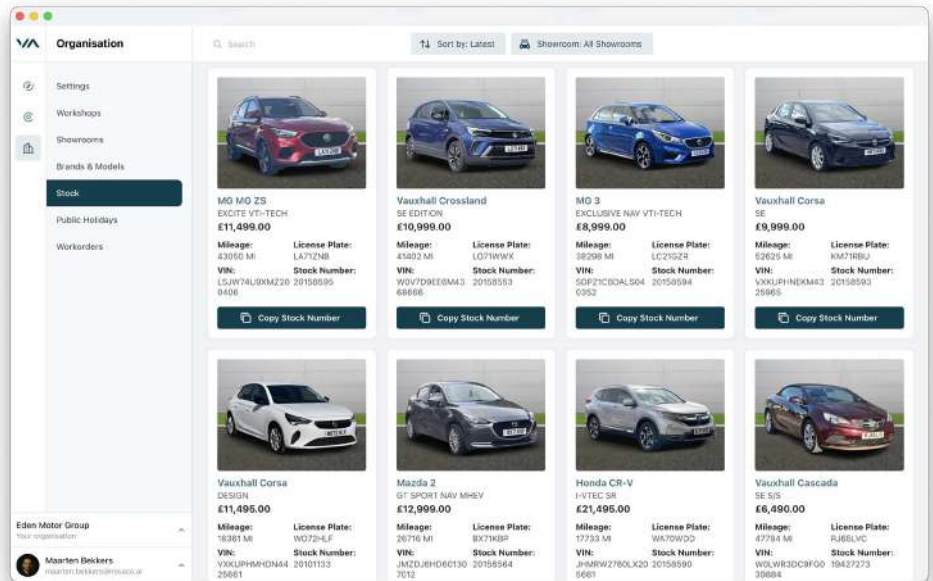
A Virtual Workforce for Every Channel

Novaco AI goes far beyond traditional chat solutions. Our technology enables dealerships to deploy digital team members across websites, WhatsApp, email, voice, and even within internal systems. Whether it is scheduling a workshop appointment, giving a real-time status update, providing menu pricing, or supporting staff with instant access to information, Nova – the intelligence behind our platform – delivers a consistent and professional experience.

By automating these processes, dealerships reduce phone traffic, avoid unnecessary costs, and create more workshop throughput. Customers receive the quick and accurate answers they expect, while staff can focus on building long-term relationships and closing sales.

Partnership with Keyloop

To make our solutions even more impactful, Novaco AI has partnered with



Keyloop, a leading provider of dealer management and retail systems. Together, we bring the power of AI directly into the heart of dealership operations.

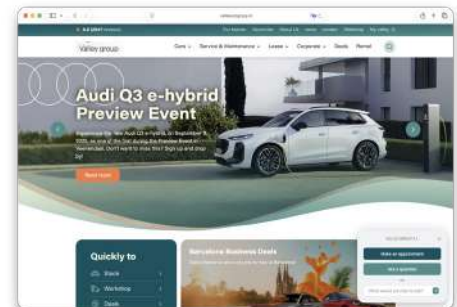
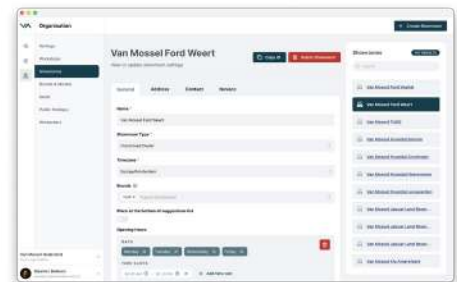
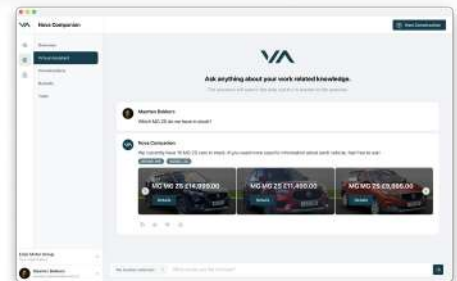
Through this partnership, Novaco AI integrates with Keyloop's ecosystem, ensuring a smooth connection to core systems and data. Dealers using Keyloop can now activate their own virtual workforce without complex IT projects, benefiting from proven workflows that align with their existing processes.

The result: less pressure on staff, happier customers, and better margins for the dealership.

Transforming the Future of Automotive Retail

We believe that the future of automotive retail is not about adding more tools, but about transforming the way work gets done. Just as other industries have adopted automation to handle repetitive processes, automotive retailers now have the opportunity to embrace a virtual workforce that scales with their business.

Our mission is simple: to empower dealers to do more with less, while providing a better customer experience at every step of the journey.



Get in Touch

Novaco AI is redefining automotive retail communication with AI. If you are ready to explore how a virtual workforce can transform your dealership, our team is here to support you.



LAYING THE FOUNDATIONS

Paul Humphreys, managing director, retail, at Cox Automotive Europe, stresses that preparation is everything. "Effectively, implementing AI, or any technology for that matter, requires several key steps. These include aligning the chosen solution with the dealer's business goals, securing internal buy-in, ensuring data readiness, and conducting a comprehensive technology audit. All of these should be completed well in advance of the roll-out."

For Humphreys, a comprehensive technology audit is particularly vital in an industry where disjointed legacy systems remain common. "Starting the integration with a clear understanding of how AI will interact with existing systems sets the stage for success," he says.

The ultimate goal should be to connect systems rather than create new siloes, reducing manual duplication and unlocking opportunities across the vehicle lifecycle.

Yet technology selection itself poses another risk. Elliott Perks, CEO of AI-powered transportation solution Jigcar, warns against adopting tools designed for other industries. "The most critical risk with AI is buying something that isn't designed to work for a dealer group. AI should be an additive to a dealer's way of operating – streamlining operations, not creating entire new processes."

Without industry-specific training data, he argues, models will simply underperform. "If a model is

trying to solve problems in the same way for a dealer selling cars as it does for a fashion brand selling clothes, it is destined to fail."

James Leese, UK managing director at lifecycle management platform Impel, frames roll-out not as a software installation, but as a people-centred transformation.

At Impel, he explains, successful implementations follow a staged process: discovery and alignment with dealership goals, rigorous data preparation and integration, tailored training, controlled pilot projects, and, finally, a full roll-out with ongoing support.

"Technology adoption rises or falls on human

engagement," Leese notes, adding that AI must be positioned as a tool to empower, not replace, staff.

Matthew Jones, chief technology and communications officer at AM100 dealer group Greenhous, agrees on the importance of phasing. "The key to AI is to treat it as a staged roll-out, not a simple switch you can flip."

His roadmap starts with aligning technology to measurable business goals such as lead conversion or stock optimisation. From there, accurate and connected data becomes the foundation. Change management, pilot testing and consistent communication complete the cycle.

"Communication should not be treated as a single step," he says. "It needs to run consistently throughout the process."

THE ROLE OF CONSULTANCY

With such complexity, it is natural for dealerships to ask how much consultancy support they should seek. The answer, according to experts, depends as much on culture as on the technology itself.

However, whether consultancy comes from internal champions, peer networks, or the vendor itself, its value lies in relevance and accountability.

Jones argues that some of the best consultancy already exists inside the dealership. "The best consultancy can come from within, as IT-savvy staff already understand workflows, data sources, and everyday pain points. Bringing them into

“STARTING THE INTEGRATION WITH A CLEAR UNDERSTANDING OF HOW AI WILL INTERACT WITH EXISTING SYSTEMS SETS THE STAGE FOR SUCCESS



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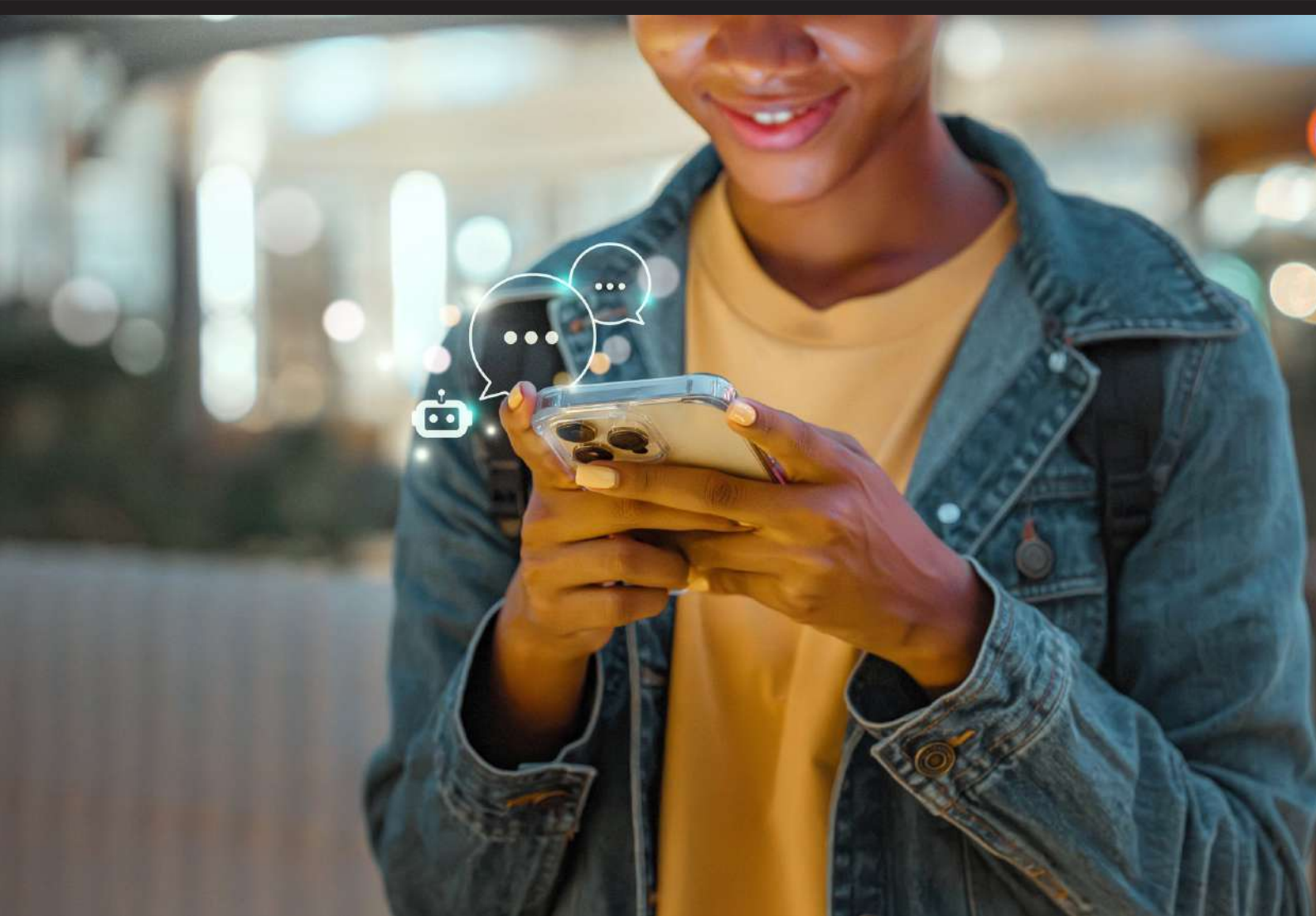
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Much more than Artificial Intelligence,
this is **Autotrader Intelligence**.



 Autotrader



the process early helps shape practical solutions that actually work in the dealership environment," he says.

He also sees value in peer learning, drawing insights from other groups that have already navigated AI roll-outs.

Perks at Jigcar, however, believes consultancy should not be a bolt-on cost. "Ideally, you only want to partner with software providers that view the successful roll-out of their AI solutions as part of their core obligation as a vendor. Indeed, the need for consultancy often points to a misfit solution not tailored to automotive. Having to pay consultancy fees to implement AI is a big red flag," he warns.

Impel's Leese takes a middle ground, arguing that consultancy is essential, but should be embedded in a structured process.

At Impel, consultancy spans discovery, data integration, training, pilot optimisation and ongoing support. "Rolling out AI technology in a dealership environment isn't just about installing software – it's about orchestrating a smooth, people-centred transformation that delivers measurable results from day one."

Gerard Thatcher, founder and CEO of Motortech.Ai, argues that the consultancy landscape in automotive retail is undergoing a major shift from a traditional approach where consultants were relied upon for everything from system set-up and staff training to

process redesign and long-term optimisation.

"Today, AI-driven platforms have replaced many of these functions. Intelligent tools now provide automated guidance, real-time problem-solving and user-friendly interfaces, which make external consultancy far less critical," he says.

"Where a consultant might once have delivered staff training or monitored adoption, AI can now take over these tasks with greater efficiency. Built-in training modules, virtual assistants and adaptive learning systems enable staff to develop proficiency on demand."

BUILDING SCALABLE TRAINING

No roll-out succeeds without people. Training is, therefore, one of the most strategic investments a dealer can make.

"Rolling out new technology in a dealership is only half the job – the real success comes when every team member can use it confidently and consistently," says Leese who recommends starting with a skills gap analysis to understand the needs of different roles before developing role-specific learning paths.

Further, training formats should be blended – combining workshops, e-learning and reference guides – and treated as continuous process rather than a one-off. Departmental champions should help sustain adoption, while metrics and feedback will ensure ongoing improvement.

Greenhou's Jones echoes the value of champions, saying: "Identify trusted staff in each department that can become your data or AI champions. Train them first and let them share knowledge in a way that makes sense for their team. People are far more likely to embrace a new system when support comes from a colleague they know and trust rather than a one-off session from a vendor."

For Perks, cultural leadership is equally vital. He believes that by making AI adoption part of leadership routines, dealerships normalise its use and prevent it being dismissed as some form of "shiny new thing".

"Lead from the front by using AI at SLT level – where management are seen to be engaging with AI themselves daily... the culture trickles top down," he says.

Thatcher at Motortech.Ai also cautions against rushing AI adoption with unrealistic timelines. "Overly-ambitious implementation schedules can place undue pressure on staff and increase the likelihood of errors," he says.

Instead, he advises setting achievable milestones that allow room for training, testing and phased adoption. Staggered roll-outs, he notes, give dealerships the opportunity to identify and resolve issues on a smaller scale before committing to a full deployment – reducing risk while building staff confidence along the way.

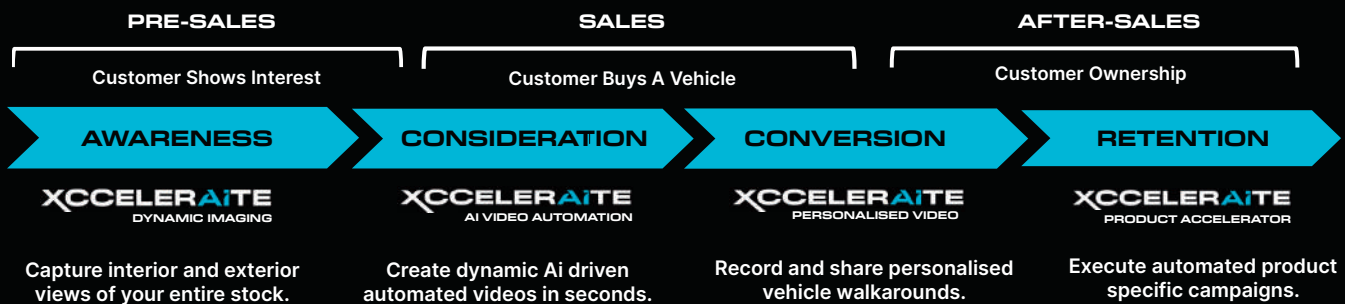
XCELERATE

XCELERATE YOUR BUSINESS WITH THE POWER OF AI.



TRANSFORM THE VEHICLE-BUYING JOURNEY WITH AI-DRIVEN AUTOMATION.

XccelerAite supports the automotive customer journey with advanced AI powered solutions that add value at every stage of the sales process, from the moment a customer shows interest through to long term ownership. By delivering dynamic, personalised and automated video content, XccelerAite helps automotive retailers and OEMs to drive engagement, increase customer satisfaction and maximise conversions.



XCELERATE AI VIDEO AUTOMATION

CAPTURE. AUTOMATE. ENGAGE. CONVERT.

Introducing XccelerAite AI Video Automation, the smarter, faster way to turn your inventory into high-quality, on-brand vehicle videos, instantly and effortlessly. Powered by AI, it creates consistent, professional content with your logo, colours, fonts, music, and voiceovers, no filming, editing, or manual work needed.

This AI solution includes plate masking, AI-generated backgrounds, and auto-publishes to platforms like AutoTrader, YouTube, and Meta. It also promotes insurance and value-added products early, helping boost revenue with zero extra effort.



FEATURES & FUNCTIONALITY.

AUTO PUBLISHING. Automatically publish your videos to marketplaces, your website, and to your brand YouTube channel.	AI BACKGROUND. Automatically detect remove and replace background imagery and vehicle license plates all using the power of AI.	AI VOICE OVER. Automatically generates and adds spoken narration and synchronised text captions to all of your videos.	CUSTOM BRANDING. Customise videos with your colours, music, fonts, and logos to align perfectly with your brand.
BACKGROUND MUSIC. Enhance your videos by adding any music track you need to bring them to life and make them stand out.	MARKETING MESSAGING. Elevate your videos instantly by inserting impactful image or video-driven marketing messages.	PRODUCT PLACEMENT. Introduce F&I / Value-Added Products earlier in the customer journey to raise awareness and boost conversions.	SOCIAL MEDIA CONTENT. We can build bespoke branded templates, offering a fully unique experience.

More than just a visual upgrade, it speeds up the sales process by delivering key info in under a minute, making it easier for buyers to decide and for your team to close faster.

To find out more information on how XccelerAite can support you and your business, please visit: www.xccelerate.ai or email enquiries@xccelerate.ai



NAVIGATING THE RISKS

Despite best intentions, technology roll-outs are fraught with risks. Dealers face unique pressures – multiple sites, diverse workflows, and relentless sales targets – can complicate adoption.

Humphreys at Cox Automotive acknowledges that in a high-pressure environment, interruptions can quickly undermine sales performance. His advice: keep any AI solutions simple, prioritise seamless integration with dealer management systems, and deliver training in accessible, time-efficient formats.

Perks highlights another foundational issue: data. “Without solid data, AI cannot operate effectively. The successful output of AI relies on accurate data being inputted to analyse.” Expecting AI to perform miracles without reliable data, he warns, is a recipe for disappointment.

Leese sets out a more systematic view of common risks: low user adoption, poor data integration, operational disruption, scope creep, lack of ongoing support and unintended customer experience gaps.

Each requires a proactive countermeasure, from piloting before scaling to mapping customer touchpoints in advance. “By proactively addressing these risks, dealerships can turn potential pitfalls into opportunities for stronger adoption, smoother processes and better long-term returns,” he says.

SUSTAINING SUCCESS

If roll-out is only the beginning, then ongoing support is what ensures long-term success. All our experts agree that regular reviews, cultural reinforcement, and vendor accountability are non-negotiables.

Matthew Jones at Greenhous adds a note of caution around vendor accountability.

He says: “Dealers need to be careful with third parties selling ‘AI magic’. It’s important to ask for working examples, check references, and have

regular check-ins to hold suppliers accountable.”

He adds: “AI solutions require regular reviews to check performance and clear ownership within the dealership to keep it on track.”

Jones recommends quarterly checks and the use of departmental champions to monitor staff confidence. By revisiting initial promises, dealerships can prevent drift and maintain alignment.

Dealers, Perks argues, should also not have to worry about model updates themselves, pointing to the rapid evolution of AI models.

“The underlying models that power AI are changing at an alarming rate. The landscape shifts every month and some models are better than others at particular tasks too,” he notes.

Instead, providers should abstract that complexity and handle seamless upgrades, while also assessing usage and impact against KPIs.

Leese at Impel believes ongoing consultancy is essential. He recommends scheduled performance reviews, continuous training for both new and existing staff, departmental tech champions, open feedback loops, adoption tracking and scalable optimisation as dealerships grow.

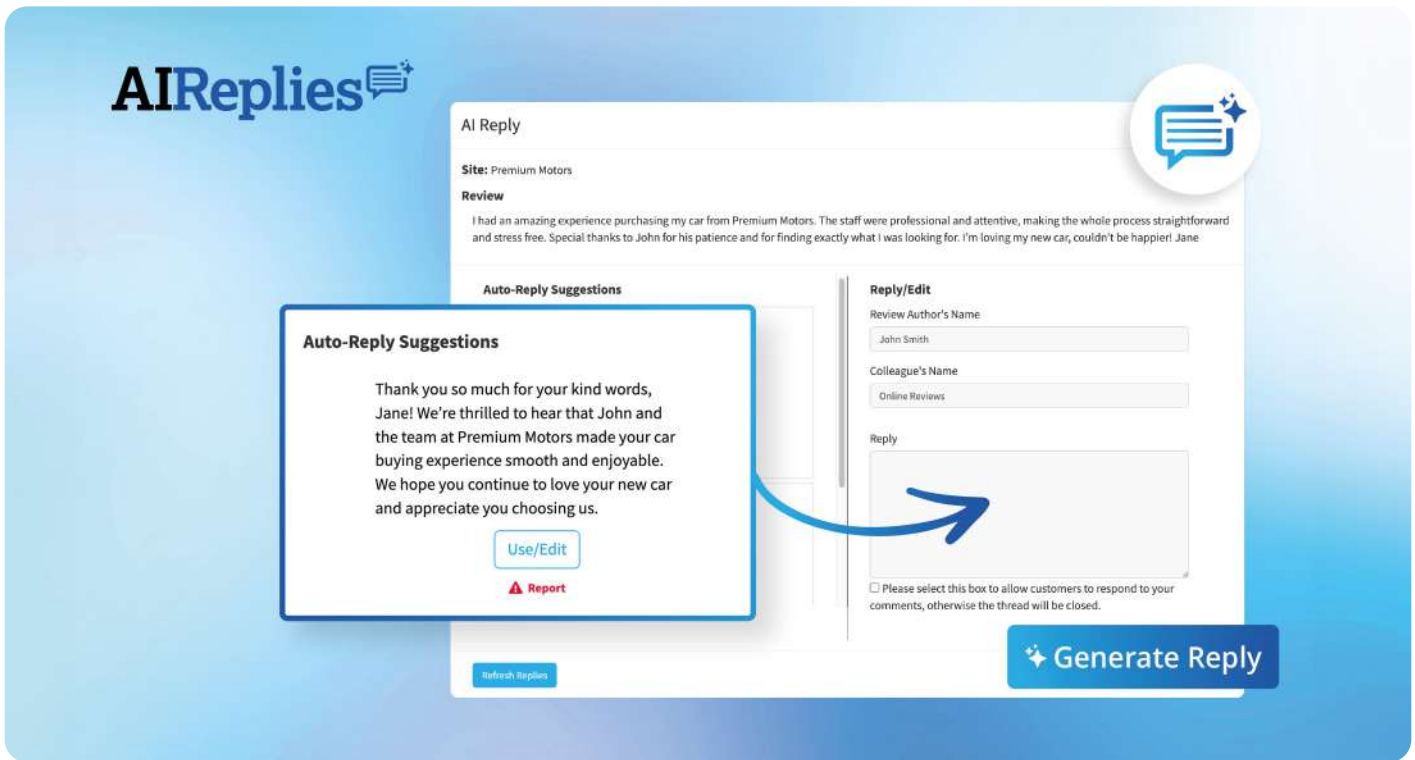
“The launch is just the start,” he insists. “True ROI comes from continual refinement, adaptation and reinforcement.”

“WITHOUT SOLID DATA, AI CANNOT OPERATE EFFECTIVELY. THE SUCCESSFUL OUTPUT OF AI RELIES ON ACCURATE DATA BEING INPUTTED TO ANALYSE



ELLIOT PERKS, JIGCAR

Advertising feature



AI in automotive retail: Save time, boost reputation and drive sales

Imagine saving hours every week while your customers rave about your service and your diary fills with repeat business. Artificial intelligence (AI) is already reshaping how forward-thinking car dealers operate. Like the internet revolution, AI has arrived. The real question is: How do we use it to service customers better and win more sales? At JudgeService we believe AI should support human interaction, not replace it. Done well, it strengthens relationships, frees up staff to focus on customers, and raises the bar on customer experience. Here's how our latest tools help your dealership work smarter and grow faster.

Slash response time, boost reputation

Responding to reviews quickly and professionally builds trust, but it can consume hours each week. Our **AI Reply** tool generates empathetic, brand-aligned responses for every review.

These are just some of the key features:

- **Acknowledges your team by name** – giving colleagues the recognition they deserve and personalising the experience.
- **Addresses the customer's specific feedback** – whether it's about an issue or a particular car or van.
- **Replies with genuine empathy** – so responses feel authentically human, not robotic.

You can switch to a standard escalation message when an issue needs investigating, ensuring consistency and compliance with OEM review standards. Dealers using our AI Reply tool are already reporting significant time savings and enjoying the quality of replies.

Spot trends before they happen

Traditional star ratings give you a score; they don't tell you the story. Our **Next-Generation Sentiment Analysis** reads between the lines of every review, surveying comments and pieces of customer feedback. You'll see at a glance whether sentiment is trending up or down, spot patterns at department, team or site level, and even compare you against competitors. Instead of reacting after the fact, you'll know exactly where to act first – turning raw feedback into a predictive and pointy tool for reputation, retention and revenue.

Turn lost leads into sales

We're enhancing **ProAct** with an AI-driven car finder. After a lost sale, the system follows up with the customer and suggests vehicles from your stock that match their preferences. It automates timely, personalised emails with relevant stock information.

It's like having a virtual sales assistant that never sleeps – helping you convert lost leads into happy customers.

Balance efficiency and empathy

The future of AI in automotive retail isn't about taking people out of the process; it's about freeing your team to focus on the moments that matter – building relationships, closing deals and delighting customers. Dealers who embrace AI now will not only improve efficiency but create a more consistent, customer-centric experience.

Ready to see the impact first-hand? Email me – neil@judgeservice.com or call **01423 225166** and discover how our AI tools can save you time, boost your reputation and drive sales

JudgeService 



Helping create raving fans since 2011

PINEWOOD.AI

AUTOMOTIVE INTELLIGENCE



*real product imagery.

The world of AI moves fast. Blink and you've missed the latest evolution. And nowhere is this more evident than with the ability of today's AI Advisors to have customer conversations that would not have been possible even at last year's AM Live.

So, if your last experience with a chatbot left you feeling frustrated by 'talking to a robot', it's time to jump back in and have a chat with the new generation.

As natural as a human advisor.

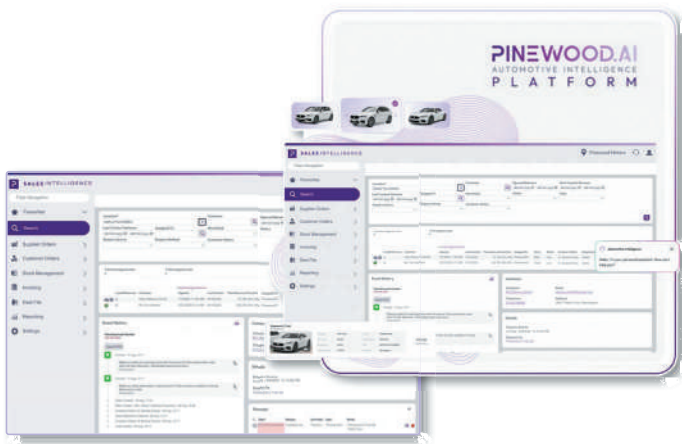
The ability of today's AI Chat to have conversations that are almost indistinguishable from the conversations you'd have with a human are one of the biggest advances in the technology. They can ask questions that build upon

what the customer has said, they can even adjust the language they use according to the language the customer uses. So, the customer feels they are having both a personal and a personalized conversation.



More knowledgeable than a human advisor.

This is no disrespect to your sales and service teams or to how you've trained them. But however smart they are, or well they've been trained, we humans can only hold so much knowledge in our heads. Customers will ask technical questions we don't know the answer to. We can't instantly compare fuel consumption or boot capacity of multiple models. An AI Assistant can. And it can adjust the comparisons according to whether the customer drives mostly in the city or on motorways or the dimensions of the bike, baby buggy or wheelchair they need to fit into the car.



Steers the conversation like your best salespeople.

If the customer doesn't know what they want today's AI Assistants will not only ask the usual questions such as fuel type or body type but they can suggest the cars you want them to suggest based on stock availability and margin. They can also understand the implications of customer statements that don't directly relate to cars. For example, if a customer says they've got three kids, two large dogs or have very short legs, AI can discuss why some cars will be more suitable than others.

They can even take cues from what the customer has been browsing and build that into their suggestions – for example colour of car.

Never needs sleep or coffee.

Of course, the benefit of a 24/7 response is one everybody knows. But when you understand that today's AI Assistants give you a truly effective salesperson at 9pm on a Sunday night then the business potential takes on a whole new dimension. By the time your team comes in on Monday morning they have a list of qualified leads who have booked test drives for vehicles that are in your inventory.

Never forgets a face.

Much as we'd all love to make a sale on the first conversation, we know that doesn't happen. It doesn't matter how good the human or the AI. Most customers need time to think about it. When they return, whether it's a day, a week or a month later, nothing builds the relationship better than recognizing them and welcoming them back. That's very hard for your human team to do, but not for your AI team. What's more the AI Assistant 'remembers' everything that was previously discussed and can pick up where it left off.

We know that what we've written sounds very utopian. And we'll be the first to say that whatever the technology is capable of today, it'll be capable of a lot more tomorrow. But everything we've said is an accurate summary of what it can do today and a glimpse of how you and your dealership can benefit.

Fancy a chat?
Pinewood Automotive Intelligence Chat

From adoption to advantage – how UK dealers are making AI work

12 months ago, dealers using AI had a competitive advantage. Today, already, AI is quickly becoming an operational necessity. And in many dealerships, it's doing the hard work sales teams no longer have time for.

Between growing lead volumes, rising customer expectations, and tighter resources, today's sales teams are stretched. Enquiries come in at all hours. Buyers want fast, helpful answers. And the follow-up window is narrower than ever.

That's where **AI is making a difference**.

Impel's analysis of **187,000 UK leads** handled in the first half of 2025 reveals that when dealers employ Automotive AI effectively, **60% of appointments** are booked within 15 minutes of first contact, with **37% of engaged leads** coming in when dealerships are closed. AI isn't just helping teams respond faster; it's keeping the door open when no one else is on the floor.

But speed isn't the only factor. One in four leads re-engaged more than 48 hours after first contact, well past the point where most human follow-up ends. AI gives dealers a second chance at opportunities that would otherwise be lost.

UK retailers like Available Car, Swansway Motor Group and Tustain Motors are seeing the results first-hand:



And it's not just about volume. With AI handling lead response, sales teams can focus on what they do best: building relationships, creating urgency, and closing deals. In short, they start each day with a list of booked appointments—not a backlog of missed opportunities.

IMPEL AT AM LIVE

Join us live for real-world insight on automotive AI

Presented by:

Matthew Muilenburg
Chief Product Officer



At AM Live, Impel Chief Product Officer Matthew Muilenburg will be joined by UK retail leaders already using AI to boost lead conversion, personalise communication, and free up sales teams for higher-value work.

The panel discussion will explore how AI is being used in conversational, copilot, and agentic roles, and how capabilities like Retrieval-Augmented Generation (RAG) are pushing performance even further.

The Impel team will also be at the show with live product demos and customer examples. Stop by stand B26 and see what Automotive AI that's purpose-built for auto retail looks like in action.

About Impel

Impel is a global automotive AI organisation helping dealers improve the way they connect with modern car buyers. Our AI-powered platform supports every stage of the customer journey – from first click to final sale.

We work with over 8,000 dealers worldwide and have been active in the UK for several years. Our platform includes:

- **Sales AI:** Automated lead response and follow-up
- **Chat AI:** A brand-safe virtual assistant that gives buyers the answers they need
- **Merchandising AI:** AI-powered immersive experiences for digital showrooms

We don't replace your team. We help them reach your dealership's full potential.

To learn more, visit impel.ai or email salesuk@impel.ai



THE AUTOMATED DEALERSHIP

Five Practical Ways to Put AI to Work.

A Guide to Building Leaner, More Profitable Dealership Groups.

UK dealerships are facing common challenges like rising costs, slow revenue growth, and the threat BEVs pose to aftersales. Simultaneously, new Chinese brands are rapidly capturing market share. As the industry reaches a turning point, many businesses are looking to AI and automation to drive efficiency, but the big question is always the same: where do you even start?



Nexbotix

www.nexbotix.ai



Book A Demo

www.nexbotix.ai/book-a-demo

We focus on practical, proven areas that deliver immediate results to save costs.

Nexbotix are an AI and automation specialist who live and breathe the automotive retail sector. We help dealerships like yours use AI as a hands-on tool to solve the real-world financial and operational challenges you face every day. We do this by deploying a smart

'digital workforce' of AI-powered software bots that work right alongside your team, efficiently automating everyday tasks.

Think of them as the perfect assistant, designed to take over the time-consuming, repetitive tasks and business processes that drain your resources and create bottlenecks, like sales paperwork, processing invoices and dealership admin. The result is a more efficient operation, a huge reduction in costly manual resource, releasing time for the teams that are dedicated to selling cars, upselling after-sales services and providing your customers with best in class service.



Don't Just Take Our Word for It – Here's How It's Working for Other Dealerships.

Our solutions are designed to deliver a rapid and measurable return on investment, integrating seamlessly with your existing systems. We've helped dealerships of all sizes transform their operations.

Arnold Clark

**8,500
HOURS
SAVED**

Arnold Clark now processes **200,000** invoices annually with our AI automation, saving an estimated **8,500 hours** of staff time per year.

**startin
group**

**50,000
RECORD
CRM**

Startin Group maintains real-time accuracy across its **50,000**-record CRM, shifting from periodic data cleansing to a continuous verification model that enhances customer trust and service quality.

FIVE HIGH-IMPACT AREAS WHERE AI IS ALREADY MAKING A HUGE DIFFERENCE.

1. AutoBUY

Source Profitable Stock, the Smart Way with AutoBUY

The Frustration: Manually sourcing used car stock is a constant struggle. Buyers waste valuable hours jumping between platforms, often missing the best vehicles or overpaying based on outdated data. During supply shortages, emotional purchasing frequently overrides disciplined, criteria-based strategies, compounding the problem.

The AI Solution: Think of AutoBUY as your 24/7 automated procurement team. Our bots scan the market using your exact criteria, check prices against CAP data in real-time, and calculate the perfect bid price, making sure your forecourt is always filled with profitable, in-demand cars.

2. AutoCLEANSE

Get Your Data Right, and Keep It Right with AutoCLEANSE

The Frustration: Inaccurate CRM data is a silent profit killer. With tens of thousands of records, a yearly data cleanse just doesn't cut it. Information goes out of date, leading to failed marketing campaigns and incorrect service reminders that annoy customers.

The AI Solution: AutoCLEANSE automates the updating of your vehicle and customer data in real-time. It constantly validates records for things like changes of keeper and MOT dates, so you can be confident your CRM is always accurate and ready to help you retain your customers.

3. AutoACCOUNTS

Clear the Invoice Backlog with AutoACCOUNTS

The Frustration: Your finance department is often buried under a mountain of invoices, constantly chasing suppliers and reconciling data. It's not just inefficient; it's where costly mistakes happen that can strain your supplier relationships.

The AI Solution: AutoACCOUNTS automates your key financial workflows, like accounts payable and receivable. By intelligently processing all your financial documents, we've seen it reduce document processing time by up to 80% and drastically improving manual data entry error rates.

4. AutoADMIN

Speed Up Your Sales Admin with AutoADMIN

The Frustration: You know the feeling. A great sale is made, the customer is happy, and then everything slows to a crawl with paperwork. Manual data entry across your Lead Management, DMS and CRM systems is a drag, it's where errors creep in, and it can really damage the customer experience.

The AI Solution: AutoADMIN works as a digital co-pilot for your sales team, automating the entire admin workflow from the moment an order is raised to the final vehicle handover. Our bots intelligently handle the data entry and validation, ensuring everything is 100% accurate and speeding up the whole sales cycle.

5. AutoNIAH

Take Command of Your AI Automation with AutoNIAH

The Frustration: Once you have automation running, without a central hub, you see the activity but can't easily measure the impact, check the ROI, or spot where things could be even better.

The AI Solution: AutoNIAH is the command centre for your entire automation setup. It's a single dashboard that gives you real-time analytics on how your bots are performing, how much time you're saving, and what your ROI looks like. It lets you manage your new digital workforce like a pro.

Ready to Get Started? It's Easier Than You Think.

We make AI and automation easy. Our expert team don't just sell you the software, they manage the entire process for you without disruption to BAU, ensuring the seamless integration to existing dealership systems.

In today's market, streamlining manual processes is the key to protecting and growing your profit margins. The AI-powered automated dealership isn't some far-off vision; it's a practical, achievable reality that delivers real results, right now.

CURIOUS TO SEE HOW MUCH TIME AND MONEY YOU COULD SAVE?

Let's have a chat. Contact us today for a complimentary, no-obligation AI Opportunity Assessment and we'll help you discover where automation will make the biggest difference for your dealership.



Nexbotix

Contact us today

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+44 (0)207 977 0995

www.nexbotix.ai

mon motors

100%

REDUCTION
IN ERRORS

Mon Motors uses AI automation to process 90,000 invoices annually, achieving a 100% reduction in errors.

Brayleys

60%

REDUCTION
IN COSTS

Brayleys achieved a 60% reduction in processing costs on vehicle invoicing and saw a full ROI within just 5 months.

Driving the Future: How Drivvn **harness AI** to transform automotive sales and lead generation.

The automotive industry is experiencing one of the most significant shifts in its history, and artificial intelligence (AI) is at the centre of that transformation.

At Drivvn, we see AI as a tool to improve efficiency and an enabler of more personalised, ethical, and customer-centric experiences. By integrating AI into the sales process, we help generate higher-quality leads, shorten decision-making cycles, and build stronger, long-term customer relationships.

Vehicle buying decision

The decision to purchase a vehicle is rarely straightforward. Customers weigh multiple factors, from budget and financing options through to lifestyle needs, environmental impact, and brand preference. AI helps simplify this complex process by providing tailored insights and recommendations through our AI tools, ensuring that decision-making becomes easier, faster, and more informed.

For dealerships and manufacturers, this not only accelerates the sales cycle but also improves conversion

rates, as customers feel more confident in the choices they make. By turning vast amounts of data into something meaningful, AI transforms what has traditionally been a stressful decision into a seamless experience.

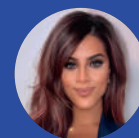
From real learning to machine learning

Analysing the data we collect on customer behaviour across our digital platforms and enquiry channels helps us identify meaningful trends and opportunities. Using the AI concept of machine learning, we can continuously refine these insights, enabling us to automate key aspects of the car-buying process.

For example, AI-driven systems can match customers with the right model and finance offers (via OEM or retailer partners) and even predict when someone is ready to upgrade their vehicle. This approach not only simplifies the journey for the customer but also ensures our

sales teams can focus their expertise where it matters most: building human relationships.

“At Drivvn, we are committed to harnessing AI’s full potential to transform automotive sales and lead generation. At the same time, we are equally committed to ensuring this transformation is ethical, inclusive, and centred on the customer. By applying real insights, leveraging real and machine learning, and embedding transparency at every stage, we are building the future of automotive sales, where technology empowers people rather than replaces them.”



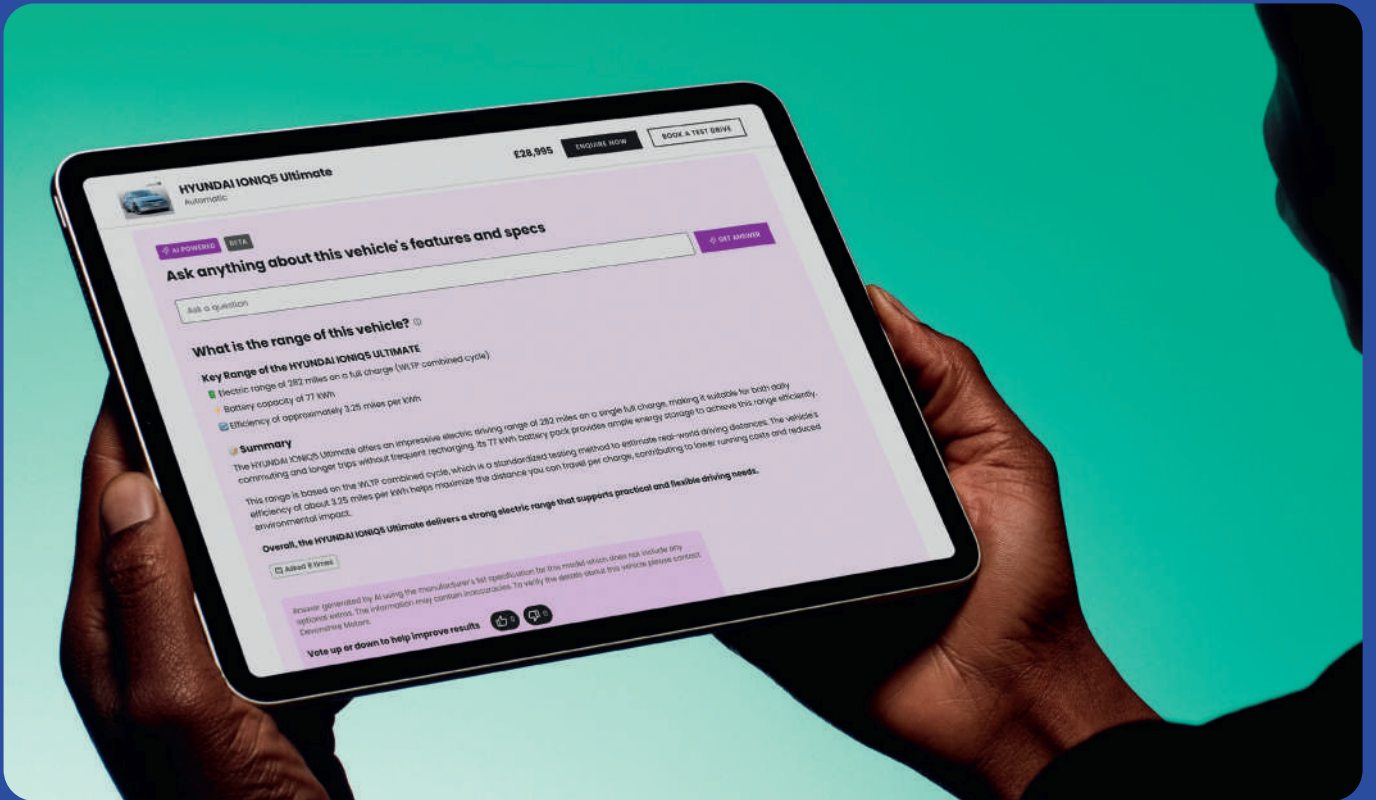
Christina Chander
Product Director
Drivvn



Book a demo today

See how Drivvn’s AI-powered solutions can accelerate your sales journey. Follow the QR code or visit www.drivvn.com/amlive25

drivvn



Ethical AI at the core

As we expand the use of AI, we place data security and customer trust at the forefront of our approach. We will only ever process and share personal data that has been explicitly consented to by the consumer, ensuring that customers remain entirely in control of how their information is used. All data is protected through robust security measures, including encryption, secure storage, and strict access controls, and is managed in line with rigorous governance frameworks and regulatory requirements.

At the same time, we are determined to ensure that AI systems do not inadvertently exclude or disadvantage any group. By embedding fairness, transparency, and accountability into the design of our platforms, we are not only building solutions that deliver measurable results but also setting a new benchmark for ethical AI in the automotive industry. This approach ensures that technology strengthens,

rather than compromises, the trust that underpins every customer relationship.

Enhancing the buying experience

We have adopted a strategy of focusing on smaller, AI-assisted experiences, as research consistently demonstrates that this approach delivers substantial, measurable outcomes. This includes exploring how AI can transform the buying process. Conversational AI tools, such as virtual assistants and chatbots, provide instant responses to enquiries, qualify leads, and guide customers through the next step.

These tools stand out for their ability to learn and improve with every interaction. Over time, the system becomes more accurate, relevant, and aligned with individual customer preferences. This blend of automation and human expertise delivers an efficient and personal experience.

Conclusion

- Artificial intelligence is no longer a futuristic concept for the automotive sector; it is a practical tool driving measurable results today.
- It spans personalised marketing, conversational AI, predictive analytics, and innovative inventory management.
- AI enables automotive businesses to engage customers more effectively, streamline sales processes, and generate high-quality leads.
- For manufacturers and dealerships alike, adopting AI is not just about keeping pace with technological change; it is about unlocking sustainable growth in a highly competitive marketplace.



Book a demo today

See how Drivvn's AI-powered solutions can accelerate your sales journey. Follow the QR code or visit www.drivvn.com/amlive25

drivvn

Green IP: Driving the Voice Revolution in Automotive

How AI-powered Voice is transforming the customer journey



By Daniel Smith, Market Development Manager

In an industry driven with speed, precision and innovation, one thing has been left behind: the human voice. While digital transformation has swept through automotive retail, aftersales and fleet management, voice communications has often lagged, leaving customers with experiences that feel fragmented and impersonal.

Green IP is changing that

As a global innovator with deep roots in sustainability and cloud-first technology, Green IP is on a mission to bring voice back to life in the automotive world. We achieve this by working with some of the industry's

most trusted partners, including Talkdesk, for an AI-powered customer experience, Dubber for advanced call recording and analytics, all brought together on the cloud-first platform delivered by Evolve IP.

The problem: Voice was broken

For many dealerships, the phone has been the first point of connection with the customer. Yet for years, automotive retailers and OEMs have struggled with outdated systems that simply can't keep up with modern expectations.

When customers call to book a service, they're too often met with endless automated menus. Calls are missed, service slots go unfilled and sales teams are left juggling multiple platforms just to keep basic conversations moving.

In today's world, where customers expect instant and intelligent service, this isn't just inconvenient, it's damaging.

Every missed booking is lost revenue. Every abandoned call is a dent in a customer's trust. And every fragmented interaction chips away at the overall brand experience.

The result? A broken voice channel at the very time the automotive industry needs stronger customer connections more than ever.

The solution: AI Voice, reimagined for automotive

Green IP brings together the best-of-breed technologies in AI, analytics, and cloud communications reimagining how dealerships connect with their customers. Instead of missed calls and endless menus, service enquiries can be supported instantly with intelligent voice agents that reduce waiting times and streamline bookings.

Sales calls can be directed to the right advisor with the right information on-screen, while every conversation can be securely recorded and analysed to improve compliance, training, and customer insight.

Because Green IP's solution is cloud-first, it is resilient, scalable and ready to support teams wherever they are – in the showroom, the service bay, or working remotely.

Taken together, these capabilities put voice back at the heart of the customer journey, making every interaction smarter, faster and more human.

Why it works: Built for automotive

Green IP isn't just another telecoms provider; we're rooted in the automotive ecosystem.

"At Evolve IP, we're proud to power Green IP's AI-first strategy in automotive. By uniting industry-leading technologies on our cloud-first platform, Green IP is transforming dealership experiences – making customer journeys smarter, sales processes stronger and every interaction more human."

– Alex Finn, Global Sales Director at Evolve IP



Alex Finn, Global Sales Director, Evolve IP



As an approved Keyloop partner, our solutions connect directly into dealership systems, ensuring voice is not an isolated channel but part of a joined-up customer journey.

This integration means service bookings link directly with workshop diaries, sales calls connect with CRM records, and outbound campaigns can be automated for MOTs, recalls and renewals, all in the systems dealers already use every day.

"With deep sector experience, a focus on sustainability and advanced in-platform features, Green IP continues to drive value for our shared customers," says Hammad Hasnain, Keyloop Partner Account Manager.

The impact: Voice that drives results

Dealerships using Green IP's AI voice solutions are already seeing measurable outcomes.

- **Up to 40% reduction in missed calls**
— fewer abandoned calls translate directly into more booked services and captured sales opportunities.
- **30% faster service bookings**
— AI eliminates frustrating IVR loops and routes customers straight to the right advisor, cutting wasted time.
- **Significant uplift in customer satisfaction scores**
— customers experience quicker resolutions and more natural conversations, even when powered by AI.

These results go beyond efficiency gains; they reconnect dealers with customers in a way that feels genuinely human.

The future: Voice as a strategic asset

In an industry where customer service defines reputation, voice is the most powerful tool dealerships have. Green IP is ensuring it works the way it should, removing frustration, reducing barriers and making every interaction feel effortless. Because, when conversations are smarter and more human, customer service isn't just protected, it becomes your competitive edge.

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AI Assistant: Turning data into revenue with automotive AI

Success is built by generating interactions with customers that feel natural and personal

Automotive retailers are under pressure to do more with less. Customers expect timely, personalised communication at every stage of their ownership journey. Dealers face rising costs, squeezed margins and operational pressures that leave little room for inefficiency.

And in the middle sits the dealer management system (DMS), holding the customer and vehicle data that should be powering revenue – but too often is underutilised or outdated.

This is the environment into which AI Assistant has stepped, providing solutions that transform data into conversations and conversations into measurable revenue.

Unlocking dormant potential

Founded in 2020, AI Assistant was created with one purpose: to make AI practical for automotive retail. The company's focus is on helping dealers use the data they

already have, without adding complexity or workload for busy teams.

Every dealership knows that existing customers are its most valuable asset, but few have the time or resources to contact every one of them consistently. Leads go cold, service customers lapse and renewal opportunities slip by. AI Assistant addresses this by automating customer engagement – not through generic templates, but through advanced conversational AI capable of holding real back-and-forth conversations over email and WhatsApp.

From automation to conversation

The real breakthrough came when AI Assistant's technology unlocked full conversational capability. It could read, interpret and respond to customers in polite, natural language – answering questions, handling objections and maintaining a flow that felt human.

Phil Stubbs, Chief Revenue Officer,

recalls: "Our full conversational AI capability was ready well ahead of our target deadline. Customers were switched across automatically and the interaction was better than human – consistent, respectful and scalable. That's when we knew we were onto something industry-defining."

This capability means every lead can be followed up, every overdue service contacted, every lapsed customer re-engaged – without additional strain on staff. Customers often assume they are communicating with dealership employees, a sign of how natural the interaction feels.

Dealer adoption and ROI

AI Assistant's technology is already deployed by dealer groups including Vines,



Phil Stubbs,
Chief Revenue Officer





Hendy, Steven Eagell, FRF South Wales, Jemca and Dick Lovett – as well as customers across the Middle East. These retailers report measurable returns in sales, aftersales and retention. For many, results appear within days of go-live, with AI handling complete email and WhatsApp conversations that lead directly to booked appointments, renewed finance contracts and vehicle sales.

Stubbs emphasises the importance of this financial clarity: “Our priority is measurable ROI. If a solution doesn’t generate a return, dealers shouldn’t buy it. Everything we deploy is geared around outcomes – whether that’s revenue growth, improved retention or better data accuracy.”

Integration and trust

Data integrity is critical in a sector where customer and vehicle records are the foundation of revenue. AI Assistant addresses this through a strategic partnership with Keyloop. The collaboration and integration allows daily updates to vehicle and customer data – including keeper changes, MOT due dates and cherished plate movements – to be written back into the DMS securely.

This ensures that campaigns are always based on accurate, up-to-date information. It also reduces the manual workload of data cleansing, a task that is often neglected but vital to maintaining customer trust and communication efficiency.

Speed and scalability

One of AI Assistant’s strengths is the speed of deployment. Most retailers are live within

four-to-five weeks, requiring minimal disruption to existing workflows. The process involves a few workshops to align messaging and campaign content, after which the AI takes over.

Results are typically visible within a few weeks. Dealers often begin with a single priority area – such as overdue leads or vehicle health check reminders – and then expand to other parts of the customer lifecycle once the impact is proven.

The platform is designed to scale easily, supporting both single-site independents and large dealer groups. This flexibility means that smaller operators can access the same technology as larger groups, while groups can roll out quickly across multiple locations.

Every stage of the journey

AI Assistant’s solutions span the customer lifecycle. From initial purchase and finance renewals, through service reminders and vehicle health check follow-ups, to re-engaging lapsed customers, the platform ensures opportunities are not missed. By automating these email and WhatsApp touchpoints, dealers can focus staff resources where they are most needed, while maintaining a consistent and professional customer experience.

A partner built for automotive

Unlike many technology providers entering the automotive space, AI Assistant is dedicated solely to this industry. Its leadership team brings decades of experience across retail, IT and aftersales, and the company is self-funded and

profitable. For retailers, that means a partner built for the sector, with the stability to provide long-term support.

Looking ahead

The pace of AI innovation shows no sign of slowing. Features that seemed ambitious just a year ago are already embedded in dealer operations. AI Assistant continues to expand functionality and the mission remains constant: to help dealers generate measurable value from their data.

For UK retailers, the question is no longer whether AI can help but how best to deploy it. With proven results across sales, aftersales and retention – and with AI handling full conversations over email and WhatsApp – AI Assistant is showing that the future of automotive retail is not only digital, but decisively AI-driven. The message is clear: retailers who embrace AI early stand to gain competitive advantage, build stronger customer relationships and free their teams to focus on the human touch that still matters most.

To learn more, visit
ai-assistant.io



AI ASSISTANT



ELLA

Driving Automotive Transformation with AI: ELLA's *optimAlze* Suite

Smarter customer journeys.
Stronger outcomes.

The automotive industry is undergoing rapid change. Customers demand seamless, digital-first experiences, while dealers and OEMs face pressure to increase efficiency, reduce costs, and maintain profitability.

At ELLA, we combine decades of automotive expertise with cutting-edge AI technology to deliver the solutions that retailers need today – and the innovation that will drive tomorrow.

Founded in the UK, ELLA is recognised as The Automotive AI Company, empowering retailers and manufacturers to create smarter, connected customer journeys that increase revenue, reduce friction, and build lifetime loyalty.

Why Partner with ELLA?

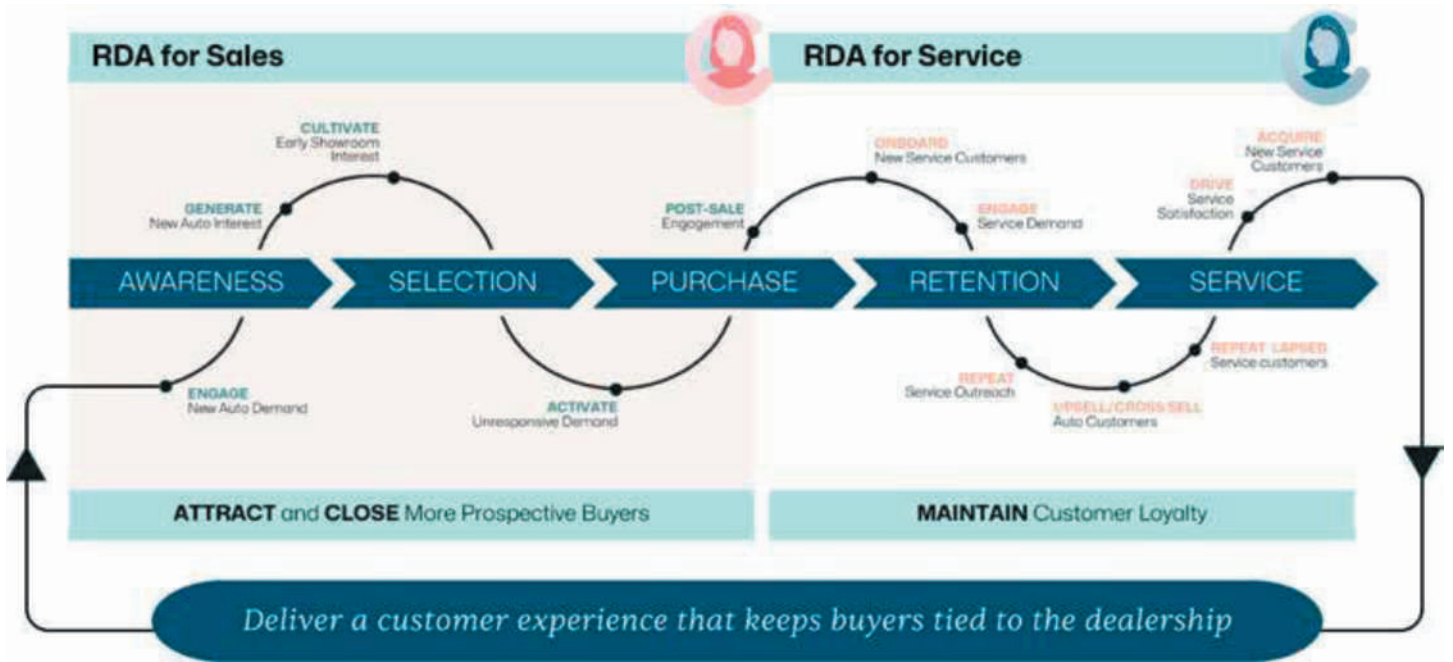
- 100+ years of combined automotive expertise
- Trusted AI deployments across UK & international groups
- Partnerships with Conversica & ScaleVoice
- Comprehensive AI suite: sales, service, marketing & data

“60% of customers say no at least four times before saying yes - yet 44% of salespeople stop after just one attempt. ELLA AI never stops following up.”



Solutions & Benefits

The *optimAIze* Suite: AI that Works for Automotive



<i>optimAIze</i> Engage	Proactive email & SMS follow-up to nurture every lead.
<i>optimAIze</i> Voice	AI-powered voice assistant handling sales & service calls at scale.
<i>optimAIze</i> Chat	Always-on digital assistant for instant website support.
<i>optimAIze</i> Data	Cleansed, enriched, and connected data for smarter decisions.
<i>optimAIze</i> Connect	Integrated ecosystem connecting CRM, DMS, and third-party data.
<i>optimAIze</i> Insight	AI-driven reporting & analytics for predictive business growth.
<i>optimAIze</i> One	All-in-one platform that unifies your AI journey.

Case Study

"Our AI Assistant transformed sales follow-up, filtering 8,000 customers down to hot leads ready to engage. The team is now free to focus on building value and closing deals."

Mike Sanders, Group Van Sales Manager, Rossetts Commercials

40%+

of recalls go unaddressed - missed upsell revenue

24x ROI

224 incremental vehicle sales and 87 confirmed service bookings in 90 days from Lost Sales & Lapsed customers

68%+

of customers prefer text updates - yet most dealers still rely on outdated manual outreach

60%

of leads are never followed up on. OEM leads go unworked

With *optimAIze* Voice & Engage, every enquiry gets a timely, personalised response across SMS, email, chat, and voice — filling more service bays and boosting loyalty.

ELLA – The Automotive AI Company

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