



**AM readers recommend their top suppliers**





# ENTER NOW

14th May 2026, Park Plaza Westminster Bridge, London



# AM AWARDS: 2026

## WE ARE LOOKING FOR THE BEST IN AUTOMOTIVE RETAILING

Entering the AM Awards offers a strategic opportunity for UK car dealers to gain recognition, enhance brand credibility and engage with industry leaders. Submit your entry by the 30th January 2026 to take your place amongst the very best.

Enter for free at [www.am-awards.co.uk](http://www.am-awards.co.uk)

Thanks to our current sponsors



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# WELCOME

# W

elcome to our latest annual AM Dealer Recommended report. The UK's motor retail sector is a complex industry which requires close, reliable partnerships to help give motorists the choices they desire in order to remain mobile and protected.

Suppliers must work hand-in-hand with motor retailers to optimise the business opportunities for both parties. Doing so leads to stronger partnerships and vital recommendations that help other dealers decide who they might wish to consult for their future needs.

The AM Dealer Recommended programme allows dealerships to have their say about the companies they trust most to provide the best partnership. Each year we gather opinions via research conducted among *Automotive Management's* registered dealer audience. Dealers nominate their best suppliers in each industry specialism. The top performing companies are then granted Dealer Recommended status.



Sign up at AM-online to keep up to date with the latest news, interviews and insights in the UK motor retail industry.

# AM

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# THE TOP SUPPLIERS DEALERS COUNT ON



No 'luck' involved as 13 companies retain their dealer recommended status for a further year

**T**he results are in. Almost two dozen significant industry suppliers have been endorsed by motor retail leaders in the latest AM Dealer Recommended research programme.

The Dealer Recommended 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 shape and inform their knowledge of their preferred targets when revising their partnerships with industry suppliers

We survey dealers from our registered 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 suppliers comprehensively and to shop around for new partnerships.

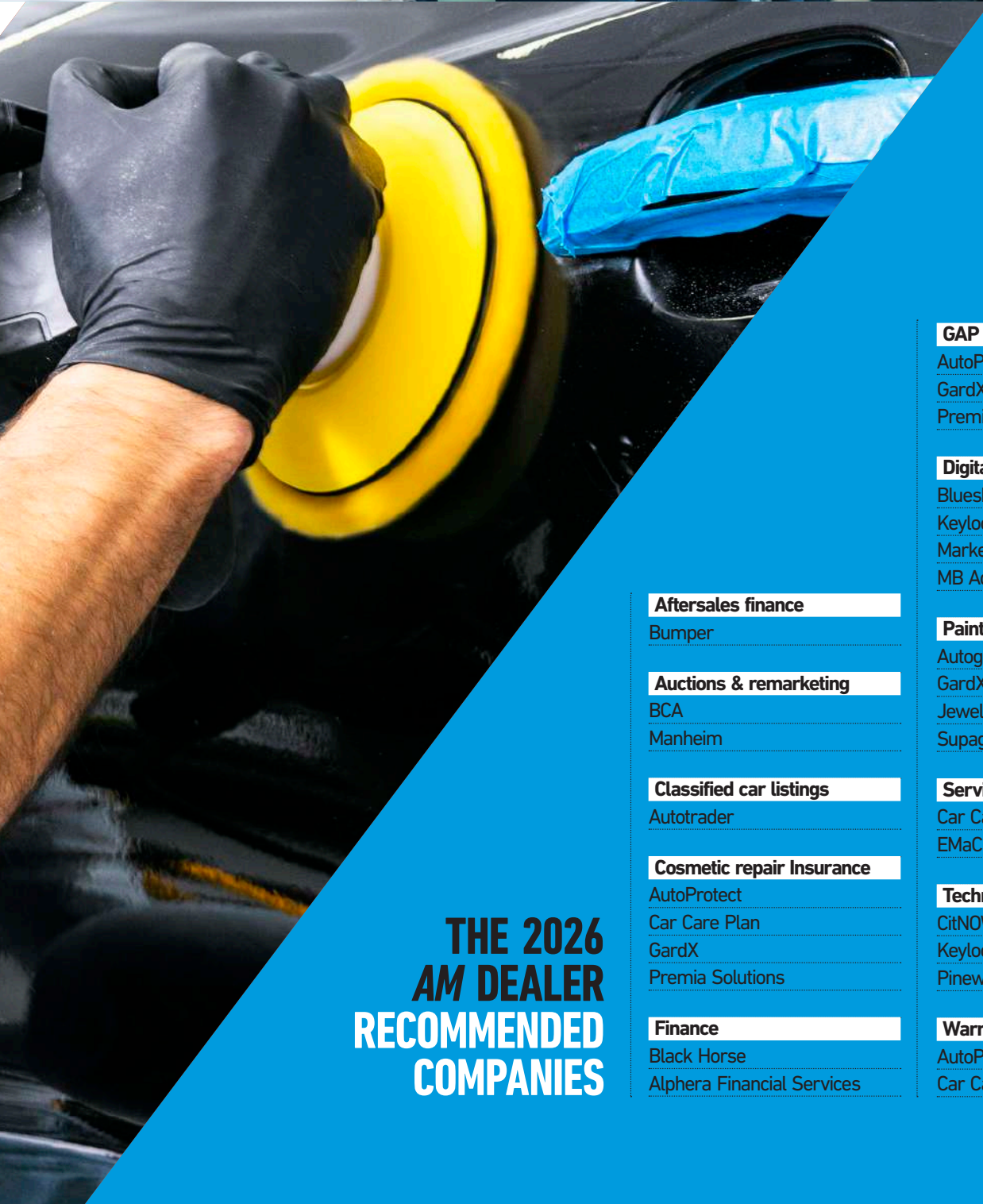
The companies listed right received sufficient support from AM's dealer audience to gain the status of Dealer Recommended this year.

And from the research two categories stand out for having the highest number of recommended companies, recognising the competitiveness in these subsectors: marketing companies and paint protection, each with four.

In total, 13 companies retained their dealer recommended status from last year:

- Autoglym
- AutoProtect
- Autotrader
- BCA
- Black Horse
- Bluesky Interactive
- Car Care Plan
- EMaC
- GardX
- Jewelultra Diamondbrite
- Keyloop
- Manheim
- Supagard





# THE 2026 AM DEALER RECOMMENDED COMPANIES

## GAP insurance

AutoProtect  
GardX  
Premia Solutions

## Digital marketing

Bluesky Interactive  
Keyloop  
Marketing Delivery  
MB Advertising

## Aftersales finance

Bumper

## Auctions & remarketing

BCA  
Manheim

## Classified car listings

Autotrader

## Cosmetic repair Insurance

AutoProtect  
Car Care Plan  
GardX  
Premia Solutions

## Finance

Black Horse  
Alpha Financial Services

## Paint protection

Autoglym  
GardX  
Jewelultra Diamondbrite  
Supagard

## Service plans

Car Care Plan  
EMaC

## Technology providers

CitNOW Group  
Keyloop  
Pinewood Technologies

## Warranty providers

AutoProtect  
Car Care Plan



LifeShine™



# PROTECTION, EVOLVED.



## CERAFUSE ULTRA. THE FUTURE OF CERAMIC PROTECTION IS HERE.

Luxury and performance vehicles deserve more than ordinary protection. That's why Autoglym LifeShine have developed CeraFuse ULTRA – the ultimate ceramic coating system that delivers unmatched gloss, double the durability of CeraFuse, and a lifetime guarantee that inspires total confidence. For dealerships, CeraFuse ULTRA creates a premium upsell opportunity with higher margins.



DISCOVER  
CERAFUSE ULTRA



A TWO-TIER CERAMIC OFFERING FROM AUTOGLYM LIFESHINE

# SWITCHING MADE SIMPLE



BECOME A PARTNER

Change can feel daunting - but when it comes to paint protection, it doesn't have to be. With Autoglym Lifeshine, AM100 dealer groups can now experience a truly seamless switch that removes hassle, reduces downtime, and sets your dealership up for growth from day one.

At Autoglym, we understand that switching suppliers isn't just about products - it's about people, process, and performance. That's why we take care of everything, so your team can stay focused on what matters most: delivering excellence to your customers.

Our dedicated Seamless Switch Programme provides a full end-to-end transition that includes application and sales training, showroom setup, and ongoing business support. Every dealership receives a dedicated account manager and a bespoke growth plan designed to deliver measurable results. We've made the process simple and seamless, ensuring you can switch with total confidence from day one.

This isn't just a change of supplier - it's an upgrade to a recognised brand that stands for quality, trust, and simplicity. With Autoglym Lifeshine, your switch is safe, supported and seamless.



## 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.

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





## THREE 'DEALER-RECOMMENDED' PRODUCTS. ONE INTEGRATED PARTNER.

### How GardX's integrated solutions are delivering stronger margins, better CX and scalable growth.

In a market where consumer expectations are rising and dealership margins are under pressure, the ability to stand out has never been more critical. Today's highest-performing retailers are relentlessly evolving their value propositions, leveraging F&I and Value-Added Products as a true growth engine. They enhance customer experience, strengthen profitability through innovation and disciplined execution, and offer world-class product portfolios. By investing in consistent processes, technology enablement, and continuous training, they create scalable, predictable income streams. Crucially, they align their partnership strategies to ensure their teams are supported with market-leading solutions, insight, and guidance.

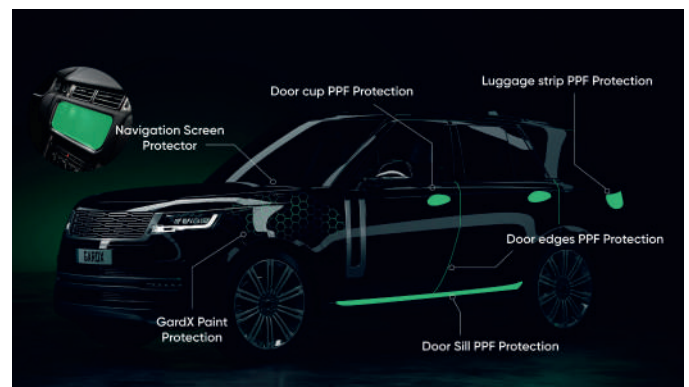
That's exactly where **GardX Protect** and **GardX Assure** continue to redefine the benchmark, across **both** regulated and non-regulated products.

### SETTING NEW STANDARDS WITH CUTTING-EDGE TECHNOLOGY.

As a **Global Leader and Multi-Award-Winning Paint Protection provider**, GardX Protect sets the benchmark for innovation and performance in the automotive sector. Leveraging industry-first solutions, including advanced CX3 Ceramic Graphene, GX2 Graphene and Paint Protection Film, GardX Protect delivers unrivalled protection, enhancing both the visual appeal and long-term value of vehicles.



These cutting-edge products are designed not just to safeguard vehicles, but to elevate the entire customer ownership experience, creating a tangible point of differentiation for dealerships. Backed by relentless R&D, rigorous testing, and a commitment to staying ahead of market trends, GardX Protect empowers dealerships to offer premium, high-performance solutions that build loyalty, reinforce customer confidence, and drive measurable business growth.



### INSURANCE SOLUTIONS THAT DELIVER CUSTOMER CONFIDENCE AND GROWTH.

**GardX Assure** provides a suite of industry-leading insurance solutions, including **GAP and Cosmetic Repair Insurance**, designed to support dealership performance and enhance the customer experience. Through tailored, award-winning products, GardX Assure helps dealerships instil confidence at every stage of the ownership journey.



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

Customers gain reassurance that their vehicles are protected, while dealerships are empowered to strengthen retention, build lasting trust, and deliver a superior, value-led proposition. In an increasingly competitive and dynamic market, GardX enables dealerships to drive sustainable growth and maintain a differentiated, customer-focused offering.

## A UNIFIED, FUTURE-READY PROPOSITION FOR SUSTAINABLE GROWTH.

**Top-performing retailers recognise that Insurance and Value-Added Products must be approached holistically and seamlessly.** Success depends on delivering a complementary, customer-centric portfolio that spans **both** regulated and non-regulated solutions, creating a seamless ownership experience while driving long-term value.

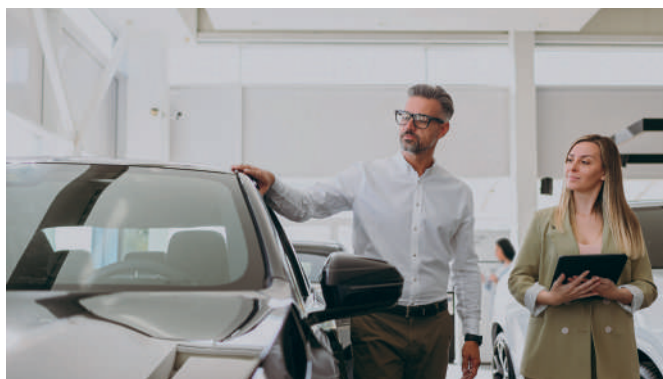
GardX offers a fully integrated proposition, combining GardX Protect and GardX Assure into a single, unified supplier solution. This approach provides dealers with consistent product quality, standardised training, and expert guidance, while unlocking economies of scale, operational control, and consistency in presentation across every site.

By leveraging GardX's end-to-end portfolio, dealerships can strengthen the entire customer journey, enhance retention, and build a scalable, measurable growth engine. With one trusted partner, retailers can confidently deliver world-class products, optimised processes, and a superior customer experience, positioning themselves to outperform in an increasingly competitive and demanding market.

## THE OPPORTUNITY FOR DEALERSHIPS.

2026 will reward retailers who act decisively to optimise every facet of their Insurance and VAP strategy. When leveraged correctly, a unified, end-to-end approach can turbo-charge growth.

**Typically, we witness a doubling of product performance and income per unit.** Switching to an integrated solution with GardX is easy and straightforward; our proven experience delivers immediate wins, with full support, training, and insight to get teams performing from day one. Dealers ready to transform their offering, elevate the customer experience, and unlock sustainable growth should reach out today.



Discover how GardX are raising the bar for performance, profitability and customer experience.

Please visit [www.gardxgroup.com](http://www.gardxgroup.com) or email [enquiries@gardxgroup.com](mailto:enquiries@gardxgroup.com)

GO WITH  
**GARDX**



# A quarter of a century of partnerships, people, and progress

This year marks a major milestone for Premia Solutions Limited – 25 years of excellence in the automotive insurance industry.

From a small office and a big idea in 2000 to the UK's leading providers of Guaranteed Asset Protection (GAP) and Cosmetic Repair Insurance, the journey has been one of resilience and innovation, created by people who care about doing things the right way.



## Where It All Began

In October 2000, Conrad Gamble founded Premia Solutions with a simple vision – to build a business based on genuine partnerships and ethical practice.

“We set out to build something simple – a business based on trust, collaboration, and solutions that truly protect customers. Our name says it all.” – Conrad Gamble, Founder & Director.

From three employees in the early days to over 120 today, Premia's growth has been steady and purposeful. The company's very first partnerships – including Network (part of LeasePlan) and Arnold Clark – we continue to partner with Arnold Clark to this day, a testament to lasting relationships built on shared values.

Those early years were marked by relentless energy and commitment to customer experience. Even when resources were limited, the team focused on doing the fundamentals exceptionally well – a foundation that still underpins the business.

## Every Bump in the Road Made Us Stronger

The motor insurance market has changed dramatically over the last two decades – new regulations, evolving consumer behaviour, and shifting product demands.

Premia has adapted at every turn. The company has evolved and delivered new compliant solutions. When customer expectations have risen, Premia invested in digital systems, process automation, and improved claim turnaround times.

Resilience and innovation became part of the company's DNA. The team didn't just weather challenges; they used them as opportunities to grow stronger.

## Product Innovation and Enhancements

Over the years, Premia has continually refined its product portfolio to bring dealers and drivers greater flexibility, stronger protection, and tangible value. **Guaranteed Asset Protection (GAP)** now offers extended cover up to 48 months, higher benefit limits, contributions toward excess, temporary replacement vehicles, and total loss inconvenience payments – giving customers practical and meaningful protection.

## Small to Medium Area Repair Technology (SMART) cover has

expanded the repairable damage area from 30cm to 40cm, increased individual claim limits to £1,000, and introduced support for body shop repairs and windscreen excess contributions. **Tyre & Alloy Wheel (TAW)** cover now includes unlimited puncture repairs, higher replacement limits, and aggregate cover for multiple repairs, along with valve replacements and wheel balancing. For contract customers, **Contract Hire and Lease Guaranteed Asset Protection (CHL GAP)** provides flexible cover up to 60 months, excess reimbursement, and temporary vehicle provision. These enhancements reflect Premia's commitment to delivering the best value, flexible solutions, and customer-first protection.

### SMART Repair



### Tyre & Alloy Wheel



### Gap Insurance



### CHL GAP





### Looking Ahead – A New Chapter of Growth

In recent years, Premia's story has become part of something even bigger. With Fortegra as its majority shareholder since 2023, Premia has gained the backing of a global insurer with a strong financial foundation and international reach. Fortegra carries an **A- (Excellent) Financial Strength Rating from A.M. Best**, reflecting stability and reliability that underpin every partnership.

As Fortegra is currently in the process of being acquired by **DB Insurance**, a top 10 global insurer based in South Korea, Premia enters a new phase – one filled with growth, innovation, and even greater security. DB Insurance holds an **A+ (Superior) rating from A.M. Best** and an **'A+' rating from S&P Global Ratings**, underscoring the strength of the group and the confidence behind every policy.

The goal remains the same: to be the most trusted and respected provider of insurance products and services in the UK automotive sector.

"We've always believed in doing things the right way – compliantly, ethically, and with integrity. That won't change. With the talent we have now and the relationships we've built, the next 25 years will be even more exciting." – Conrad Gamble



### Thank You for 25 Years

As Premia celebrates 25 years, this milestone is more than a reflection of longevity – it's a celebration of the people, partners, and customers who made it possible.

From that first client in 2000 to the thousands of policies written each month today, every step of the journey has been built on trust.

Here's to the next 25 years of partnerships, progress, and protection.



### Milestones That Define Our Journey

- 2000: Company founded, with Arnold Clark among the very first customers.
- 2001: First customers went live using Synergy, Premia's in-house registration platform.
- 2003: Premia began handling claims – first payment protection insurance, then Guaranteed Asset Protection (GAP).
- 2005: Gained FSA authorisation (now FCA) – ensuring robust compliance and financial confidence.
- 2006: Secured a landmark partnership with Lookers, still thriving today.
- 2008: Launched the UK's first Tyre & Alloy Wheel Insurance.
- 2010: Introduced SMART Insurance – now a core market-leading product.
- 2018: Entered a strategic partnership with Fortegra, supporting growth and innovation.
- 2023: Officially joined the Fortegra family, unlocking new investment and resources.
- 2025: Achieved record-breaking results – more policies sold, more claims managed, and more dealer partnerships than ever before.



Through every industry shift and every challenge, the company's core belief has remained constant – that strong partnerships, ethical business, and long-term thinking lead to sustainable success.

### People at the Heart of Everything

Behind every milestone are the people who made it happen.

Premia's culture has always been shaped by collaboration and care. Many of its team members have been with the company for more than a decade – a reflection of the supportive environment and shared purpose that drives the business forward.



From compliance and claims to operations and dealer support, every department has contributed to shaping a trusted and respected brand within the UK automotive industry.

Over the last year, Founder and Director Conrad Gamble has been sending reflections to the team – short notes capturing lessons learned, moments of pride, and the values that have guided the business for 25 years. These messages have become a source of inspiration, reminding everyone that progress is built one small step – and one shared success – at a time.

For more information, visit [www.premiasolutions.com](http://www.premiasolutions.com)

# AM AWARDS: 2026

## STAKE YOUR CLAIM AT THE 2026 AM AWARDS

Next year's 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 14, 2026 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 2026 TIMELINE

NOVEMBER 12, 2025  
Open for entries – visit [www.am-awards.co.uk](http://www.am-awards.co.uk)

JANUARY 30, 2026  
Deadline for entries

EARLY MARCH, 2026  
Awards judging

END OF MARCH, 2026  
Shortlist revealed at [am-online.com](http://am-online.com)

MAY 14, 2026  
Winners revealed at AM Awards black-tie ceremony, Park Plaza Westminster, London



**AM**  
**AWARDS:2025**  
Business Leader of the Year  
Elicia Martin from  
Lanson  
Sponsored by

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THE AWARDS,  
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[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 AutogyIm

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

Sponsored by Tekcor4

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

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.

### 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 powered by Book My Garage

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

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 the adoption of 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

Sponsored by Auto Trader

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 20 sites)\*

Sponsored by Payment Assist

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 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.

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

### Dealer Group of the Year (more than 20 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 – sales/after-sales (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 2025.

### Supplier of the Year

Open to submissions from industry suppliers.

### Supplier Customer Service Champion

This award is for an individual who works within a motor retail supplier business, and who goes above and beyond to foster strong partnerships with its dealer and/or OEM customers, to support clients in optimising their business opportunities, and to resolve issues when they arise.

## 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 as marked by \*.

COOPER PARRY



# AutoProtect Group Dealer Recommended Supplier for Cosmetic Repair and Warranty

## Thank You

On behalf of the entire AutoProtect Group team, a massive thank you to the retail community for recognising AutoProtect Group as the 2026 Dealer Recommended Supplier for Minor Damage/ Cosmetic Repair, and, in addition, as the Dealer Recommended Warranty for warranty.

This recognition is a reflection of not just what we do, our products, but most especially about how we do it.

## The AutoProtect Difference

At the heart of everything we do is our partnership ethos. While we are arguably the largest value-added product (VAP) provider in the UK, we see our dedication to service and delivering on Adding Value as our key differentiator.

We understand how busy showrooms can be and the pressures they face. That's why we regard our large team of local development managers across the UK as an extension of the dealer team, assisting in maintaining focus on the VAPs, their ethical promotion, their role in customer retention, and, of course, generating additional income. Their responsibility is to support dealers in maximising opportunities offered by VAPs through coaching, aiding new starters, sharing best practices, and resolving any issues that may occur.

At the core of this thinking is our dedication to longevity and sustainability. We have always been committed to long-term partnerships and helping dealers to better serve their customers by fostering customer loyalty and helping to create 'raving fan' delighted customers when that 'moment of truth' arises, is central to that thinking – and we do.



## AutoProtect on Trustpilot from 22,356 Authenticated Reviews

Knowing that we create happy customers is why so many dealers have been with us for many years and why more dealers continue to join us. Here is word-for-word how Trustpilot summarises the claims experienced by 22,356 authenticated customers:

*"Reviewers overwhelmingly had a great experience with this company. Customers consistently praise the service provided, highlighting its efficiency and the helpfulness of the staff. Consumers appreciate the clear explanations of policies and the availability of tailored options, with no pressure to purchase unnecessary add-ons. The app is also well-received for its ease of use in managing claims and accessing services."*

## Is it Time to Review Your Value-Added Product Options?

As with all parts of vehicle retailing, the F&I landscape is evolving. Regulation, technology and an ever better informed customer are key factors in the changes we all see.

If you are assessing your value-added product options, we would welcome the opportunity to explain AutoProtect's distinctive approach, which has led to our being awarded the Dealer Recommended Supplier designation for both Minor Damage/ Cosmetic Repair and Warranty.

Contact us via [ourpartners@autoprotect.net](mailto:ourpartners@autoprotect.net).

My best wishes for the year ahead,  
**Mike Edwards, Chief Revenue Officer**

## Value-Added Products in 2026 – AutoProtect Innovations

Regulation will continue to shape the F&I landscape, and in the year ahead, the FCA's published focus is on embedding its Consumer Duty across the financial sector, with an emphasis on; "strengthening consumer outcomes through sustained improvement. Key areas include reviewing products and services, outcomes monitoring, and customer journeys."

With this in mind, the developments that AutoProtect is rolling out are designed to help dealers play their role in delivering good customer outcomes at every stage of their value-added product journey, whether the product is regulated or unregulated.





### Simplifying Things – A New Level of Customer Experience

The acid test of AutoProtect's value-added products for a customer is when a claim is made – AutoProtect has simplified everything.

- All terms and conditions are transparent and written in plain English.
- Claiming and tracking claims will soon be even easier with an all-new online customer platform enabling customers to:
  - o Make and track claims end-to-end
  - o Enjoy complete control of policy administration
  - o Track service requests with AutoProtect's customer service teams

The customer's claim journey is an intuitive, seamless and easy experience.

### A New Level of Dealer Experience

Next up, AutoProtect has taken the same simplification principles into its all-new 'plug and play' dealer-facing platform launching this year, providing;

- Easy access to product and pricing information
- Comprehensive management information including:
  - o A new performance dashboard enables dealers to monitor activity in detail, informing training needs that AutoProtect's field-based experts can deliver in the showroom
  - o Dealer safeguarding with regulatory compliance tools

In short, the new platform helps dealers operate compliantly, optimise performance, and provide evidence of good customer experiences.

### DealTrak – the Next Chapter

AutoProtect Group's DealTrak platform, which connects dealers, brokers and lenders in a single, efficient and compliant platform,



is being reimagined to ensure choice and transparency.

In 2026, dealers will experience the next generation of the platform.

- Compliance solutions, a time and money saving tax categorisation tool, the capability to communicate with customers for operational and marketing purposes, and the largest panel of lender integrations in the market.
- A proposal submission error rate of less than 2%, ensuring dealers can process finance proposals smoothly and reliably.

### Not all Value-Added Products are the Same

It can be all too easy to see all value-added products as being the same, but they aren't.

The two Dealer Recommendations awarded to AutoProtect demonstrate a commitment to enhancing the value of these products to dealers and their customers. A notable example is AutoProtect's SMART product portfolio, which delivers a best-in-class repair experience for customers.

Every repair is carried out at a customer's home or workplace by AutoProtect's nationwide mobile repair network, Shine! which has held the BSI Vehicle Damage Repair Kitemark since 2012.

It is a unique feature that provides valuable reassurance to every customer offered an AutoProtect SMART policy.

Be part of where we're going and join a values-led approach to aftersales. You'll realise the benefits that come with it sooner than you'd expect.

### DigitalPlus – Post-Sale Value Added Products

For volume dealers looking for a post-sale remarketing service, AutoProtect's Digital Plus service continues to grow.

- Using DigitalPlus, an AM 100 client achieved a 25% sales conversion on products sold post-vehicle sale, providing a substantial and reliable revenue stream.

And the key to that success? A highly trained team that has the extra time to introduce products that meet customer needs. Another way in which AutoProtect's partnership approach is lightening the load on dealer showrooms.



For more information, visit [www.autoprotect.co.uk](http://www.autoprotect.co.uk)

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

The automotive sector is navigating a period of change, shaped by shifting consumer expectations, evolving regulations, and continued supply-chain pressures. In this environment, dealers need a partner who can bring stability, insight, and innovation to their operations.

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 with every step of the full remarketing lifecycle with our three service offerings: Auction, Inspection and Vehicle. In this article, we'll walk 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 hundreds of thousands of 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 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 better confidence in your assets, the faster they will sell at a better price.

#### 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.

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, 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.



**Manheim**  
COX AUTOMOTIVE

Reach out for more information: [www.manheim.co.uk/contact-us](http://www.manheim.co.uk/contact-us)

# Automating consumer engagement to drive conversions and maximise retention

**M**arketing Delivery is a leading provider of specialist digital marketing tools and services to the UK motor retail sector, with over 500 clients. In 2025, the company celebrated two significant milestones – 18 years of operation, plus the millionth car sold thanks to its AI-powered VoiceBox platform.

VoiceBox is an advanced customer contact platform designed specifically for automotive retailers, developed in-house by a team with first-hand experience of operating in the motor retail sector. Significantly, VoiceBox is the only auto-specific customer management platform that deploys AI-driven digital marketing communications for both sales and aftersales. It can create and distribute personalised, carefully timed customer communications - including email, SMS, and social media messages that improve conversion, satisfaction, retention and reputation.

Each retailer client has a dedicated account manager, always on hand to discuss strategy and shape tactical campaigns to ensure the best outcomes.

## Improving operational efficiency

The automation capabilities of VoiceBox support sales and aftersales teams, helping to create a seamless transition between digital communications and the in-showroom experience.

In the five years since its launch, VoiceBox has delivered over four million targeted email communications on behalf of Marketing Delivery clients. From these emails, 45,000 customers previously marked as 'lost' have been re-engaged and converted to a sale, and over 1.2 million additional workshop bookings have been created.

The foundation for effective automated communications is accurate customer data. Marketing Delivery's Data Cleanse solution cross-checks the retailer's data against that held by partner agencies, including Auto Data Solutions and Vehicle Data Global. This process encompasses analysis of essential contact information, consents, vehicle-keeper records and essential vehicle attributes – all facilitating more accurate targeting. And for Keyloop users, any necessary amendments can be fed directly back into a DMS via Marketing Delivery's Approved Partner API.

Stock Alerts are an automotive first and exclusive to Marketing Delivery software. The system issues AI-powered personalised emails to identified prospects, offering new in stock or recently reduced vehicles that are similar to the one they enquired about. These alerts are not just one-way; retailer teams are instantly notified of any customer interactions to prompt sales follow-up.

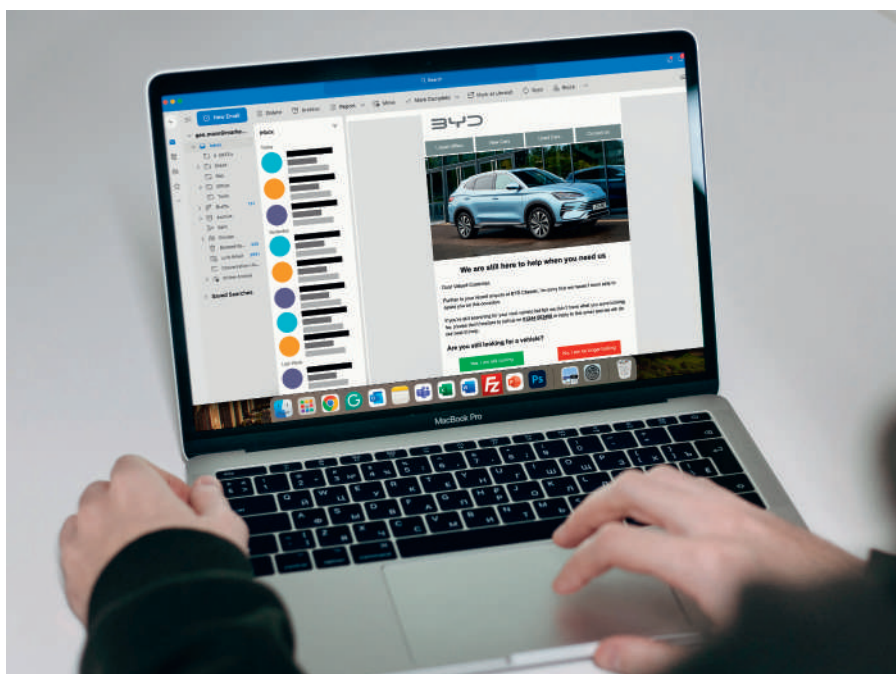
Stock Alerts can also be sent following a workshop visit to encourage aftersales customers into the sales cycle, automatically offering vehicles that are similar to the one that they already own, but newer or with lower mileage.

For aftersales, personalised and timely MOT and service reminders drive inbound workshop bookings, maximising efficiency by reducing the number of outbound calls that have to be made. These reminders can also be paired with predictive maintenance items that fall due in accordance with OEM schedules to further strengthen conversion and revenue opportunities.

This type of aftersales prompt taps into established consumer preferences. In a survey commissioned by Marketing Delivery, 68% of UK car owners indicated they would be more likely to book their vehicle in for a service or MOT with a dealer that monitors the date on which it is due and makes the effort to contact them about it in advance. That's echoed by campaign response rates; in Q3, MOT and service reminder emails secured an average 56% open rate and a 14% click-through rate.

## Driving revenue opportunities and customer conversion

Aside from email and SMS communications, VoiceBox can also be used to manage social media advertising. Typically, measuring the success of social media campaigns is a labour-intensive process, and accurate attribution can be challenging. Marketing Delivery's in-house developed Offline Conversions reporting tool helps retailers better plan their social media spend on Meta platforms (Facebook and Instagram) by attributing inbound leads to specific campaigns and then tracking associated sales conversions.





## “Dynamic custom audiences can also be created to target specific customers with key messages during any chosen period in their ownership lifecycle”

Aggregating data from users of this tool has helped Marketing Delivery identify an average 499% return on investment (ROI) from motor retailers' social media advertising during the first half of 2025, with the best-performing business securing 24 additional orders in a single month from its online campaigns.

These insights are just the start. VoiceBox can draw upon the retailer's website stock management system to populate and upload stock advertisements on its social channels. For example, the Marketing Delivery SocialStock tool targets consumers' Meta feeds with up-to-date vehicle adverts based on specific conquest audience criteria, or by using remarketing tracking pixels to reach previous website visitors. Dynamic custom audiences can also be created to target specific customers with key messages during any chosen period in their ownership lifecycle. For example, it can configure persistent search filters that automatically identify customers matching specific conditions – such as finance agreements ending in eight weeks – and continually refresh those results over time without manually re-running, to facilitate an 'always-on' strategy.

Marketing Delivery's SocialStock campaigns achieve an impressive ROI, boasting an average cost-per-visit to a vehicle detail page (VDP) of just £0.18. Notably, this sits far below the industry average for VDP cost-per-visit, which

ranges from £0.30 to £1.00. During the first half of 2025, social campaigns derived a cost-per-sale as low as £27.77 and a cost-per-enquiry of only £9.49.

### Customer re-engagement and retention at Swansway Motor Group

Marketing Delivery client Swansway Motor Group saw a 172% increase in digital service bookings after it started deploying automated digital marketing technology across its 30 locations a year ago. The introduction of the AI-powered VoiceBox solution also helped to re-engage a significant number of 'lost' leads, 80% of which were converted to a sale over the same one-year period.

With VoiceBox, Swansway has been better equipped to create and send hyper-targeted, AI-powered emails to follow up on these 'lost' leads, notify active sales prospects about cars that match their initial enquiry, and alert existing customers about an upcoming service or MOT date.

Using the enquiryMAX integration, VoiceBox automatically sends a Lost Sales email designed to re-engage Swansway customers via an 'I'm still interested' button, which, when clicked, automatically updates the customer record in enquiryMAX to reactivate them as an open lead. The sales team is notified of the customer's change in status so a follow-up action can be scheduled.

### Creating actionable business insights

The Marketing Delivery BrainBox reporting tool allows customers to monitor data quality, including capture and consent rates. It also helps improve the efficiency of the data capture process, issuing 'Bounce Alerts' to sales teams so they can follow up with customers if contact details appear incomplete or incorrect.

Sales prospects can leave feedback around a decision not to purchase, which is visible in BrainBox so retailers can identify opportunities for training or process improvements to enhance conversion.

The system can also give retailers visibility of aftersales booking rates across vehicle age segments, allowing them to hone their retention strategies and adapt customer communications accordingly.



### Seamless integrations with existing systems

As well as being a Keyloop Partner, Marketing Delivery's software integrates and complements a wide variety of manufacturer-mandated systems, including specialist tools such as Impel for AI-driven digital retailing, Bumper for aftersales conversion, and EMaC for service retention.

The flexibility and integration capabilities of VoiceBox allow retailers to work with preferred specialists to achieve the best outcomes at each customer touchpoint, while still maintaining data in one place.

**Marketing Delivery**

For more information, call 01892 809 911 or visit [marketingdelivery.co.uk](https://marketingdelivery.co.uk)

# Car Care Plan Celebrates Triple AM Dealer Recommended Awards

**A**utomotive Management readers have once again chosen Car Care Plan as Dealer Recommended for Warranty – with 2026 being their 16th consecutive year holding the title. The company has also been named AM Dealer Recommended for both Service Plans and Cosmetic Repair Insurance, reflecting the outstanding customer service and high-quality offering across their product range.

Having held the warranty title since 2010, Car Care Plan continues to be the preferred partner for many of the automotive industry's leading manufacturers and retailers. They register over half a million Warranty policies every year, covering drivers in over 100 countries worldwide, and paying out in excess of £150 million in claims annually. Founded in 1976, Car Care Plan's 50 year history has proved testament to the company's high-quality provision, dependability, high customer satisfaction rates, and successful motoring.

That is reflected in the additional two AM Dealer Recommended titles Car Care Plan has picked up this year, for Service Plans and Cosmetic Repair Insurance. Their comprehensive coverage, clear terms and conditions, flexible offering and payment options, nationwide network of certified service centres and repairers, first-rate customer support and claims processes, proven

track record and reputation as a dependable provider, all helped the company pick up the awards.

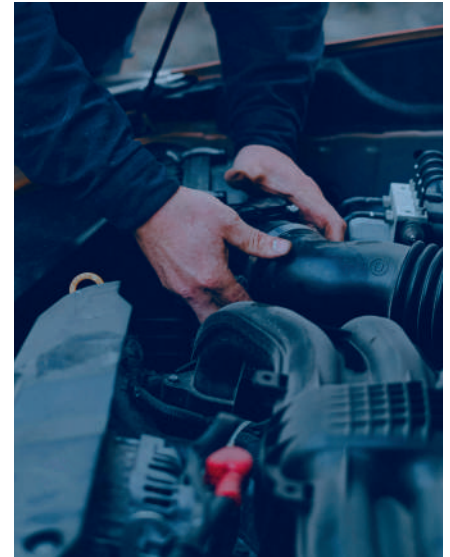
## The Industry's Trusted Aftersales Partner

Car Care Plan now works with over 30 major vehicle manufacturers and more than 2,500 retailers and their extensive customer base has helped them build extensive historical data on UK car stocks across all franchises, with access to claims information on virtually every make and model available.

They provide an end-to-end service that makes offering vehicle aftercare solutions straightforward for their manufacturer and retailer partners. By handling the entire process in-house – from underwriting to administration, marketing to sales, claims to renewals – they are able to continually innovate to meet the ever-changing needs of the market. For example, they were among the first to introduce a specific hybrid and electric vehicle (EV) section into their standard Warranty wording.

## Aftersales Innovation for Today's Market

With hybrids and EVs now making up a significant proportion of new car sales, Car Care Plan conducted extensive research and collaborated with their partners and end customers to ensure their Warranty wording covers the widest range of vehicles. And this is the same for their Service Plan and Cosmetic Repair Insurance solutions, as they seek



to ensure the products offer the highest value and utility possible for drivers.

That provision is not hidden behind obscure small print and complicated legal jargon. Car Care Plan holds the Plain English Society's Crystal Mark for clarity to consumers for their Warranty policy wording, ensuring their products are straightforward for motorists to understand and use.

## Combined Aftersales Product Packages

Another Car Care Plan innovation is a subscription-style combined package of vehicle protection to meet consumers' changing buying habits. One example is their combined Warranty, service plan, and breakdown cover package. Breakdown cover to get drivers back on the road, a Service Plan to spread the cost of their annual vehicle check-up, and a Warranty for financial protection should a mechanical or electrical fault occur – all in one package, with one annual or monthly payment.

The company's wider range of add-on insurance products can provide drivers with additional protection, complementary to their vehicle Warranty packages. For example, for PCP customers protecting their vehicle from paint chips and scratches could be a valuable addition to their Warranty.



Discover how Car Care Plan



### Supporting Retail Partners

All of Car Care Plan's products can be matched with a comprehensive range of support services. This includes access to state-of-the-art management systems to manage and process customer details and payments, tailored marketing and e-commerce support to boost sales, as well as training and development opportunities to enhance product knowledge and sales processes for manufacturer and retailer partners' teams.

While some providers outsource elements of their programmes, resulting in a fragmented and disjointed service, Car Care Plan's approach means their partners benefit from a streamlined, cohesive, and efficient offering. They also have access to a friendly and knowledgeable team of experts should any questions arise. This includes an in-house compliance team that maintains close contact with the Financial Conduct Authority (FCA) and Prudential Regulatory Authority (PRA) as well as other industry bodies to ensure they are up-to-date with the latest legislation and regulations.

### Financial Strength Customers Can Trust

Not only does Car Care Plan offer a wide range of award-winning vehicle aftercare products and support services, their independently verified financial stability

## "Car Care Plan's approach means their partners benefit from a streamlined, cohesive, and efficient offering"

means manufacturers and dealers can be confident they are partnering with a stable and dependable business.

Car Care Plan Insurance, as the trading style of Motors Insurance Company Limited (MICL), has been confirmed as a dependable and financially robust business by AM Best – the world's first credit rating agency and the largest specialising in the insurance industry.

The Warranty and asset protection provider was awarded an "A-" (Excellent) financial strength rating and "α-" Long Term Issuer Credit Rating, reflecting a "very strong" balance sheet and "strong" operating performance.

For dealer clients, who are all subject to the FCA's Senior Managers and Certification Regime (SMCR), that level of financial stability provides an additional layer of protection and reliability. By contrast, other providers may use offshore underwriters that are not FSCS protected, do not have AM Best ratings, and are not regulated by the FCA and PRA.

### Why Dealers Choose Car Care Plan

Manufacturers and retailers offering a strong aftersales programme can increase revenue and boost satisfaction and retention, and partnering with a leading provider such as Car Care Plan will ensure an efficient, streamlined service for all.

Car Care Plan's unique combination of clear, concise yet comprehensive policy wording, end-to-end in-house delivery and support services, unmatched industry pedigree, and financially and regulatory robust operation, is why they were once again named AM Dealer Recommended for Warranty and AM Dealer Recommended for Service Plans and Cosmetic Repair Insurance.



Car Care Plan

An AmTrust Financial Company

can strengthen your aftersales offering – visit [carcareplan.com](http://carcareplan.com) today.

# Automotive retail is at a pivotal moment – it's time to evolve together

The industry is becoming more complex, competitive, and customer-driven than ever.

**D**ealerships have invested heavily in technology to meet rising expectations – but is it delivering the return they hoped for? And are customers truly experiencing the magic of great service?

We surveyed over 250 automotive retail decision-makers across Europe and the UK to evaluate current technology performance, uncover key challenges, and understand their impact on customer experience and growth

## System overload

### Dealerships feel overwhelmed with today's complex technology landscape

The findings indicated that car dealerships have been investing heavily in technology.

Surveyed decision-makers reported using an average of 50 systems across marketing, sales, and aftersales. Yet rapid tech growth of technology often brings inefficiencies and diminishing returns.

Fewer than half are very satisfied with their systems: marketing (46%), sales (47%), aftersales (48%), and reporting (48%). Back-office satisfaction is even lower at 39%. The main issue? Poor integration.

Frustration seemed widespread with 86% saying their tech stack feels ineffective. Multiple interfaces cause inefficiencies like "double-keying," a pain point for 87%.

The impact is clear: 88% agree tech complexity significantly increases costs and erodes profitability.



## Hungry for revenue growth (and tech consolidation)

**Nonetheless, dealers agreed on the value tech can bring and continue to invest. Return expectations are high and budgets are growing – system consolidation was a priority.**

Most decision-makers desired a streamlined, integrated tech stack to cut complexity and costs.

- 88% wanted fewer systems; while 90% prioritised supplier consolidation.
- They were backing this with investment: tech spend averaged 18% of revenue, and 85% reported budgets have grown in the past three years, with 88% expecting further increases in that time.
- Expectations are high: respondents target an average 8x ROI, and nearly 1 in 5 aim for 10x or more.

## Data visibility is crucial to unlock growth

**Improved data visibility is critical to improving the customer experience and powering growth.**

Nearly all respondents agreed customer (99.6%) and vehicle (98%) data was critical, yet only 26% said they got excellent value from customer data and 42% from vehicle data.

The issue? Poor visibility and fragmented systems.

- 89% admitted lost sales and aftersales revenue due to limited data access.
- 86% wanted a complete customer view; 88% said the same for vehicle data.
- Every respondent (100%) believed unified access would boost revenue with 35% saying the impact would be "very strong."

## The customer service gap

**It is becoming clear that a great customer experience is a key differentiator**

Our research revealed a strong consensus around the need for faster, smarter, and more data-driven engagement across the entire customer

journey and that technology will play a critical role in achieving that goal.

## Speed and automation are key to unlocking marketing success

Marketing functions are facing mounting pressure to deliver measurable results, but fragmented systems are holding them back. 88% wanted faster lead response, and 91% seek greater automation, such as customer journey workflows. 88% needed clearer ROI on marketing spend.

Dealerships aim to optimise marketing with scalable, intelligent solutions but unfortunately, most lack the integration and visibility to make it happen.

## Inefficient sales processes are undermining performance

Inefficiencies cost dealerships time, customers, and revenue.

- 84% said replies to customer enquiries took too long, and 86% agreed sales staff spent excessive time on admin, reducing focus on service.
- 88% admitted losing customers by failing to contact them at the right time, while 85% cited an inefficient part-exchange process causing further drop-off.

Underperforming systems were a key factor. Only 41% were very satisfied with their CRM, revealing a gap between investment and impact. The findings underscored the need for integrated, responsive systems that enable timely, effective customer engagement.

## Boosting aftersales through integration and intelligent outreach

Aftersales was identified a key revenue driver but poor data integration slowed growth.

- 87% said a single, integrated view of each vehicle, including purchase and service history, was critical for aftersales success. Yet many lacked systems to deliver this 360° view in real time.



## Latest Innovations from CitNOW Group

**2-Way Messaging from CitNOW Sales and Workshop**  
Double your sales conversions by using WhatsApp instead of SMS.

**CitNOW React360**  
Capture 100% of online leads – on any device.

**CitNOW Marketing360**  
Deliver 15% more sales per month and cut campaign creation time by 40%.

**Generative AI Backdrops from CitNOW Imaging**  
Sharper vehicle definition, enhanced lighting, improved silhouettes – all powered by AI.

**Quality AI Features in CitNOW Sales & Workshop**  
Fully integrated into our video apps to help you make the best impression, every time.



## “Our research revealed a strong consensus around the need for faster, smarter, and more data-driven engagement across the entire customer journey”

- To boost revenue, respondents identified the top strategies: reducing appointment no-shows (28%), timely contact centre outreach (28%), and increasing technician availability (26%).

These findings underscored the importance of timing, personalisation, and operational readiness in capturing aftersales opportunities.

### Future investments

**Dealerships are investing in customer-centric technology, specifically focussing on automation and AI**

Over the next 3–5 years, our research identified the top priorities for dealerships:

- Expanding digital self-service options (30%)
- Increasing AI use in Sales & Marketing (28%)
- Improving the retail experience (28%)
- More effective contact strategies (26%)
- Enhancing aftersales technology (26%)

These priorities reflected a strategic shift toward automation, intelligence, and convenience – the hallmarks of a modern, customer-focused dealership.

### A new era for customer experience

In summary, dealerships are struggling with fragmented tech stacks, low satisfaction across core functions. Inefficiencies like double-keying, slow workflows, and poor data access are hurting ROI.

Evolution in customer experience via a unified, streamlined approach focused on automation, usability, and data intelligence can be a reality. CitNOW Auto360 is a purpose-built CRM for the automotive industry, to drive performance across Marketing, Showroom and Aftersales.

Built on Salesforce Automotive Cloud, it unifies customer and vehicle data into a single, intelligent platform, transforming how dealerships operate and engage.

CitNOW Auto360 empowers retailers to:

- Gain a complete, real-time view of every customer and vehicle
- Unlock insights that drive more enquiries and higher conversions
- Eliminate redundant systems and streamline operations
- Create value through a consolidated view of customer and vehicle data

By consolidating up to 10 redundant systems and saving up to £450 per site each month, CitNOW Auto360 delivers measurable impact, boosting lost customer engagement by 20%, accelerating campaign creation by 40%, and reducing call times by 30%. It's not just a CRM – it's the engine for faster growth and a new era in customer experience.

### The elements to success

CitNOW Auto360 is built around three core modules: Marketing360, Showroom360, and Aftersales360, each designed to optimise a key stage of the customer journey and drive smarter, more connected dealership performance. These modules are powered by a unified data model that delivers a single, real-time view of each customer and vehicle across the entire CitNOW Auto360 suite.

# CitNOW GROUP

Find out more about CitNOW GROUP, visit [citnow.com](https://citnow.com)