

The **AM** DEALER TECHNOLOGY GUIDE

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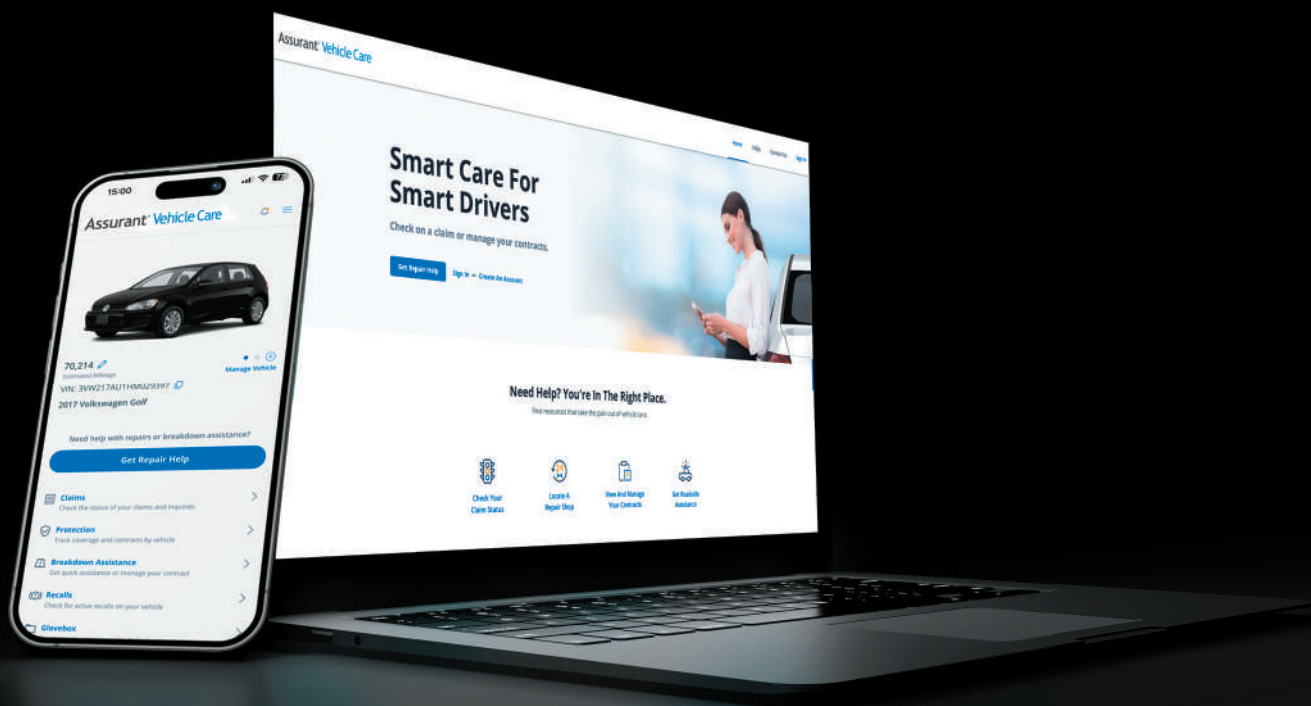
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Email hello@assurant.com

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Mathew Ormerod
Director – Digital Products,
Automotive



ASSURANT®

You can rely on Assurant to help exceed customer expectations

The automotive industry is constantly transforming. Market dynamics, emerging technologies and the growing influence of digital innovation are redefining the car-buying journey. That's why having a forward-thinking partner such as Assurant is vital. We're dedicated to evolving our products, solutions and capabilities to keep you aligned with your customers' changing expectations.

With deep expertise in automotive retail, we understand your challenges. Our advanced technology, informed by real-world insights, is built to meet your needs effectively.

Whether you're an OEM, a large car supermarket, a franchise, or an independent retailer, Assurant delivers the tools and solutions to accelerate your growth. Our comprehensive protection product suite – from extended warranties to cosmetic insurance and service plans – is designed to exceed expectations and support everyday motoring needs.

This is powered by our robust global ecosystem and the APEX integration platform, which seamlessly connects with your front-end systems – websites, DMS and mobile apps – via APIs and web layers. Our digital solutions, including Vehicle Care, enhance profitability and loyalty, helping you meet today's goals while preparing for tomorrow.

With in-house capabilities such as underwriting, claims handling and sales initiation, we maintain full control to ensure our programmes deliver consistent value and exceptional experiences for consumers and partners. We stay ahead by leveraging insights to adapt and refine strategies as needed.

Faster growth. Fewer systems.



Boris Huard,
CEO, CitNOW Group

CitNOW
GROUP

We're delighted to be sponsoring and contributing to this year's AM Dealer Technology Guide. It's great resource for automotive retailers to understand the latest technological developments and we are thrilled to be using this resource to showcase our latest tech innovation, CitNOW Auto360.

CitNOW Auto360 combines CitNOW's 20-plus years of investment in automotive processes and communication, with the secure, flexible and scalable CRM technology of powerhouse Salesforce. Designed to drive profitability by seamlessly integrating multiple third-party dealer systems across marketing, sales and aftersales functions, Auto360 represents a significant evolution.

Research conducted by CitNOW Group found the average UK car dealership has more than 45 third-party software systems, with 93% stating the complexity of their technology stack creates a significant cost to their business. Focusing on the digital engagement with the consumer, Auto360 empowers teams with unified customer and vehicle data, driving customer satisfaction up and eliminating redundant back-end technology – delivering faster and profitable growth with fewer systems. Some of our customers are already benefiting from selling eight-plus additional vehicles per month, per site, or delivering promotions 40% faster and responding to sales opportunities on average 30% quicker.

Designed by automotive experts and passionate teams for the way dealerships work, the solution is flexible and scalable. Auto360 is the first truly connected CRM platform for automotive retailers and removes the need for double keying and separate logins, enabling marketing, showroom and workshop teams to have a single source of truth to streamline internal processes and step-change profitability.

We believe this is a truly special moment for the automotive industry and I am very proud of the work our teams are doing. Whether you are interested in joining the growing group of retailers using Auto360 or want to hear more about how CitNOW can accelerate growth at your dealership, we would love to hear from you.

Contact: www.citnow.com/products/auto360



Tim Smith, Chief Strategy Officer, Keyloop

Powering the future: how dealers win in a seamless era

It's fantastic to support another edition of *AM's Dealer Technology Guide* – a crucial resource for automotive retailers navigating an increasingly demanding landscape. As consumer expectations evolve, one thing is clear: today's car buyers demand seamless, connected experiences that mirror the ease and personalisation they've come to expect in other sectors. Meeting these expectations isn't just a competitive advantage – it's a business imperative.

For decades, our industry has thrived on strong relationships and a model rooted in brand loyalty. But socio-economic shifts have challenged that philosophy. The disruptors are here. Entrants from the Asian market have firmly captured the buyer's attention. In a landscape where the customer holds all the cards, dealers must offer a broad, composable experience to attract the buyer of yesterday, today and tomorrow.

At Keyloop, we're helping to simplify fragmented processes and complex ecosystems by delivering market-leading solutions that enable seamless data flow across platforms. By harnessing AI and smart automation, dealers can accelerate admin, personalise communication, refine operations – and, ultimately, adopt a "cost-out" approach to drive profitability.

But innovation isn't just about technology – it's about strategy. In my role, I see every day how smart digital investments are reshaping how dealerships operate and engage. The Dealer Technology Guide offers a valuable snapshot of the tools and trends defining the future of automotive retail – and how to prepare today. Whether you're exploring new platforms or optimising your tech stack, I hope this guide proves both informative and inspiring.

Here's to a more connected, efficient and customer-focused future.



For more information visit:

[Keyloop.com](https://www.keyloop.com) [Keyloop](https://www.linkedin.com/company/keyloop) [keyloopauto](https://www.instagram.com/keyloopauto) [@KeyloopAuto](https://twitter.com/KeyloopAuto)



Simon Cook – Sales Director, Vehicle Manufacturers – Car Care Plan Ltd

Enhancing the aftercare experience

Our award-winning vehicle warranty and add-on insurance products provide motorists worldwide with unparalleled peace-of-mind. As the trusted partner of choice for industry-leading manufacturers and dealerships, we offer end-to-end aftercare solutions that protect their customers. With more than 45 years of experience in the automotive industry, we operate in 100-plus countries, enhancing the vehicle ownership experience of millions through our innovative and comprehensive range of asset protection products.

Our in-house, highly experienced underwriters and actuaries are ready to develop your bespoke vehicle aftercare programmes. We know no two brands are the same, so our team works closely with you to understand your business and analyse your requirements, before proposing products that provide real value and utility for your customers. Our underwriting team forms a key lynchpin in the success of our aftersales programmes, providing open, honest and transparent insight and support to help develop and grow your aftersales activity.

Our expert marketing team works with you to create effective marketing solutions for your vehicle aftercare programme. From planning to design, execution to analysis, our professional, highly experienced, in-house marketers provide a range of services from the creation of point of sale material all the way through to retention campaigns and e-commerce platforms. Our marketing solutions are designed to support your aftercare programme in both the retail and direct-to-consumer environments.

With many more services on offer such as claims and call handling, account management and training, and our expert in-house auditing system we provide real up-to-date technology to ensure you and your customers are getting the most out of your aftercare products.



Car Care Plan

An AmTrust Financial Company

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Paul Humphreys
Managing Director – Retail,
Cox Automotive Europe

Experience true connection with Cox Automotive

Technology has completely changed the face of automotive retailing today. While it has delivered opportunities we never thought possible, it has also brought challenges and complexity along with it. As the industry and technology evolve, you need a partner to connect the dots.

Cox Automotive connects human intelligence, digital innovation and physical services to deliver the most connected automotive ecosystem.

We support dealers across every stage of the vehicle lifecycle with a comprehensive suite of products designed to streamline every stage of buying, selling and owning vehicles. Our product brands connect every corner of the car-buying journey, covering everything from digital storefronts and online sales journeys to physical and digital auction services for remarketing vehicles into their second life. Each product plays a critical role in streamlining operations, maximising profitability and allowing vehicle retailers to focus on their core business operations.

This connected approach reduces manual processes, eliminates data silos, and delivers real-time insights for smarter decision-making.

We're not just thinking about today – we're transforming the way the world buys, sells, owns and uses vehicles, so our customers can experience more at every stage of this journey.

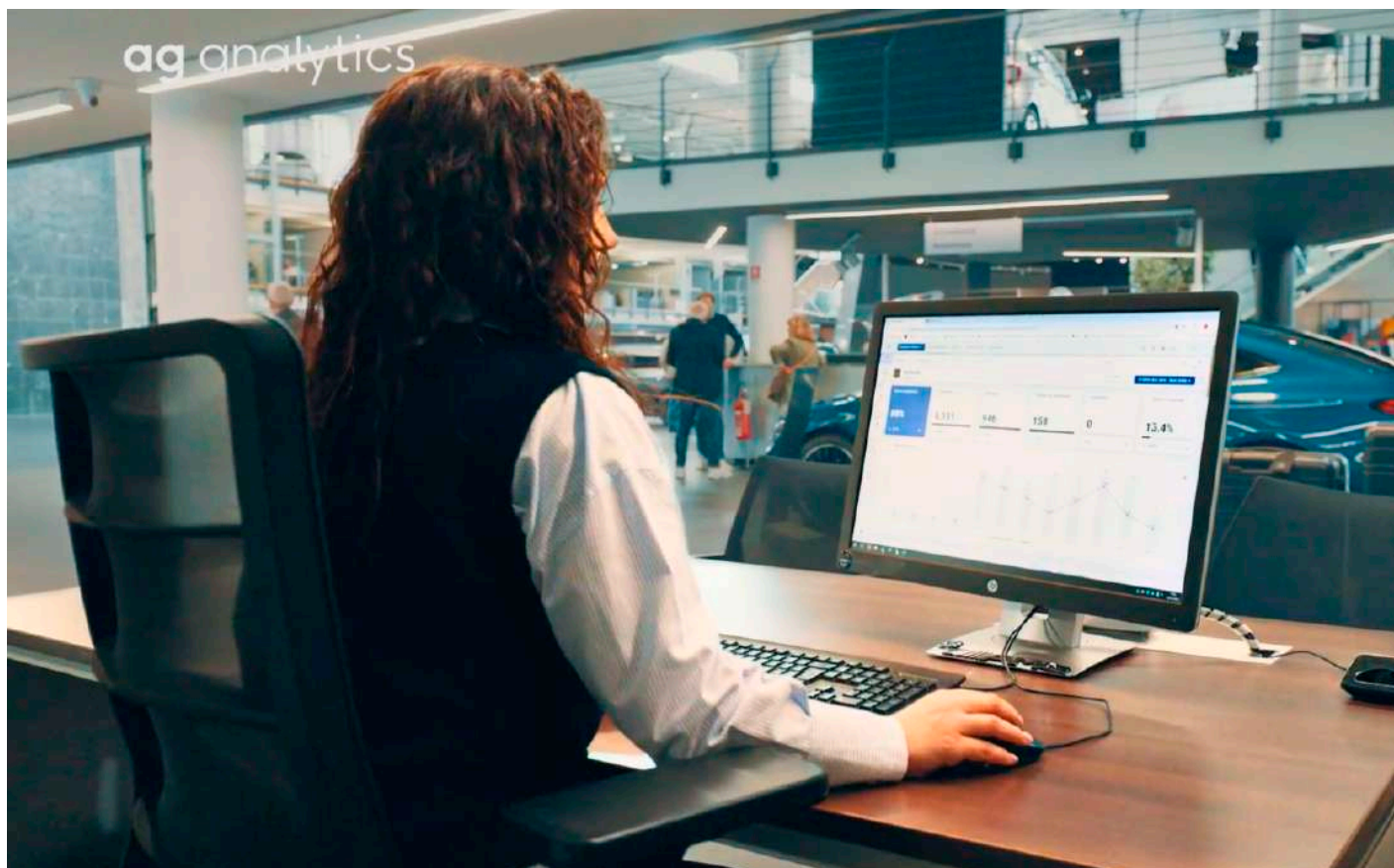
COX AUTOMOTIVE

**Automotive
management
LIVE**

SAVE THE DATE

**Wednesday
12th November**

NEC, Birmingham



A

AFTERSALES SUPPORT SYSTEMS AND EQUIPMENT

Autoflows

Managing aftersales can often involve challenges such as inbound call overload, underutilised service capacity and the struggle to proactively engage the most profitable customers. These issues can lead to missed opportunities and administrative burdens.

That's why AG Analytics developed Autoflows, an AI-powered marketing automation solution specifically for the automotive market. By integrating directly with a dealer management system (DMS), Autoflows automates personalised communications (email, SMS, AI voice) to ensure that customers are engaged with timely invitations and reminders – before they even think to call the dealership.

This approach helps dealerships achieve:

- Increased workshop utilisation by intelligently scheduling predicted service events.
- Improved customer retention through a tailored, consistent communication journey.
- Better contact centre efficiency through the automation of processes.

A performance-first model means no upfront costs, no long-term contracts and, if it doesn't

deliver a tangible return on investment, the dealership doesn't pay.

www.aganalytics.co.uk

AutoPoint lockers and kiosks

AutoPoint is a self-service kiosk that handles secure key drop and collection outside trading hours. Integrated with exstoWorkshop and exstoBookings, it updates job status and appointment details in real time. Customers enjoy greater flexibility, while dealers extend service availability without extra staffing – improving throughput, reducing front-of-house pressure and enhancing overall convenience.

www.edynamix.com

CitNOW Triage

CitNOW Triage is a pre-diagnostic customer communication service that allows dealers' customers to remotely capture video and photo evidence of any issues they are experiencing with their vehicle and empowers service advisors to triage the identified issues prior to scheduling or prioritising the daily workload.

CitNOW Triage saves dealers time and money in ramp utilisation, enabling them to order parts in advance, increase the first-time fix rates (lower return to workshop numbers) and increase customer satisfaction scores.

www.citnow.com

CitNOW Workshop

CitNOW Workshop is an app-based personalised video solution for aftersales teams to create and share personalised digital content with customers.

CitNOW Workshop brings the workshop to the customer by enabling a technician to show work required and provide a visible, easy-to-understand explanation of the vehicle health check (VHC).

Personalised video is proven to increase red and amber work conversions, improve customer satisfaction and help build trust and transparency between the workshop and customer.

www.citnow.com

Customer retention programme

Car Care Plan's direct-to-consumer capability is built on a strategic combination of targeted marketing, omnichannel accessibility and ongoing innovation.

Through a suite of vehicle protection products, including extended warranties, service plans, GAP insurance, plus cosmetic and alloy repair insurance packages, Car Care Plan empowers vehicle owners to protect their vehicles through clear, timely communication and a choice of purchase channels to suit their personal preferences.

This approach enables dealers to generate valuable aftersales revenue and increase showroom and service centre footfall without requiring

The Connected Revolution: How Keyloop is Transforming Automotive Retail in 2025

Today's automotive businesses face immense pressure to adapt to rapid technological advancements and shifting consumer expectations. Manufacturers and retailers must navigate an increasingly complex and competitive landscape while managing costs and maintaining profitability.

For years, automotive businesses have relied on a growing number of disparate digital solutions to address specific pain points. A quick online search reveals the sheer volume of tools available today—each promising to fix a particular challenge within the ecosystem.

Ushering in the second wave of transformation

This fragmentation accelerated during the pandemic, when businesses had to adopt digital solutions quickly to meet market demands. While these tools solved immediate problems, they have now left many businesses grappling with data silos, disconnected workflows, and operational inefficiencies.

Research from collaboration software provider RingCentral found that over two-thirds of workers lose up to an hour each day navigating between apps, with 68% toggling between different tools up to 10 times per hour. In a company with 100 employees, this inefficiency amounts to 3,200 lost workdays per year—equivalent to 12.8 full-time employees.

When you pause for a second to consider the excessive amount of time dealers spend switching between multiple platforms and rekeying information, the productivity losses are undoubtedly substantial.

Beyond wasted time, disconnected systems create incomplete or inaccurate data, leading to fragmented customer experiences and increased operational costs. In a highly competitive industry, these inefficiencies can make or break long-term success.

Global automotive retail software provider Keyloop conducted research with OC&C Strategy Consultants which revealed the impact this is having on customer satisfaction:

- 47% of consumers weren't happy with the car buying experience
- 69% complained that they felt like they were "going back and forth"
- And 76% felt frustrated that online information was inaccurate

These stats give some indication of the far-reaching consequences of trapped data and inefficient systems.

As organisations look to drive margins through operational efficiency, it's time to shine a spotlight on technology and welcome a whole new wave of innovation.

Taking stock of your tech stack

One of the most effective ways to drive efficiency, enhance customer experiences, and unlock new revenue streams is through technology convergence—seamlessly integrating digital solutions, data-driven insights, and smart automation to create a more connected, intelligent, and future-ready industry.

Keyloop is ushering in a new era of automotive retail with Fusion—the first-of-its-kind Automotive Retail Platform that seamlessly integrates every element of the automotive ecosystem.

Designed to serve retailers, manufacturers, financiers, and fleet suppliers worldwide, Fusion enables a fully connected, intelligent retail experience. It unites four key domains—Demand, Supply, Ownership, and Operate—each with a tailored suite of solutions:

- The Demand domain brings together the tools you need to deliver a seamless car-buying experience, from acquisition to conversion through to retention.
- The Supply domain helps optimise inventory management to achieve maximum profit per unit.
- The Ownership domain comprises a suite of aftersales solutions to enhance the ownership experience and increase customer loyalty.
- The Operate domain is all about harnessing the power of data to peak operational efficiency.

While each of these domains works towards specific outcome, together they aim increase customer and vehicle lifetime value.

By consolidating all business data into a central platform, Fusion provides complete visibility of both customers and vehicles, enabling businesses to deliver seamless, personalised experiences at every stage of the customer journey.

47%

of consumers
weren't happy

69%

of consumers
felt conflicted

76%

of consumers
felt frustrated

According to OC&C research

By providing businesses with the tools to work more efficiently and deliver better customer experiences, Keyloop is paving the way for a more connected, frictionless industry.

Embracing AI is critical for success says Tim Smith, Chief Strategy Officer, Keyloop

"I talk quite a lot about the fact that computing cycles get compressed over time. If you go back to the 70's and 80's, we saw mini computers, micro computers, PCs. Around 2000, we saw the advent of digital, the web, that explosion, more users faster.

The next step in that cycle is AI. It has only a couple of years since Chat GPT launched to the market, and everyone is using it.

In fact, if you look at UK automotive, most of Chief Executives are involved and promoting AI programmes within their business and is an active part of what they're doing. So, is an investment in it. It's a very very important part of the future of the automotive sector.

Keyloop's Fusion takes that data, creates all of those connections, and then we layer AI over the top of it, aentic AI in order to automate and augment as many of those processes as possible. It doesn't get past the fact that you need the data controlled, contained, safe, harbored, and really used in a measured format.

But AI over the top of structured data which is delivered through Fusion and all those connections that we we have to the to the whole ecosystem in the automotive market. When you layer AI over the top of it, you start to generate massive results and returns.

I think where we are with Fusion, we are now delivering this fully connected technology stack that the automotive sector has been crying out for for many years.

We are connecting retailers. We're connecting OEMs, the financiers and fleet providers on a single integrated open platform, the ARP, the Automotive Retail Platform."



Harness the true power of convergence with Keyloop

Keyloop is the world's largest global automotive software provider, with over 40 years of experience and more than 14 billion digital interactions captured to date. This unique industry vantage point means Keyloop is not just responding to the present—it's shaping the future. Keyloop is solving one of the biggest challenges facing the industry today. With Fusion, businesses can finally move beyond fragmented systems and embrace a single, connected platform that empowers them to operate smarter, faster, and more profitably.

Scan the QR code below to learn more.





any additional resource, investment, or operational effort on their part.

With more than two decades of experience in delivering successful direct-to-consumer programmes, Car Care Plan currently manages 35-plus active campaigns across the UK and international markets, consistently achieving average penetration rates of around 25%.

www.carcareplan.com

Digital check-in and check-out solutions

Tjekvik has developed solutions that enable service, maintenance and repair (SMR) customers to avoid queues by checking in and out when, how and where they want – whether at home online, or at dealerships via easy-to-use touchscreen kiosks, 24 hours a day, seven days a week.

By allowing customers to check in and out independently, these solutions eliminate the need for them to wait to see a service advisor.

With reduced numbers of customers to attend to, aftersales staff can dedicate more time to understanding customer needs, explaining service options and providing personalised advice. By reducing the administrative burden, Tjekvik's solutions help service advisors work more efficiently and effectively, improving their job satisfaction and performance.

Digital self-service also enables dealers to benefit from increased revenue by presenting to customers personalised additional products and services during the digital check in and check out processes,

with many customers being more comfortable choosing such items at their own pace.

www.tjekvik.com

exstoService

exstoService streamlines every stage of the aftersales experience. It handles online bookings, digital check-in, workshop loading, technician clock-in, job management, VHCs and parts ordering. Integrated with DMS and Glovebox, it cuts paperwork and admin, optimises bay utilisation and accelerates authorisations. Dealers see higher throughput, fewer delays and improved customer satisfaction.

www.edynamix.com

Fix Right First Time

Fix Right First Time streamlines pre-visit diagnostics with automated SMS and email questionnaires. Customers complete a quick vehicle health survey before arrival, enabling technicians to prepare parts and estimate repair times accurately. Integrated with exstoService, responses feed directly into workshop planning, cutting delays and reducing unexpected costs. Dealers benefit from enhanced efficiency, improved first-time fix rates and higher customer satisfaction.

www.edynamix.com

IgniteAftersales

IgniteAftersales by RWA Automotive is a data-driven platform designed to optimise aftersales operations in automotive retail. It features real-time

dashboards, daily operating controls (DOCs) and workshop performance tools that help predict and track performance against budgets.

The system empowers teams with actionable insights, enabling better lead conversion, inventory management and service retention. It also includes tools for managing trade parts, reducing dead stock and improving upsell rates through consistent technician and advisor benchmarking.

For automotive aftersales departments, the main benefits include increased profitability, enhanced productivity and improved customer loyalty.

By unifying data across branches and roles, IgniteAftersales eliminates manual reporting and guesswork, allowing teams to focus on high-impact activities. Dealer groups using the platform have reported significant gains, such as a £25k increase in annual profit per location and a £95k boost in VHC sales per workshop.

www.rwaautomotive.com

Intuitive Tools – online service booking

Intuitive Tools has created a fully integrated online service booking tool specifically for dealers who use Pinewood.AI DMS (previously known as Pinnacle). It is linked live to each of the dealership's workshop diaries, including courtesy cars, collect and deliver and while you wait. A broad range of data sources is used to simplify the booking process for the customer and improve accuracy of bookings.

Customers expect to be able to book online for everything in life now, but, when attempting to book



their car into a workshop, they are often met with an enquiry form instead of a live booking tool.

Dealerships that have adopted this technology benefit from accurate bookings that fit with their live diary availability and don't require rekeying. Cost and staff time is saved by reducing the time spent on phone calls (inbound and outbound) used to make service bookings. Instant confirmation of bookings, with clear pricing and accurate data, gives greater customer satisfaction.

www.intuitive.tools

Keyloop – Service Hub

Service Hub is a major new cloud-native solution that helps dealers manage internal and customer-facing stages in the aftersales journey, from booking to check-out.

Service Hub sits within the 'Ownership' domain of Fusion, Keyloop's new automotive retail platform (ARP), which optimises the entire vehicle sales and aftersales process.

Fusion's Active Data Core provides a single record of customer interactions and transactions, as well as live status of service contracts.

Pilot implementations show Service Hub increases order value, improves efficiency and drives customer satisfaction. It enabled greater convenience for customers, with 45% of online bookings taken outside typical working hours. Test sites also saw overall transaction value rise, with 20% of customers who checked-in online going on to take upsell items. Meanwhile, customer queries

were resolved up to four times faster and there was a 50% reduction in the volume of outbound pre-visit customer calls required.

Additionally, the 'idle time' per technician was cut by up to 45 minutes per day.

www.keyloop.com

Managed SMS enquiry handling

Connectivity.CX's managed SMS enquiry handling service helps dealers leverage one of the most cost-effective communication channels available.

With an impressive 98% open rate, SMS messages are read almost five times more frequently than emails, making them a preferred choice for consumers.

SMS offers unparalleled immediacy. Most text messages are opened within 90 seconds of receipt by younger consumers, and even older demographics check SMS far more frequently than email. This ensures a business can respond to customer inquiries with the speed that today's consumers expect.

SMS is a versatile and agile tool for both inbound inquiries and outbound campaigns.

Dealers can manage the entire service booking process via SMS, from initial queries to scheduling, post-service feedback, and appointment reminders.

It also enhances outbound marketing efforts by driving traffic to the website, facilitating callbacks, and delivering exclusive offers that boost sales and provide valuable consumer data.

<https://connectivity.cx/managed-sms-enquiry-handling/>

Online Check-In

Online Check-In lets customers confirm and update their service booking from any device before arrival. They can flag additional work, choose courtesy options, upload documents and sign approvals digitally. For dealers, this reduces reception queues, speeds up morning workflows and gives technicians clearer instructions, resulting in a smoother, more efficient day.

www.edynamix.com

Plans & Subscriptions

Plans & Subscriptions manages service plans, warranty extensions and subscription products at dealer or OEM level.

It handles digital sign-up, automated renewals, proration, cancellations and integrated payments all within Glovebox. By removing paperwork and manual reconciliation, it boosts plan sales, simplifies administration and drives stronger customer loyalty and recurring revenue.

www.edynamix.com

ReAct Servicing – customer survey and reviews

JudgeService's ReAct survey provides specialised insight and reviews for service departments in dealerships across the UK.

Its granular data and performance analysis will show dealers where their aftersales departments can improve their service and where activity levels are exceeding their targets.

SUPPLIER SPOTLIGHT

In association with



Car Care Plan

An AmTrust Financial Company

The one-stop shop for all your finance and insurance needs

As regulatory compliance becomes an increasingly key part of car finance and insurance it's important for dealerships to partner with the right vehicle warranty and add-on insurance supplier.

In a market with so many different providers, each selling its own individual product, it can be confusing for customers looking for the right one.

That's why Car Care Plan has uniquely established itself as a one-stop shop for all their needs.

"As a service provider and insurance company, we are both the administrator and the underwriter," said Gordon Bush, who is Sales Director for Car Care Plan's dealer-focused division and has 35 years experience in the car finance and insurance industry, including working across Europe and Australia.

He added: "We administer our products through Car Care Plan and underwrite them through a company called MICL Ltd trading as Car Care Plan Insurance.

"So, whereas other administrative players in the market use external underwriting, we are one of the same business."

Two other factors give Car Care Plan its edge. First, a company it acquired – Dent Wizard Ventures – has a network of 100 mobile smart repair vans on the road which



“WE STARTED AS A WARRANTY BUSINESS AND, AS THE MARKET FOR PRODUCTS HAS INCREASED, WE HAVE ALWAYS BEEN THE FRONTRUNNER”

GORDON BUSH

has been integrated into its claims processing. Second is CCP Protex, a car insurance intermediary and accident management provider which offers an extensive range of insurance and accident repair solutions that link with its core add-on products.

Credibility is key

But perhaps Car Care Plan's key selling point is its long-standing reputation and credibility. Established in 1976, the company has more than 1.5 million products registered annually in more than 100 countries and it's supported by six strategically placed offices to give it global reach.

It also has relationships with more than 30 major manufacturers and in excess of 2,000 vehicle retailers, as well as long-standing customer relationships, some of which go back 35 years.

More importantly, Car Care Plan has an excellent Trustpilot rating and has been *Automotive Management* dealer recommended for more than 15 consecutive years.

"We have been in the automotive and insurance industry for almost 50 years," said Bush. "We started as a warranty business and, as the market for products has increased, we have always been the front-runner in terms of product development, which has given us a long-term relationship with our clients and which also gives a high level of credibility.

"We stretch from one end of the market right the way through to the other. At one end we work with 30-plus motor manufacturers, running their approved programmes; in the middle we deal with financiers, managing their products on their behalf; and then at the other end we deal with the large dealer groups all the way down to the small used car operators."

Wide product range

Car Care Plan offers a wide range of products, including warranty, GAP insurance, cosmetic repair insurance, alloy wheel insurance and tyre insurance. It also provides service plans, motor insurance and accident aftercare.

All this coverage extends to internal combustion engine (ICE), plug-in hybrid vehicles (PHEVs) and battery electric vehicles (BEVs), while it also offers a range of flexible payment plans including single and





monthly instalments and subscription plans.

Warranty provision is still the core product and accounts for a large part of its business today. Since its inception, Car Care Plan has introduced GAP insurances variances on that, and moved into offering smart repair products such as for cosmetics, tyres and alloys, as well as motor insurance and the relevant accident management programmes.

"In terms of product structure, we have a range of offerings at one end of the spectrum which are fully-insured products underwritten by Car Care Plan Insurance," said Bush. "We also have the capability to provide products that aren't underwritten, for example, a dealer-provided warranty where CCP administers the product, but isn't insured.

Going above and beyond

"There are companies out there we compete with that specialise in one or other of these products, but we go above and beyond just pure insurance. We also do service and maintenance plan programmes and maintenance and repair programmes with several OEMs.

"If a client wants a simple off-the-shelf trade-type deal where they get some administration services, we can cater to that. But if they want to integrate a full range of insured and non-insured products we can also provide a dedicated full-time resource for that."

A prime example of that is a top 10 UK dealer group which Car Care Plan provides with a full warranty programme, GAP insurance, and cosmetics, tyres and alloys



products. It also runs its motor insurance and the refurbishment of its used vehicles.

"We have fulfilled that long-term arrangement for around 15 years to a point where we are now fully integrated within the company as a core component of its business," said Bush. "Dependent on what the customer is looking for, we will tailor the programme to meet their needs."

Holistic aftercare solutions

As well as its strong product offering, Car Care Plan provides holistic aftercare solutions, managing the sales process all the way through to fulfilment and claims handling. It also has a dedicated account management team focused on driving programme performance and retailer network commitment to the programme.



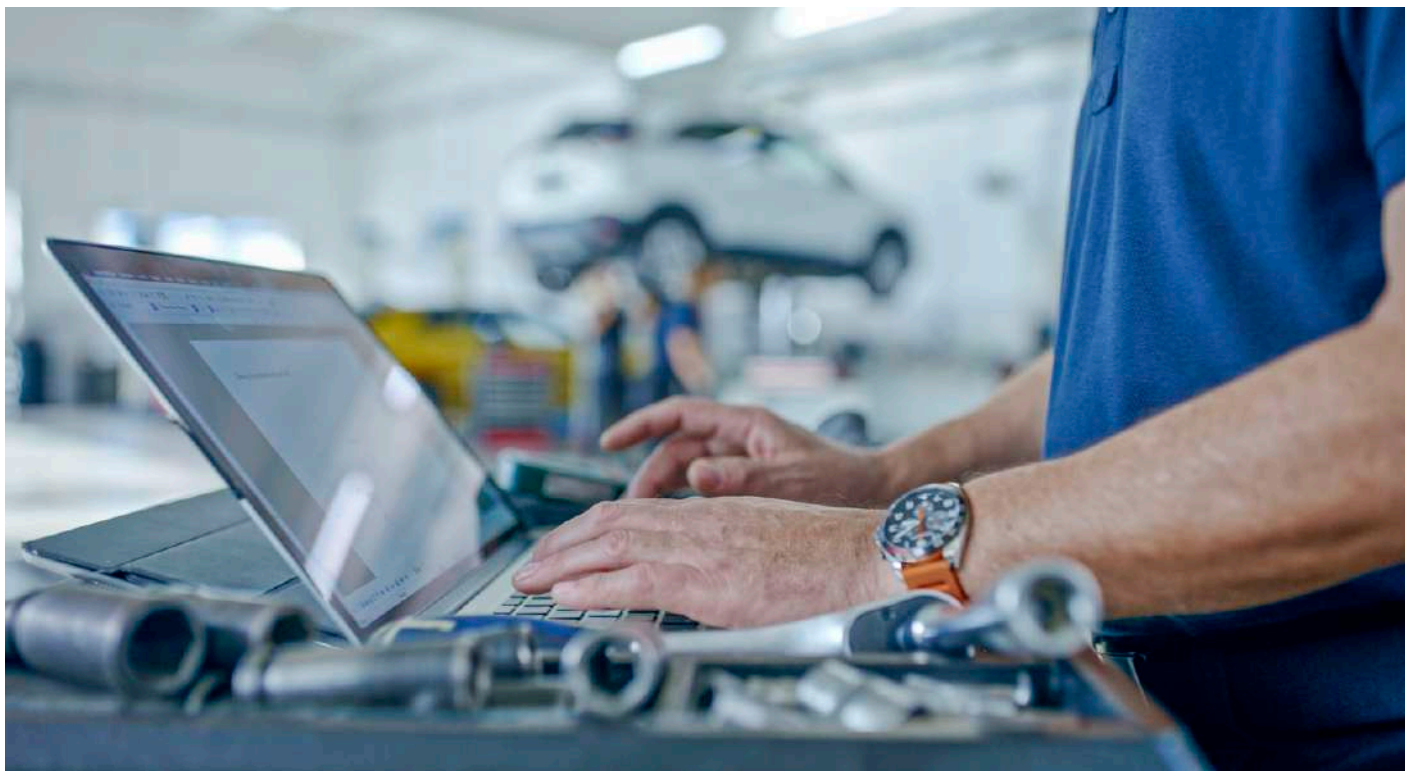
Added to that, CCP's insurance company, MICL, is rated as A- (excellent) by AM Best and has an expert renewal and direct sales team which helps clients to generate significant downstream revenue.



Car Care Plan

An AmTrust Financial Company

carcareplan.com



This intuitive customer insight tool filters into a comprehensive reporting suite, so dealers can see the data live at their fingertips.

Main features include:

- Direct contact with customers.
- Engaging and user-friendly surveys.
- Granular insights and reporting, helping to increase aftersales revenue.
- Provision of a new dashboard, insights and reviews on the service department and an ability to contact, on the dealer's behalf, customers whose vehicle is due a service to see if they would like to be booked in.
- JudgeService will also find out if they require any other services, so the dealership can maximise revenue from each customer.

www.judgeservice.com

RTC Aftersales

RTC Aftersales provides a complete aftersales solution that helps improve processes, increase efficiency and generate more profit.

The solution covers all parts of the aftersales journey, including online service booking for SMR work, pre-visit preparation, full eVHC inspections, workshop management (including clocking and resource management) and outbound campaign management to maximise aftersales opportunities via a service team or call centre.

RTC Aftersales offers real-time DMS integration with a number of suppliers and, in most cases, includes the ability to read and write direct to the DMS.

RTC Aftersales is also helping many retailers to

go fully-paperless, providing digital job cards and new processes to further enhance both the customer and staff experience in the workshop.

www.rtauto.co.uk

Vehicle Care

Assurant Vehicle Care is transforming how retailers and OEMs connect with customers – digitally, intelligently and profitably. The platform is designed to capture missed point-of-sale opportunities by re-engaging customers post-purchase with timely, relevant protection products. Whether online or in-store, it ensures no opportunity is left behind.

Now launched with leading OEMs, the platform extends its reach across the full vehicle lifecycle, offering a seamless, branded experience that enhances customer loyalty and satisfaction.

It empowers customers to explore, renew and buy products with ease, while enabling Assurant's partners to unlock new revenue streams.

With features such as the digital glovebox, in-life claims and modular product configuration, Assurant Vehicle Care simplifies complexity.

For retailers and OEMs, it means fewer suppliers, consistent standards and faster go-to-market capabilities. For customers, it means convenience, confidence and control.

www.assurant.co.uk

Workshop+

Workshop+ is the digital workflow engine for the service department. It supports job allocation, technician progress tracking, carry-over manage-

ment and capacity planning – all in real time. Integrated with exstoBookings and exstoService, it gives managers full visibility of bay loading and job status. Dealers benefit from optimised workshop schedules, clearer communication and a smoother, more efficient repair process.

www.edynamix.com

TekCor4 Intelligence

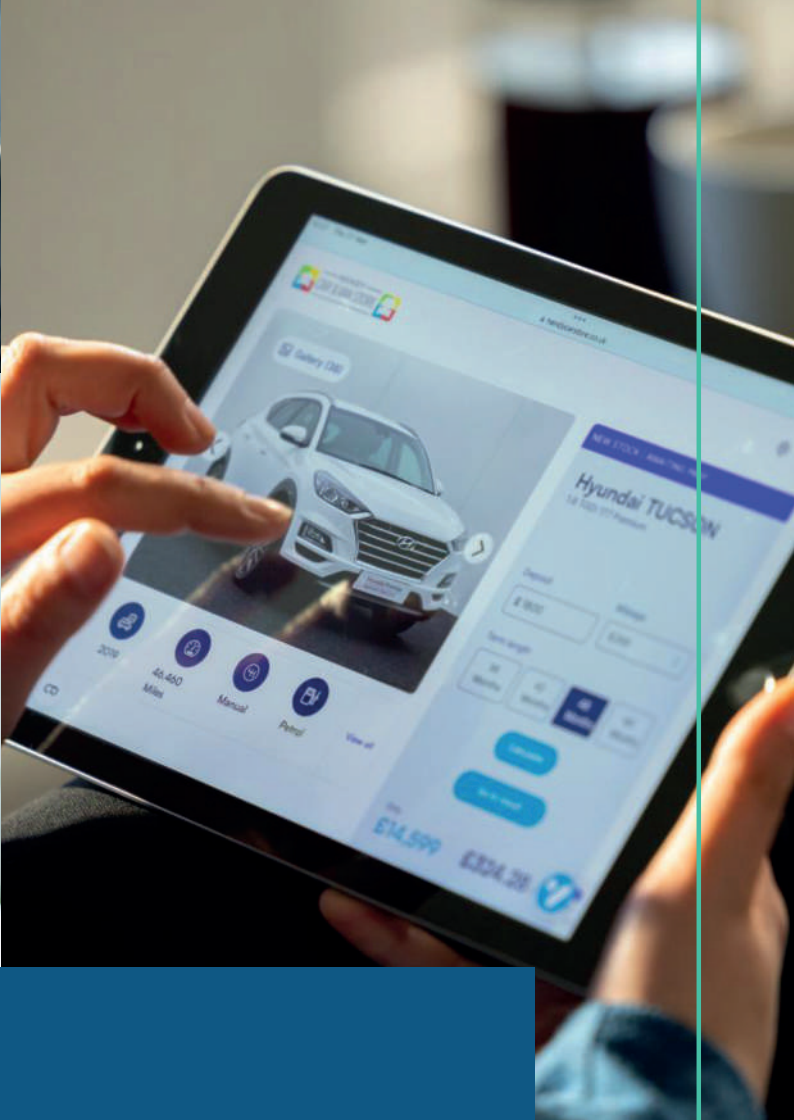
For more than 20 years, TekCor4, previously known as Polk, has helped automotive retailers to accurately predict aftersales events, optimise workshop capacity and increase average invoice value through intelligent customer marketing. Typically, after six months of using TekCor4, retailers see a 20% increase in customer retention and a meaningful boost in aftersales revenue.

TekCor4's flagship product, Catalyst For Aftersales (CFA), enriches DMS information with external data to give dealerships precise, up-to-date customer insights across all makes of vehicles. By analysing this data, the platform predicts upcoming SMR opportunities – unlocking new revenue potential without increasing workload.

In 2024/25 TekCor4 launched two new products, designed to maximise the return on investment of their predictive solution:

- Retention Insights, a reporting tool providing a clear view of performance across brands, dealerships and competitors.

- Predictive Outreach Engine (POE), a dealer-personalised fulfilment solution, delivering timely, customised messaging to customers at scale.



75+ years.
11 trusted brands.
One connected ecosystem.



Our connected solutions, delivered through our market-leading brands, combine best-in-class people, innovative technology and leading insights to allow you to experience things no other partner can – helping you lead the way in automotive.

Head to **cox.auto/amonline** to experience more.

Experience **More**

COX AUTOMOTIVE

Aftersales reimagined: How smart automation is powering the next chapter for UK dealerships

The UK automotive retail sector is navigating a period of profound transformation. Electrification, the rise of agency models and the entrance of new OEMs are reshaping long-standing structures. At the same time, consumers are demanding a more personalised, digital-first experience – expectations shaped by industries far outside automotive. While dealers have made strides in modernising the front end of the customer journey, the back end – particularly aftersales – often remains under-optimised.

This imbalance is risky. Aftersales is no longer just a steady contributor to gross profit; it is increasingly critical to long-term viability. In the face of declining new car margins and shrinking workshop traffic, turning aftersales into a proactive, intelligent engine for engagement and retention is one of the few levers dealers can fully control. And yet, the majority are still under-leveraging the opportunity, relying on static systems, manual processes and fragmented workflows.

The question isn't whether aftersales matters. It's how quickly the industry can modernise its approach.

The case for change

Profitability across UK dealerships is being squeezed. According to ICDP,

“WE WERE GETTING AVERAGE RESULTS AND AVERAGE CUSTOMER FEEDBACK. I KNEW WE COULD DO BETTER

IAN SIMPSON

average new car margins are hovering around 0-2%, while electric vehicle (EV) adoption is reducing workshop complexity and revenue. Aftersales still generates a significant share of gross profit – upwards of 40-50% according to ASE Global – but absorption rates are trending downward and projected to halve by 2035 if nothing changes.

At the same time, customers are showing clear preferences: they expect communication to be relevant, digital and timed to their needs – not generic or calendar-based. McKinsey reports that one-in-three would switch workshops for better digital interaction.

Autoflows

The traditional approach of sending a standard reminder once a year no longer meets expectations.

Workshop visits, too, are in decline. With EVs requiring fewer scheduled services, McKinsey forecasts a 30% drop in workshop volume by 2030. The shift is structural, and it calls for a smarter way to fill bays, retain customers and increase service penetration.

Rethinking aftersales:

The Eden Motor Group experience

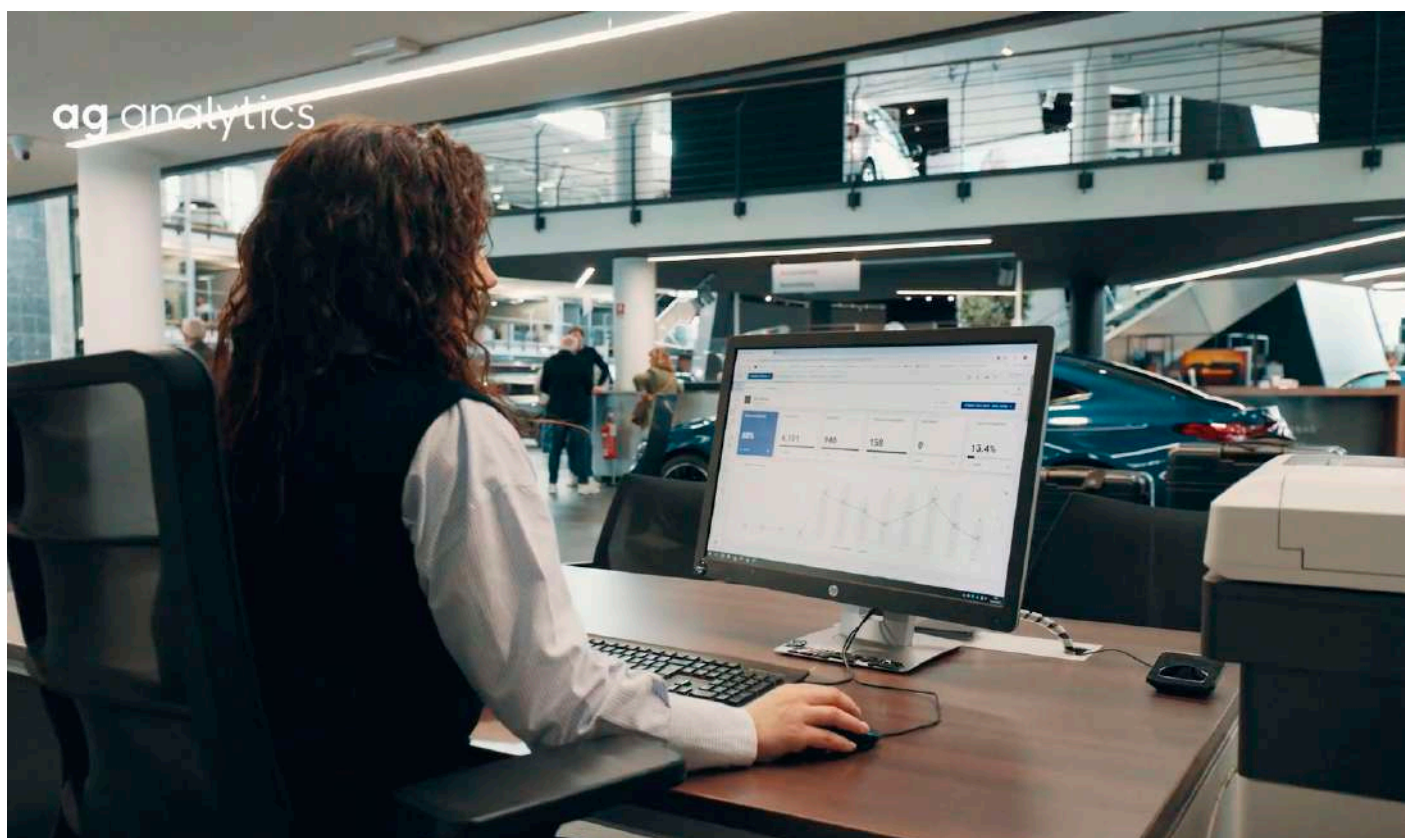
For Eden Motor Group, with 19 locations across the UK, aftersales had long been managed through a custom-built internal system. It was functional – but limited. According to Aftersales Operations Director Ian Simpson: **“We were getting average results and average customer feedback. I knew we could do better.”**

In late 2024, Eden ran a pilot of Autoflows, a data-driven automation platform for aftersales. Within weeks, they saw a 15% improvement in MOT conversion – largely thanks to Autoflows' integration with the DVSA. Booking rates from outbound calls rose by more than 50% and, within one month, new intelligent upsell campaigns were generating five-figure monthly revenues.

The change wasn't just in numbers. Eden's team shifted from reactive calling to intelligent, prioritised outreach. Rather than calling customers without knowing if a reminder had even been seen, they could now focus on those who had opened a message, clicked through, or started – but not completed – a booking. With automation handling segmentation and timing, frontline staff were free to have higher-quality conversations.

Operationally, the benefits were immediate. The pilot freed up the equivalent of three full days of admin work across five sites each week. With measurable impact across bookings, revenue and team productivity, Eden scaled Autoflows across the entire group.





From data to action

What sets modern aftersales strategies apart is how they activate the data gold mine that is the DMS. Every dealership holds valuable insight into service history, past invoices, ownership changes and behavioural data. The challenge lies in using it, making the data work for you. Autoflows connects to the DMS and translates this data into automated, targeted messages across several channels – email, SMS, WhatsApp and Voice AI.

Rather than relying on static schedules, the system adapts to actual customer behaviour. This might mean reminding a customer about service sooner based on their mileage driven, automated VHC follow-up on work that wasn't sold on the day or additional services tailored to each customer based on the vehicle service history. Not only improving the level of service for the customer but also creating smoother workflows for the team.

A wider industry shift

The UK is the second-largest automotive market in Europe, but dealer economics are tightening. Customer acquisition costs are rising – up 20%-30% YoY – and nearly half of all car sales are now handled by just 13 dealer groups. New

OEMs like BYD are entering quickly, often without contributing to traditional aftersales income. And agency models are limiting dealer control over the initial sale, placing even more pressure on aftersales to deliver long-term value.

As vehicles become increasingly software-defined, the relationship with the customer doesn't end at delivery – it evolves continuously. The workshop, once an afterthought, becomes the centre of that relationship. But only if it's connected, relevant and efficient.

The potential in these shifts is significant – for those willing to rethink aftersales not as a routine, but as a strategic advantage.

Building an intelligent aftersales model

To meet the demands of this new landscape, aftersales needs to be reframed – not just as a support function, but as a commercial growth engine. That requires moving from gut feeling to structured automation, from one-size-fits-all to customer-specific journeys.

At a strategic level, the building blocks are clear:

- Predictive communication based on service history and behavioural data.

- Integration with as many external data sources as possible.

- Automation of routine tasks, freeing up staff to focus on customer care.

- Continuous feedback to inform campaign design and improve outcomes.

What separates high-performing dealers isn't just technology – it's their ability to translate insight into consistent, relevant engagement.

The road ahead

Aftersales used to be predictable. Now, it's a strategic battleground. In an environment of shrinking margins, smart automation and customer-centric data use offer a clear path to profitability and retention.

For groups such as Eden, the question wasn't whether to modernise aftersales – but how.

And the answer lay in taking the tools they already had – data, systems, workflows – and giving them structure, speed and intelligence.

Because the future of profitability won't be sold on the forecourt. It will be optimised through the DMS.

To learn more, visit aganalytics.co.uk

ag analytics



MORE VALUE

with every warranty.



Unlock bespoke pricing, built-in rewards, marketing support and added-value extras that boost your bottom line with our new Dealer Framework.



Scan to discover
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Introducing our new **Dealer Framework.**

At Warrantywise, we're committed to building strong, mutually beneficial partnerships with our dealers.

That's why we've introduced a structured Dealer Framework designed to reward your commitment and success while providing you with the best tools, pricing and support to help you grow.

Framework Benefits:

- **Bespoke Warranty Pricing:**
Tailored plans based on your stock profile, ensuring competitive edge.
- **Dedicated Account Management:**
Personalised support to help you navigate and maximise your profits through warranty sales.
- **Exclusive Warrantywise VAPs:**
Access to value-added products that enhance your customer offering.
- **Enhanced Dealer Portal Access:**
Streamlined processes and real-time insights at your fingertips.
- **Marketing Support:**
Co-branded materials and campaigns to boost your dealership's visibility.
- **Scaled Rewards with wiseup+:**
Earn rewards as you grow, with benefits that scale alongside your success.

Want to hear more about **wiseup rewards+?**

Gain access to the exclusive Warrantywise dealer savings and rewards platform.

Join dealers just like you who earn monthly rewards from their warranty sales and save at over 250 household name brands—from fashion, Travel and supermarkets! All you have to do is be a Warrantywise dealer to earn access to the platform and begin saving.

So, what would you spend your rewards on?

*estimated value over a 12 month period, Jan 24–Jan25.



**Over
£153,000***

credited to our dealers
in 2024!

**With over
100+**

dealers a month
cashing in.

wiseup
rewards plus





Together, TekCor4's intelligence enables dealers to engage customers with the right message at the right time.

www.tekcor4.com

C

CONSUMER FINANCE AND COMPLIANCE

Finance Navigator

Finance Navigator from iVendi enables dealers to search for potential vehicle buyers across their whole lending panel, returning results in less than 10 seconds that show monthly payments, indicative finance rate, likelihood of approval and more.

In a feature thought to be unique, some lenders will even "pre-approve" applicants for finance through the product, meaning that if the consumer details provided in the search are accurate, they will offer a deal on the terms quoted. The solution will also show instances where lenders may require further details from consumers, such as proof of income or identification documents and, because the initial search is "soft", there are no footprints left on credit files.

No machine learning or AI is incorporated into Finance Navigator because all information used by the platform comes directly from lenders.

Finance Navigator allows consumers and dealers

to see the range of finance options available to them in the clearest terms offered by any platform, so individuals may make the best decision according to their needs and preferences.

The technology used in Finance Navigator will be offered in other iVendi products to be launched soon.

ivendi.com

Resolution

JudgeService's Resolution is a customer-complaint and FCA-complaint management programme, enabling dealers to log, escalate and resolve cases.

This comprehensive tool is designed specifically for dealers to manage customer complaints and financial queries effectively.

The platform ensures that dealers maintain high standards of customer satisfaction and operational efficiency by providing a structured approach to resolving issues.

Here are some of the key features:

- Centralised complaint management – easily track and manage all customer complaints from a single dashboard, ensuring no issue goes unresolved.

- FCA/finance query handling – streamline the process of addressing financial queries, including countdowns on regulated complaints.

- Real-time updates – keep the team informed with real-time updates on the status of complaints

and financial issues, promoting transparency and accountability.

- Escalate unresolved complaints.

- Analytics and reporting – gain insights into common issues and trends with detailed analytics, helping dealers improve their service and reduce future complaints.

Benefits for the dealership include enhanced customer satisfaction, improved operational efficiency and strengthened reputation.

Now available with enhanced reporting and a simple implementation on client's website.

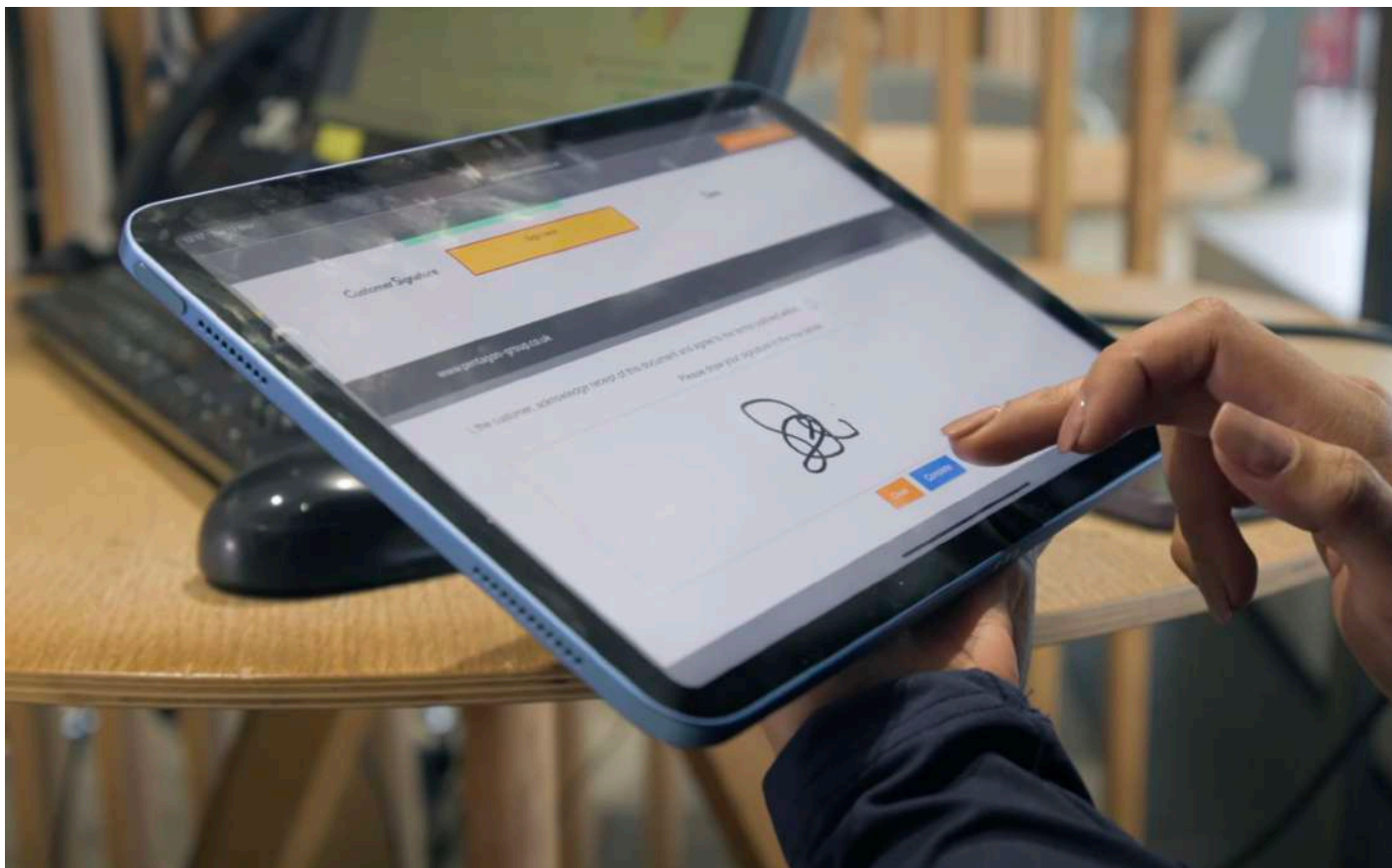
www.judgeservice.com

Zuto car finance platform

Through bespoke integrations, data-driven knowledge-sharing and investments into AI, Zuto's platform connects lenders, dealers and wider industry partners to build a seamless and transparent experience for customers looking to buy a second-hand car.

Its digitised integrations provide customers with quick lending decisions, as well as clarity around finance approval and available APRs. Customers can also engage with Zuto's car-buying experts via their preferred touchpoints, whether that's online, on the phone, or by email.

Zuto works closely with a network of verified dealers to provide them with qualified customers



who are pre-approved for finance and ready to purchase a car. It advertises its verified dealer stock to customers in their Zuto account area. Zuto is always looking for high quality dealers to be added to its verified network.

www.zuto.com

CUSTOMER RELATIONSHIP MANAGEMENT

AI Reply

Whether using its Reputation Manager or ReAct solutions or using an alternative, AI Reply from JudgeService helps dealers save time and money by creating reply recommendations based on their own existing tone of voice.

With each reply users are presented with three alternatives to choose from.

Each can include (with permission) the customer's name and the name of the respondent and users can edit the reply before posting it.

If they don't like a review you can even tell the AI why!

It saves a huge amount of time and ensures all reviews are replied to.

www.judgeservice.com

AutoConverse

AutoConverse is an AI chatbot platform which was built specifically for automotive dealerships.

It leverages advanced AI language models trained on dealership content and authoritative data sources to deliver accurate, real-time responses to customer enquiries.

The platform integrates seamlessly with major customer relationship management (CRM) systems, automatically categorising and routing leads into existing sales processes. Its detailed reporting tools provide insights into user behaviour and highlight content gaps, supporting continuous optimisation.

For motor retailers, AutoConverse delivers clear benefits: rapid set-up, cost savings and improved customer satisfaction through 24/7 availability. The chatbot handles a wide range of interactions, from technical vehicle queries to service bookings, freeing up staff to focus on high-value tasks.

With a flexible, fixed pricing model, no set-up fees and rolling 30-day contracts, the platform is accessible and scalable for dealerships of all sizes.

www.autoconverse.co.uk

CitNOW Auto360

CitNOW Auto360 is a transformative CRM solution built specially for the automotive industry to optimise marketing, showroom and aftersales activities.

Leveraging the power of Salesforce, CitNOW Auto360 empowers dealerships by unifying disparate customer and vehicle data. This enables dealers to eliminate redundant technology –

delivering faster growth with fewer systems.

By connecting disparate systems, CitNOW Auto360 simplifies a dealership's technology landscape and eliminates redundant tools. Its out-of-the-box adapters consolidate data into one source of truth, for both vehicles and customers, empowering teams to track campaigns, leads and customer needs efficiently.

CitNOW Auto360 delivers a unified customer and vehicle record by seamlessly integrating three powerful products:

- Marketing360 – automates the marketing journey to accelerate lead generation and drive better results.

- Showroom360 – simplifies lead and customer engagement management for a smoother sales process.

- Aftersales360 – enhances service management to support efficient service operations and maximise upsell opportunities.

Together, they provide a complete, connected solution across the entire customer lifecycle.

www.citnow.com

Connect

Mad Devs Connect is a modular retail technology platform built for UK motor dealers who demand agility, compliance and a customer-first digital retail experience.

What consumers expect from the connected car

As cars become smarter, more connected, and more service-enabled, UK consumers are rewriting the rules of vehicle ownership. New findings from Assurant's Connected Decade study reveal not just how drivers are interacting with their vehicles - but what they now expect from the brands behind them. For OEMs, retailers, and aftersales providers, adapting to these expectations is no longer optional.

Bundles Are the New Baseline

64% of UK drivers expect a warranty to be included in the purchase price of a new car.

In the eyes of consumers, value-added products (VAPs) such as warranties and service plans are no longer extras. They're essentials.

This is a wake-up call for the industry: transactional sales models must evolve into **value-rich ownership solutions**.

Embedded Tech, Human Payment

Today's vehicles offer more opportunities than ever to sell services post-sale. **45%** of UK drivers are open to purchasing VAPs directly through their **vehicle's connected interface**.

But adoption of in-vehicle commerce has its caveats:

- ✓ **60%** of respondents - especially older generations - are not comfortable using **Apple Pay or Samsung Pay**.
- ✓ A strong desire for **monthly payments** was seen across younger consumers.

For retailers, that means offering both the convenience of connected commerce and the reassurance of traditional payment routes.

Smart Features, Stronger Loyalty

The most valued connected features reflect both practicality and peace of mind:

70% want **GPS navigation**

63% expect **emergency assistance**

58% value **internet connectivity**

Additional features like **maintenance reminders**, **remote diagnostics**, and **predictive failure alerts** are also climbing the ranks. Consumers are willing to pay for tech that enhances their safety, convenience, and maintenance planning.

“**Assurant Vehicle Care transforms reactive support into proactive experience.**”

“**Connected services aren't just tech perks. They're trust builders.**”

“**The future of automotive payments isn't digital-only - it's digitally flexible.**”



ASSURANT®

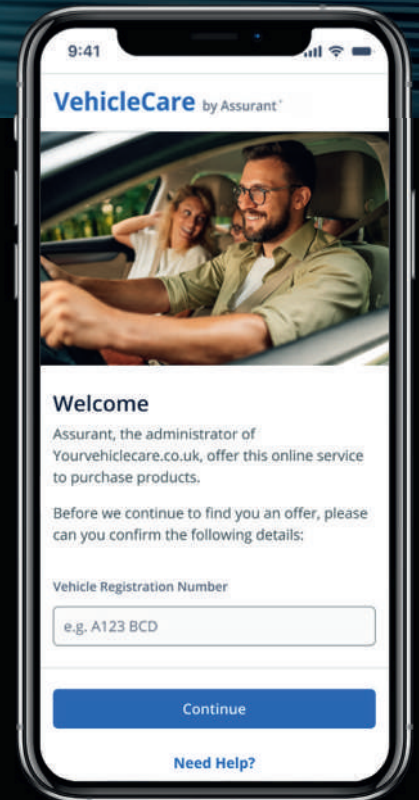
Assurant's Vehicle Care solution can help bridge the gap to greater connectivity

Assurant has taken these findings to heart - creating a suite of products and solutions that directly responds to what today's drivers expect.

Assurant Vehicle Care is one such solution which is designed to support retailers, manufacturers, and lenders with a flexible, digital-first, consumer-ready experience.

The platform captures missed point-of-sale opportunities by re-engaging customers post-purchase with timely, relevant protection products. Accessed via the website or smartphone app, it extends across the full vehicle lifecycle, providing a seamless experience for the user, which can help generate greater brand advocacy and customer satisfaction.

At the touch of a few buttons, customers can explore, renew, and purchase products with ease, while enabling our partners to unlock new revenue streams.



The road ahead is connected. For automotive leaders, the challenge isn't just meeting consumer expectations - it's anticipating them. With tools like Assurant Vehicle Care, retailers and OEMs can build lasting customer relationships by delivering the confidence, flexibility and digital ease today's drivers demand.



To find out more email hello@assurant.com or visit assurant.co.uk

Why good leads go cold – and what UK dealers can do about it

Impel on the pain points AI is finally fixing

Every dealer knows the value of a lead. But across the UK market, too many are slipping through the cracks - not because the leads are bad, but because the follow-up is broken.

Some leads never receive a response. Some wait hours. Some only get one reply. Some lose interest before a test drive is ever booked.

Here are four problems we see time and again, and how AI is helping fix them.

1. Leads arrive after hours.

Buyers don't wait.

50% of digital activity happens outside trading hours. If a buyer enquires at 7:45pm and doesn't hear back until morning, they've probably moved on. Dealers using Impel AI respond instantly to every enquiry, day or night, with accurate, vehicle-specific answers that keep the conversation going.

2. Sales teams are stretched

Salespeople are juggling calls, emails, WhatsApps, follow ups, appointments, and admin. Impel AI instantly engages, qualifies, and follows up with every online lead, freeing reps to focus on hot prospects, not busywork.

3. Buyers bounce between channels

Modern car buyers jump from Google to AutoTrader to your site to WhatsApp. There are far too many channels and interactions for humans alone to manage, and AI can track and maintain momentum across all of them.

4. Manual processes mean missed chances

No team can work 24/7, personalise experiences at scale, or chase down every lead manually. AI doesn't just plug the gap, it raises the standard.



Available Car knew that online enquiries didn't stop when the showroom closed. But adding more staff wasn't viable.

They turned to Impel AI, enabling:

- Instant responses to online leads, even after hours
- Test drive and showroom appointment bookings while staff are off duty
- Long-term customer nurturing

The results:

38% increase in sales without extra headcount

90%+ of overnight AI-booked appointments resulted in showroom visits

AI didn't replace their team; it made them more productive.

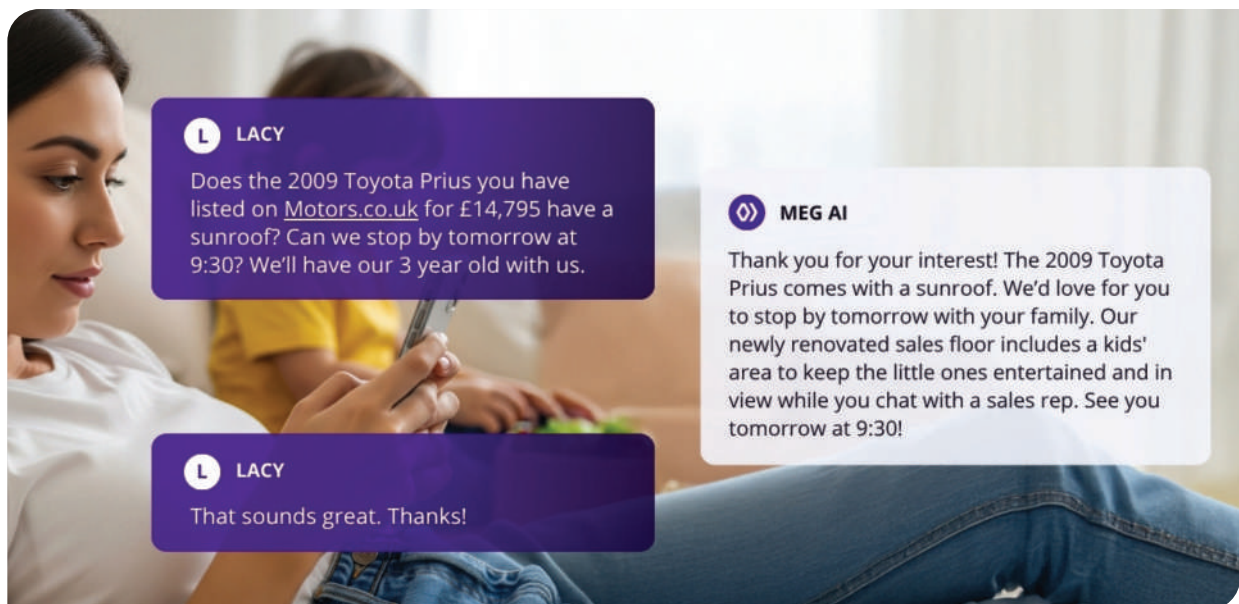
Thinking about AI? Read these tips:

1. Prioritise security

Generic AI tools can hallucinate or leak data. Ask the hard questions. How will the AI respond when a lead tries to negotiate price? What controls are in place to avoid jailbreaks and hallucinations?

2. Choose automotive-specific AI

Open-source chatbots won't cut it. Use solutions that integrate with your dealership tech stack to activate the true value of AI such as automotive appointment setting into your CRM. Impel's newest feature, AI Knowledge Bank, even enables dealerships to customise their AI to reflect specific dealership policies and procedures, offers, and more.



3. Support your team

Change management matters. Explain what the AI will do, how it helps, and adjust processes to avoid duplicative efforts between staff members and AI.

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.

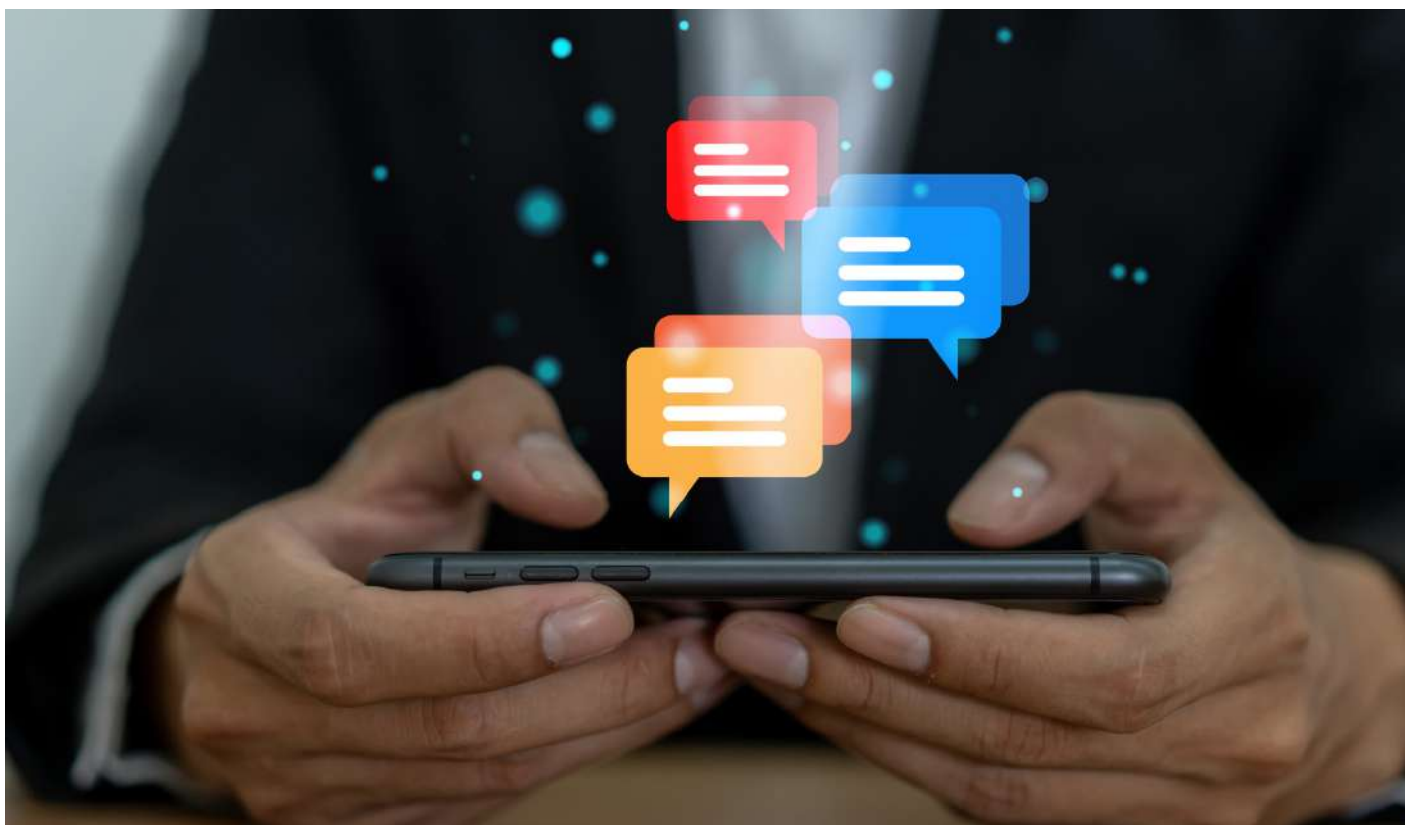
We work with over 8,000 dealers worldwide and have been active in the UK for several years. Our platform includes:

- **Sales AI:** Automated lead response and follow-up
- **Chat AI:** A brand-safe virtual assistant that gives buyers the answers they need

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





In bringing together the popular iTrackLEADS and iStoreDOCS tools, Connect has evolved into a powerful CRM platform that enables dealers to close more business, deliver exceptional customer journeys and support brand values.

From lead capture and remote deal structuring to aftersales engagement and digital handovers, Connect ensures real-time visibility, encrypted workflows and seamless omnichannel communication.

The customer portal extends engagement beyond the showroom, with dealers seeing 75% of buyers benefiting from the tool.

This increased interaction helps drive customer loyalty and boost lifetime value.

Built by UK industry veterans, Connect delivers enterprise-grade capability without the complexity or cost. It empowers independent dealers with the tools to respond faster, operate with control and create premium customer experiences.

www.maddevs.co.uk

EasiChat

EasiChat is a SaaS platform offering a hybrid AI/human customer engagement solution. Its unique "AI on your terms" approach differentiates it from competitors by addressing retailers' hesitations towards fully autonomous AI.

It's automation when you want it, control when you need it. Combining tailor-made AI bots with human control, EasiChat enables automotive dealerships to manage customer interactions, improve lead generation and drive website conversions.

Case studies indicate EasiChat has delivered a 20% sales conversion from chats and a 25% after-sales conversion from chats as well as increasing the volume of conversations by up to 200%.

www.easichat.co.uk

exstoCRM

exstoCRM gives dealers a 360-degree view of every customer interaction. It unifies leads, communications, follow-ups and renewals into one compliant system. Deep integration with bookings, service and sales modules ensures no opportunity falls through the cracks. Dealers can run targeted campaigns, track performance and build stronger, longer-lasting customer relationships.

www.edynamix.com

exsto customer engagement platform

exsto is a unified customer engagement platform built for automotive retailers. It replaces fragmented, multi-supplier systems by bringing bookings, CRM, service workflows, payments, stock control and customer portals into one seamless ecosystem. With real-time data sharing and a single login, dealers experience less admin and faster processes leading to an exceptional customer experience.

www.edynamix.com

Glovebox

Glovebox is the branded online portal for customers to manage their vehicles anywhere, anytime. It links into the exsto platform to present bookings, VHC

videos, documents, service plans, invoices and offers in one place. With self-service tools and proactive alerts, Glovebox increases transparency and engagement, reduces inbound calls and delivers a modern, convenient ownership experience.

www.edynamix.com

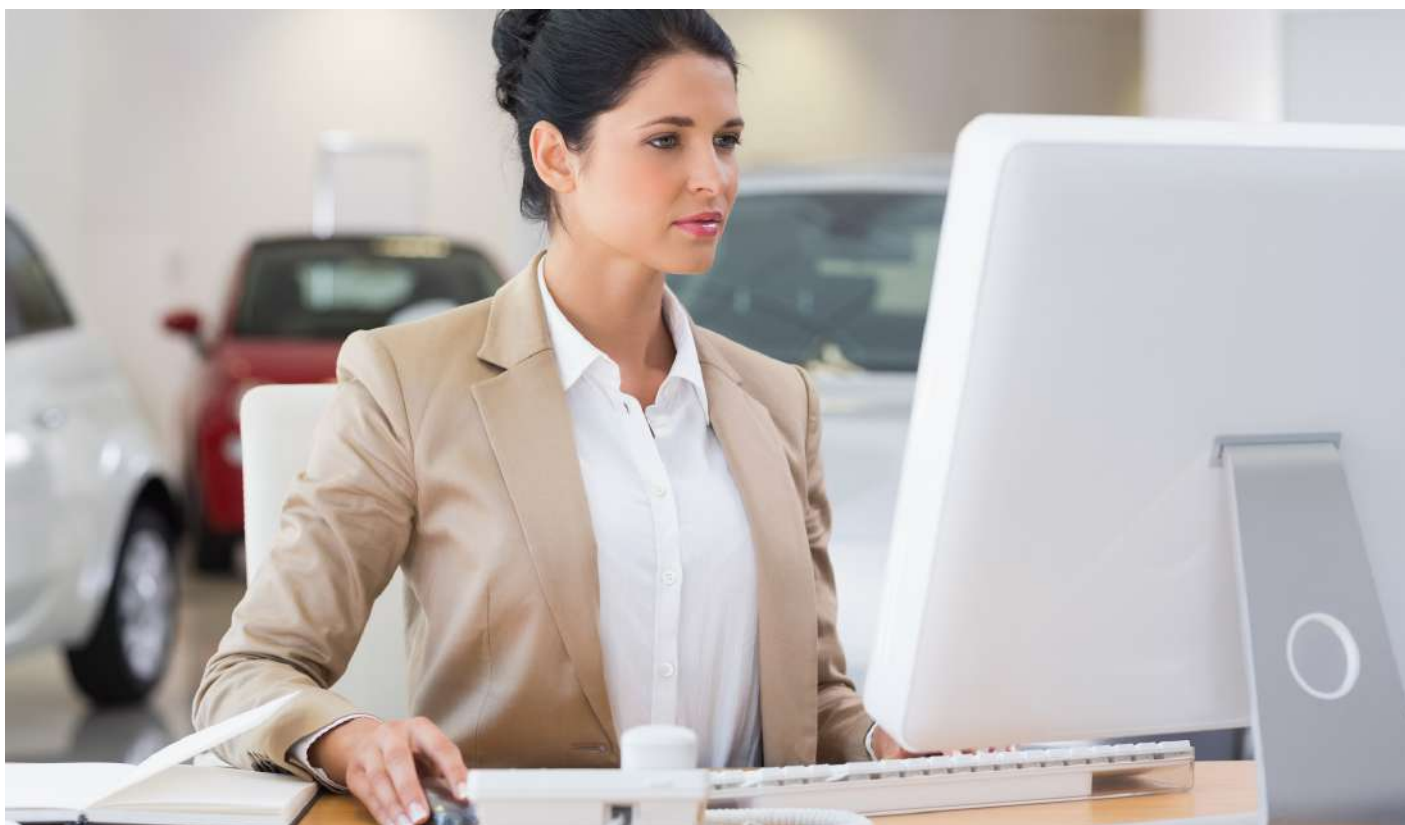
MotorTrade.AI

MotorTrade.AI is a smart lead generation and customer engagement platform designed specifically for independent motor retailers. The technology revives old customer data to uncover new sales opportunities and automates review requests from satisfied customers. It also combines AI-driven software to centralise all inbound enquiries – email, phone, webchat – into a single, easy-to-use dashboard. Unlike basic SaaS products, MotorTrade.AI is tailored with hundreds of hours of industry-specific development to meet the real needs of motor dealers, without the hassle of a long-term contract.

The main benefits for motor retailers are improved lead conversion, increased online visibility and higher sales – all without increasing advertising spend. Dealers gain more control over enquiries, see better follow-up rates and generate more positive Google reviews – enhancing both reputation and search rankings.

A free live demo shows the results in real time using the dealer's own customer data, making it easy to see the value.

www.motortrade.ai



Predictive CSI

Predictive CSI is an industry-first CX product combining AI-driven analytics with human insight. The software predicts customer satisfaction, identifies concerns and recommends next best actions before issues escalate.

By analysing customer sentiment and real-time performance data and customer sentiment, it helps dealerships proactively improve customer experience, boost retention and maximise lifetime value.

How it works:

- AI-powered analysis – monitors CSI scores, interactions and sentiment trends to detect satisfaction risks.

- Early issue identification – flags hidden concerns before they turn into formal complaints.

- Actionable recommendations – suggests personalised follow-ups, such as direct outreach or service gestures.

- Continuous learning – adapts insights over time to help retailers refine strategies and increase Net Promoter Scores (NPS).

www.directaffinitycx.com

ReAct – customer survey and reviews

ReAct surveys give dealers customer service data and reviews.

JudgeService will contact a dealer's new and used car customers by email or SMS five days after purchase with a survey and an incentive for owners to complete them.

Once completed, their answers are sent to the

dealership for referrals or to fix any customer concerns.

According to Auto Trader, 30% of buyers purchase cars based on dealer reviews posted by customers.

The ReAct platform provides dealers with genuine and verified customer reviews, displayed across the web.

GDPR-compliant ReAct customer satisfaction surveys have many unique and innovative features to give clients the best results possible.

The reviews are checked by JudgeService's specialists before being fed to its website as well as the client's and many other sites including Auto Trader and Motors.

JudgeService also translates all that valuable review content into management insight reports, with a new dashboard and alerts providing instant data which, in turn, will help clients analyse how well their business is performing.

www.judgeservice.com

Referral Manager

JudgeService Referral Manager is a cutting-edge tool designed to generate and manage referrals.

It helps dealers leverage the power of referrals to drive growth and increase customer engagement. The platform enables clients to easily set up and manage referral programmes, turning their satisfied customers into brand ambassadors.

These are some of the key features:

- Customisable referral programmes – tailor referral incentives to match the business goals and

customer preferences.

- Automated tracking and reporting – monitor the success of referral campaigns with real-time analytics and detailed reports.

- Seamless integration – bolt Referral Manager on to JudgeService's ReAct survey to provide a seamless customer journey.

- Scalable solutions – whether a small or large business, the platform scales to meet your needs.

- Reduces fraud – the referral programme only rewards users after a valuable conversion event, such as a purchase or subscription. So, fraudulent activities are minimised. This approach ensures that rewards are only given for genuine referrals that contribute to business goals.

www.judgeservice.com

Reputation

Reputation's platform is the first in the automotive industry to be fully AI-powered and purpose-built for reputation and customer experience (CX) management. It integrates customer journey insights, AI-generated sentiment analysis and real-time data from reviews, surveys and social media into a single, intuitive dashboard.

The technology includes auto-tagging, predictive analytics and AI-powered response tools, enabling frontline teams to act quickly on customer feedback. Unlike bolt-on solutions, this unified platform is designed specifically for multi-location, multi-brand operations, providing consistent insights across the entire customer journey.

Reach, convert and retain more customers with AI-powered solutions

Marketing Delivery is helping retailers to maximise the effectiveness and cost-efficiency of their customer communications, implementing advanced automation solutions that make sales and aftersales interactions more personalised and relevant. This is driving engagement levels and improving conversion rates, as well as delivering positive outcomes for more customers.

Reaching your customers online

Analysing the typical customer sales cycles from its client base of more than 500 automotive retailers, Marketing Delivery found that the average timeframe between first enquiring about a vehicle and placing an order is just 7.6 days. This underlines the need for more efficient and effective communication with prospects during the 'pre-enquiry' and early engagement phases.

Marketing Delivery's SocialStock integrates with the retailer's inventory to maximise stock visibility across Meta social media platforms.

Using tracking pixels, it connects the customer's activity of visiting the retailer's website with social media browsing. Retailers can publish specific campaigns to retarget potential customers with relevant and timely ads relating to stock they viewed on the website.

Introducing this smart technology creates minimal administrative burden and ensures that customers who return to the retailer's website are more likely to be ready to transact.

Last year, Marketing Delivery launched its Offline Conversion tool, which allows retailers to measure their social media return on investment through accurate enquiry, order and booking attributions.

Boosting sales with AI

Marketing Delivery designed its AI-powered Stock Alerts solution to convert more leads in the sales funnel by



keeping undecided customers engaged.

A recent consumer survey found that 63% of customers are more likely to remain in contact with a retailer if they receive emails about stock that is relevant to their enquiry.

Following an initial enquiry, VoiceBox software can issue follow-up email alerts to keep the customer informed about relevant new or recently reduced stock.

With the power of AI, the stock served to the customer can change according to which vehicles they engage with, refining the price range of the models shown. The system also notifies the sales team when a customer engages with stock, helping to deliver a seamless online and offline experience.

Marketing Delivery's Stock Alerts set the industry benchmark, with an impressive average conversion rate of 8%, open rates of 51% and click-through rates of 38%. These communications have converted more than 12,000 leads in 2025 already, highlighting the exceptional engagement these emails consistently generate.

Ensuring customer loyalty

Aftersales communications re-engage

customers to continue their experience with a retailer and boost used-stock sourcing. Retailers can now reach active aftersales customers with automated Stock Alerts emails before and after their workshop appointment, sharing details of vehicles similar to the one they already own, but a newer model or one with lower mileage.

Early benchmarks show an average open rate of 54% and click-through rate of 43%, with one of Marketing Delivery's clients achieving a 15% conversion from enquiry to sale.

As well as the helpful MOT and service reminders, customers can also be prompted with a 'Value my Vehicle' button, helping retailers to source better-quality stock with known service history, reducing some of the risks typically associated with used car sourcing and aiding stock turn.

Customers increasingly expect more from their communications with retailers. Marketing Delivery solutions create automated, hyper-targeted campaigns that are relevant, timely and feel 'human' to the recipient, encouraging them to buy from the retailer and subsequently become a loyal returning customer.

Website: marketingdelivery.co.uk
Email: hello@marketingdelivery.co.uk
Telephone: 01892 599 917

Marketing Delivery

Automotive Digital Marketing Solutions

Reach, convert and retain more customers with AI-powered stock solutions across social media and email



Main benefits for motor retailers:

■ Retailers gain a clear, real-time view of the customer experience across all touchpoints, enabling faster, smarter decision-making.

■ The platform helps drive higher customer retention, operational efficiency and improved sales performance by linking CX insights directly to revenue outcomes.

■ AI automation also reduces the workload on staff, while ensuring a consistent, on-brand response to every customer interaction, across every location.

www.reputation.com

RockarTech – customer nurture service

RockarTech provides a fully managed, data-driven customer email nurturing service designed to support retailers throughout the digital car purchasing journey.

Key features include basket and wish list retargeting, SMS marketing, campaign execution and model-specific communications.

The service is fully hosted and managed, with regular updates and optimisation check-ins and includes a support desk for all nurture-related tasks. This technology significantly enhances a retailer's ability to engage and convert lost leads by using personalised, data-driven communications.

This fully managed service reduces the workload on internal teams while ensuring best-practice execution of digital campaigns.

For example, in just three months of being live, one client achieved an average open rate of 79%, a 32% click-through rate and a 10.66% conversion rate from nurture emails – showing the powerful impact of RockarTech's approach.

www.rockartech.com

VoiceBox

VoiceBox is Marketing Delivery's AI-powered marketing automation platform developed in-house for the automotive sector. Seamlessly integrating with DMS and LMS systems, it automates personalised, dynamic communications across email, SMS and social media. Designed to align with existing retailer operations, VoiceBox boosts efficiency while enhancing the customer journey.

VoiceBox offers dedicated solutions for both sales and aftersales, driving higher customer engagement, improving conversion rates and strengthening retention, all while delivering an exceptional experience.

Under the VoiceBox umbrella are two additional solutions:

■ **LeadBox** – consolidates leads from dealers' website and third-party sources to support fast, effective enquiry responses. It also generates targeted "call pots" to streamline service reminder calls and support follow-ups on email campaigns. Each customer record displays a detailed communication and engagement history.

■ **BrainBox** – a powerful reporting and analytics platform, BrainBox enables retailers to measure

performance across VoiceBox and LeadBox activity. It also provides insights into data quality, consent and customer data capture rates.

www.marketingdelivery.co.uk

D

DEALER MANAGEMENT SYSTEMS AND BUSINESS INTELLIGENCE TOOLS

AutoMetryx

AutoMetryx has been developed from the ground up to provide manufacturers and dealer groups with a real-time, 360-degree view of their business – connecting data across sales, marketing, service and finance in a unified cloud platform, accessible anytime, anywhere, by all levels of an organisation.

For dealers: Developed by data and analytics specialists Metryx, AutoMetryx replaces time-consuming manual processes, such as spreadsheets, DMS extracts and slide decks, with automated, visual insights across key areas of the business, empowering dealers to identify profit opportunities and proactively mitigate emerging risks.

For manufacturers: A modular wholesale performance platform covering everything from sales and marketing and supply chain to financial controlling and network performance management. AutoMetryx enables clear, data-backed decisions by highlighting important opportunities and threats.

Powered by seamless integrations with DMS and OEM systems, the AutoMetryx platform empowers truly data-driven decisions – boosting operational efficiency, reducing manual overheads and accelerating business outcomes through real-time insights across the organisation.

www.autometryx.co.uk

Automotive Retail Cloud

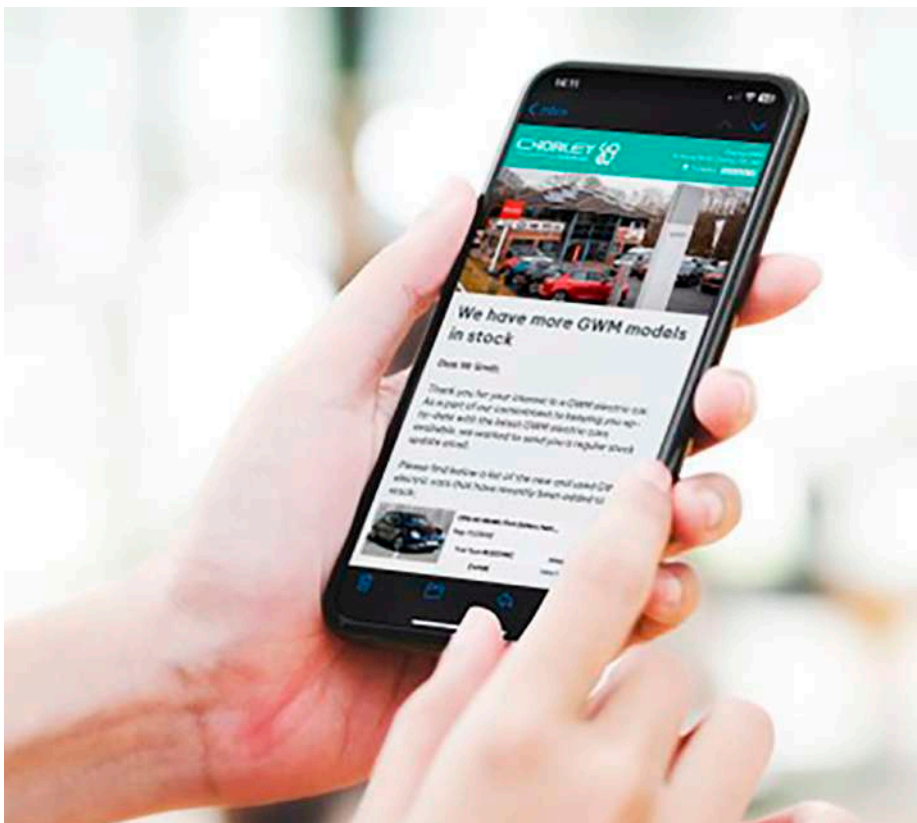
Tekion's Automotive Retail Cloud (ARC) platform seamlessly integrates all aspects of automotive retail through machine learning, AI and IoT. It is designed to enhance dealer operations with continuous innovation, integrations and a modern, user-friendly interface. By adopting this cloud-native solution, dealers gain cost savings, increased customer loyalty and new revenue opportunities. Expedite workflows, drive operational efficiency, tap into new revenue streams and simplify the data flow between the technologies users depend on every day.

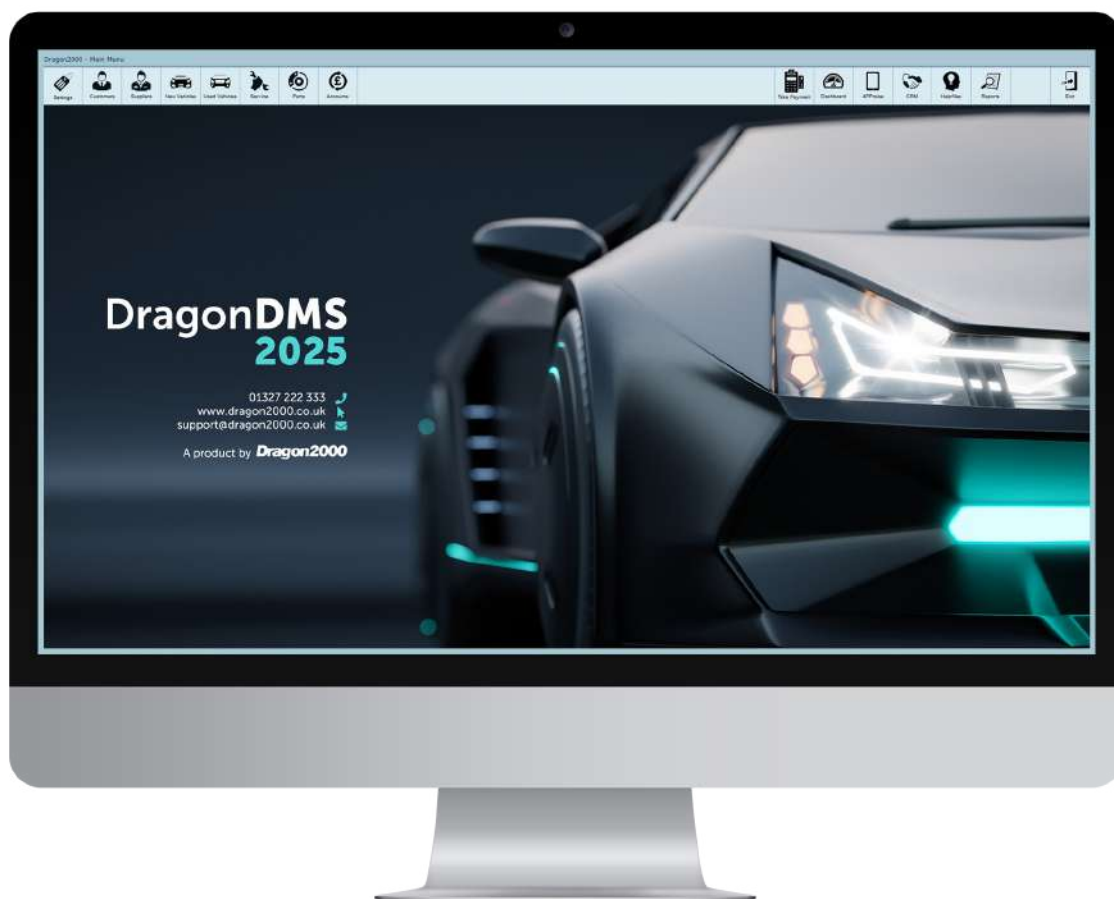
<https://go.tekion.com/uk>

CitNOW Insights

CitNOW Insights is a dedicated automotive business intelligence (BI) platform that provides data, reporting and actionable analytics. It is delivered through Microsoft PowerBI.

Integrating data from multiple sources into a single view, CitNOW Insights makes dealer data easily and quickly accessible. CitNOW Insights tracks performance across all departments, collating data from





third parties, DMS providers, used car marketplaces and more into a single powerful solution that quickly identifies key trends, compares performance and simplifies reporting processes. It offers a range of reporting apps tailored to each business area, be that stock pricing, aftersales, sales, finance and call centre through to executive level dashboards.

www.citnow.com

Cutol 6

Purely thanks to word of mouth recommendations Cutol 6 is now used at more than 600 dealerships for the production of management accounts, budgets and daily operating controls.

Cutol 6 facilitates the easy production of management accounts by importing a trial balance from the DMS. It comes with a complete budgeting package which will be initially tailored to clients' needs. The budgets can optionally be exported for line managers to complete and are fully customisable. The budget data will then be automatically presented in management accounts. The system can automatically base a future budget on historical data.

Cutol DOC enables dealers to publish a daily operating control based on their current management account layout with a single click. Managers can then track their progress throughout

the month and override any forecasts manually if they choose. Once the month end has passed the DOC then turns into an up-to-date set of flash accounts.

www.KiraDevelopments.com

Dealerweb Showroom

Dealerweb Showroom is a sales process and enquiry management system built for the automotive sector by industry experts.

Dealerweb Showroom's easy and intuitive interface enables sales departments to more effectively manage leads, create customer offers, build customer orders, administer vehicle finance and plan outbound marketing campaigns.

In addition, the real-time reporting facility provides a comprehensive analysis of productivity and profitability levels.

Dealerweb Showroom can become the central hub for sales operations through its ability to integrate with other systems – from finance, warranty and compliance providers to the DMS.

www.dealerweb.org

DragonDMS

DragonDMS is award-winning software designed for franchised and independent car dealerships and garages to manage and understand their entire

business and make data-driven decisions from just one system.

No more entering the same data into multiple platforms, such as third-party websites, advertisers and payment providers, as Dragon's DMS takes care of it all with one single point of data entry alongside its integrated websites and mobile apps.

Receive new leads directly from online advertisers, produce live finance quotes, instantly update Auto Trader adverts, let customers securely pay invoices online, integrate directly into Sage or export into Xero, automatically record emails, manage car sales online with its web-based platform and much more. DragonDMS gives control of the entire car-buying journey, from purchase to sale, aftersales and everything in between.

Dragon2000 helps more than 1,000 vehicle dealerships and garages every day to manage their costs and drive profitability with its DMS.

www.dragon2000.co.uk

exstoAI

exstoAI is the intelligent core of exsto, analysing shared data across every module to power automation, predictions and real-time insights.

From forecasting service demand to AI-assisted video checks, exstoAI streamlines operations and

Steering a clear path through the techno solutions overload

The proliferation of new technologies in recent years has resulted in automotive retailers being left with multiple disconnected, disparate processes and systems, many of which don't work, are overly burdensome and cannot use the potential of AI.

As more IT and digital solutions have come online, car dealerships have added them to their technology stack, in addition to existing legacy systems.

At the same time, an ever-growing consolidation by larger dealer groups has led to them acquiring multiple tech stacks, which they have then had to integrate into their business, many of which are incompatible with their current technology.

"All of this has combined to create a situation where dealers now have all of this great technology at their disposal, but there's a palpable frustration that it doesn't all connect effectively," said Anthony Kay, Chief Marketing Officer at CitNOW Group.

Siloed data

Another key challenge for dealers is that because these different systems and data sets are being siloed, often they have to manually enter data from one system into another or multiple other systems, which is increasingly taking up more of their money, time and resources.



“OUR VISION AND MISSION AS A BUSINESS IS TO PUT MAGIC INTO THE AUTOMOTIVE RETAIL EXPERIENCE

ANTHONY KAY



“THE AVERAGE SMALL DEALER GROUP HAS ABOUT 70 IT SYSTEMS AND, WITH THE BIGGER ONES, IT'S INTO THE HUNDREDS

DREW TYRRELL



"The average small dealer group has about 70 IT systems and, with the bigger ones, it's into the hundreds," said Drew Tyrrell, Auto360 Strategy Director at CitNOW Group.

As a result, sales teams are increasingly getting bogged down by unnecessary technical hurdles that they have to grapple with on a daily basis, rather than being focused on what they should be doing – building key customer relationships and closing deals.

Added to that, customers are increasingly expecting a true omnichannel retail experience, whether that's buying a vehicle or getting it serviced, with the option of using a range of communication channels, including phone calls, SMS and emails alongside in-person visits.

Yet, despite this increased demand on dealers, the overall customer experience has suffered since the COVID-19 pandemic and continues to lag behind other sectors, such as retail.



But perhaps the biggest problem for dealers is that, despite having all of this great technology available, they don't have a single holistic view of their customers and their vehicles, which would make it easier to help them on their journey.

That's why now is the prime time for retailers to simplify and enhance systems to improve both the customer experience and their own bottom line.

"At the end of the day, dealers' systems have got to be easier to operate, and, ultimately deliver the same consistent process," said Tyrrell.

The CitNOW Auto360 solution

In response to the need to address these increasingly pertinent challenges, CitNOW has launched CitNOW Auto360, a customer relationship management (CRM) solution.

The solution combines CitNOW's 20 years of deep automotive expertise with Salesforce's powerful and best-in-class CRM software. CitNOW and Salesforce has specifically designed the software for automotive dealers and to use Salesforce's AI:Agentforce. It integrates into one platform all the features dealers require to operate more effectively with their customers on a day-to-day basis and, when combined with CitNOW's capabilities, the software is easy to implement, scalable and delivers value quickly.

By connecting multiple systems, Auto360 provides dealers with a single record of the customer and their vehicle. As well as simplifying the tech stack, it ensures that dealers are using the data more effectively, doing away with the need for rekeying.

"In today's digital world, it's critical for dealers, particularly in terms of retention, to be able to build a view of who their customer is, what their vehicle is and what their communication preferences are," said Tyrrell.

"Our solution will give a view of where they are on their journey, their propensity to buy a vehicle and their willingness to engage with you as a dealer, as well as making sure that you connect with them in the right way, using marketing campaigns throughout the whole lifecycle of the buying process.

"Once you know who your customer is, you can personalise it to meet their needs, thus enhancing and enriching their overall buying experience. More than that, you can also extend that to understanding and catering to the wider requirements of their household, family and their vehicles."

Converting into sales

Fundamentally, Auto360 is broken down into three simple components: Marketing360, Showroom360 and Aftersales360.

Marketing360 enables dealers to get more people into their showroom; Showroom360 converts more of those enquiries into sales; and Aftersales360 ensures more service efficiency, effectively doing more with the same resources and increasing upsell revenue from parts sales.

By driving more vehicle sales and upselling more servicing and parts work, it gives dealers a 20 x return on investment.

"Our vision and mission as a business is to put magic into the automotive retail experience," said Kay. "After all, buying a

car is a big financial commitment – for many people it's their biggest expenditure outside of buying a house – so we need to make that journey as enjoyable as possible."

For the customer, it ensures a better outcome both in terms of the product they receive and their own satisfaction, resulting in greater trust and loyalty.

It also makes life for staff easier, providing them with a single sign-in for one secure system that integrates with all of the other essential applications they need to use, such as emails, SMS, WhatsApp and online calendars.

In a time when the customer experience is everything, it's vital dealers deliver the best possible outcomes, and that derives from using a simple and effective solution that leverages the best modern, and constantly evolving technology available, ensuring that they continue to maximise their operational efficiency, cost and revenue opportunities.

That solution is CitNOW's Auto360.

To find out more:
help@citnow.com
+44 (0)1189 977740
www.citnow.com/



CitNOW Auto360

Automotive industry's first AI-powered reputation intelligence suite

Reputation has pioneered a transformative solution for the automotive sector, introducing the industry's first AI-Powered Reputation Intelligence Suite. This is not merely an integration of AI tools into a pre-existing system; it represents a fundamental reinvention of the platform.

The architecture has been built from the ground up, ensuring it is fundamentally aligned with artificial intelligence, thus signalling a new era in data processing and insight delivery.

This groundbreaking infrastructure is capable of assimilating vast quantities of customer feedback from a diverse spectrum of hundreds of sources, conducting real-time analysis and presenting insights that are both highly relevant and immediately actionable.

Tailored to the complex and dynamic requirements of both automotive retailers and manufacturers, the suite empowers users to comprehensively navigate the entire journey of customer experience data with unparalleled efficiency, speed and clarity. This empowers businesses to make data-driven decisions swiftly and with precision.

"We've re-engineered our platform so auto brands can move at the speed of AI," said Joe Burton, CEO at Reputation. "This is not a product feature update, it's a new operating model that helps our clients outperform competitors in trust, visibility, customer loyalty and revenue"

Transforming customer feedback into strategic, actionable intelligence

The advanced AI software gathers and analyses customer sentiment throughout the automotive buying journey, tracking all touchpoints from browsing to post-sale service. It aggregates data from online reviews, surveys and social media to provide a comprehensive performance overview. The AI identifies patterns, critical issues and opportunities, empowering teams with real-time alerts and automated workflows for quick

Your Brand



Your Competitor



responses. This allows dealerships and manufacturers to address concerns, build trust and enhance reputation, driving customer satisfaction, loyalty and sustained business success. The platform transforms feedback into actionable insights, enabling businesses to optimise strategies and stay competitive.

Scalability and future-proofing in the evolving automotive landscape

Imagine a comprehensive, adaptable and forward-thinking platform designed to revolutionise how you manage and enhance your online reputation. That's precisely what the Reputation Intelligence Suite offers. It's not merely

a tool; it's a strategic asset engineered for sustained growth and evolution alongside your business. Recognising the relentless pace of technological advancement, this suite incorporates capabilities to seamlessly integrate with emerging technologies, envisioning a future where data interaction is intuitive and predictive analytics guide strategic decision-making.

This innovative suite is continually enriched with new functionalities, focusing on deepening customer engagement and fostering data-driven insights. For businesses committed to enhancing customer satisfaction, optimising local search visibility and surpassing competitors, the Reputation Intelligence Suite provides an invaluable advantage. It transforms reputation management from a reactive endeavour into a proactive, strategic initiative that fuels business growth.

This shift results in enduring success, safeguarding and strengthening your brand's presence in the digital sphere, and establishing a foundation for long-term market leadership.

 **Reputation**

www.reputation.com
+44 (0)800 066 4781
emea-info@reputation.com

Reputation

**Built for AI.
Built for Insights.
Built for Outcomes**

Integrated AI isn't a feature
—it's a foundation.

Discover why built-in AI gives auto
brands real-time visibility, faster
reactions, and a decisive edge.

A Big Three
Auto Maker

3.5 → 4.5 ★

Boost in Star Rating



RENAULT

+50%

Increase in
Rep Score

AutoNation

1M ★

5-Star Reviews



+25%

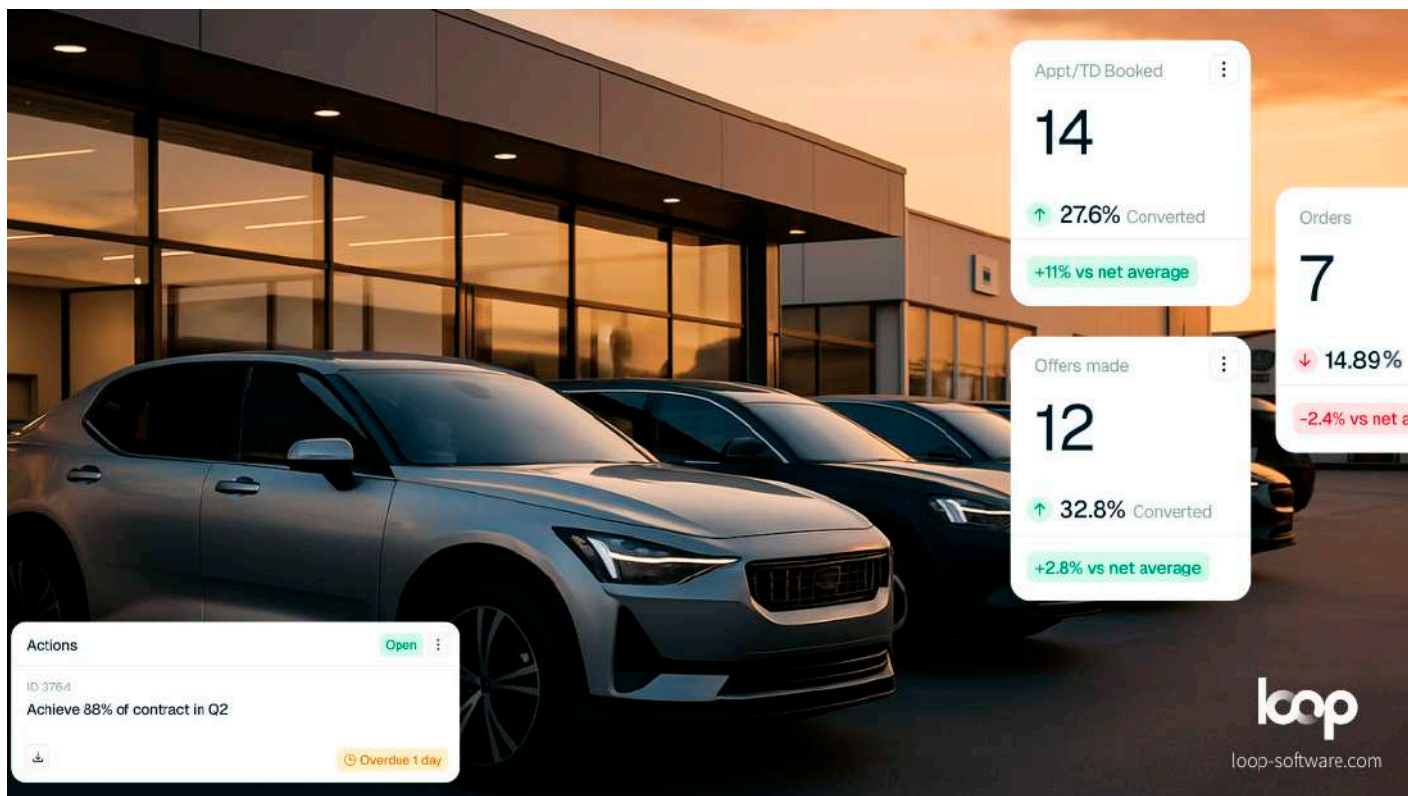
Increase in
UK Market Share

KenGanley

4.7 ★

Star Rating

What we did for them, We can do for you—
Visit us at Reputation.com



personalises customer journeys. Dealers benefit from reduced manual tasks, smarter decisions and targeted upsell opportunities, all driven by machine-learning intelligence.

www.edynamix.com

Keyloop – Fusion

Fusion, a new end-to-end automotive retail platform (ARP), helps motor retailers manage and optimise the full vehicle sales and aftersales process – from initial enquiry through to ownership and retention.

Fusion incorporates four distinct ‘domains’ – Demand, Supply, Ownership and Operate – covering all key functions within a dealership business. Keyloop’s market-leading DMS is one part of the ‘Operate’ domain.

Fusion’s cloud-based tools and functionality can be deployed rapidly and securely for organisations of all sizes, even supporting major groups operating in multiple countries and with distributed networks of sites representing a diverse portfolio of vehicle brands.

Fusion’s ‘Experience-First’ helps retailers deliver positive customer outcomes and amplify revenues through the full purchase and ownership cycle. It also streamlines and automates key processes to reduce operational costs, making businesses more agile.

Motor retailers can select elements of the Fusion ARP that best suit their requirements or introduce the full platform across their entire business.

www.keyloop.com

Loop – OEM-dealer performance management software

Loop is an OEM-dealer performance management platform built for automotive. Trusted by 20-plus global brands and used in 155+ countries, Loop brings together data from multiple disconnected systems, giving OEMs, field teams and dealers a shared view of performance.

Loop tracks the key performance indicators (KPIs) that matter across sales, aftersales, customer experience, compliance and more. Its modular tools work together and benefit one another, including KPI dashboards, balanced scorecards, visit planning and reports, audits, forecasting, bonus tracking and action plans.

By consolidating data in one place, Loop helps every level of the network understand what’s working, where to focus and how to improve. OEMs gain oversight and consistency; dealers get visibility and support to hit targets and raise performance.

With 45,000-plus dealers and 72,500-plus users worldwide, Loop is helping the world’s leading automotive brands and their networks make smarter decisions and drive measurable improvement, faster.

www.loop-software.com

Navigator

Navigator is a comprehensive DMS designed to streamline operations across all departments of a motor dealership. Key features include integrated CRM to manage sales enquiries through to

completion, robust vehicle stock management from acquisition to sale and fully integrated workshop, parts and retail systems for aftersales service.

The system also offers built-in marketing tools for campaigns and automated reminders, as well as comprehensive accounting and reporting functionalities. Additionally, the MyAutoCompanion app empowers customers with self-service options, enhancing engagement and retention.

For motor retailers, Navigator delivers significant benefits by improving operational efficiency, enhancing customer service and increasing profitability. The integration of all dealership functions into a single platform simplifies processes, reduces errors and saves time.

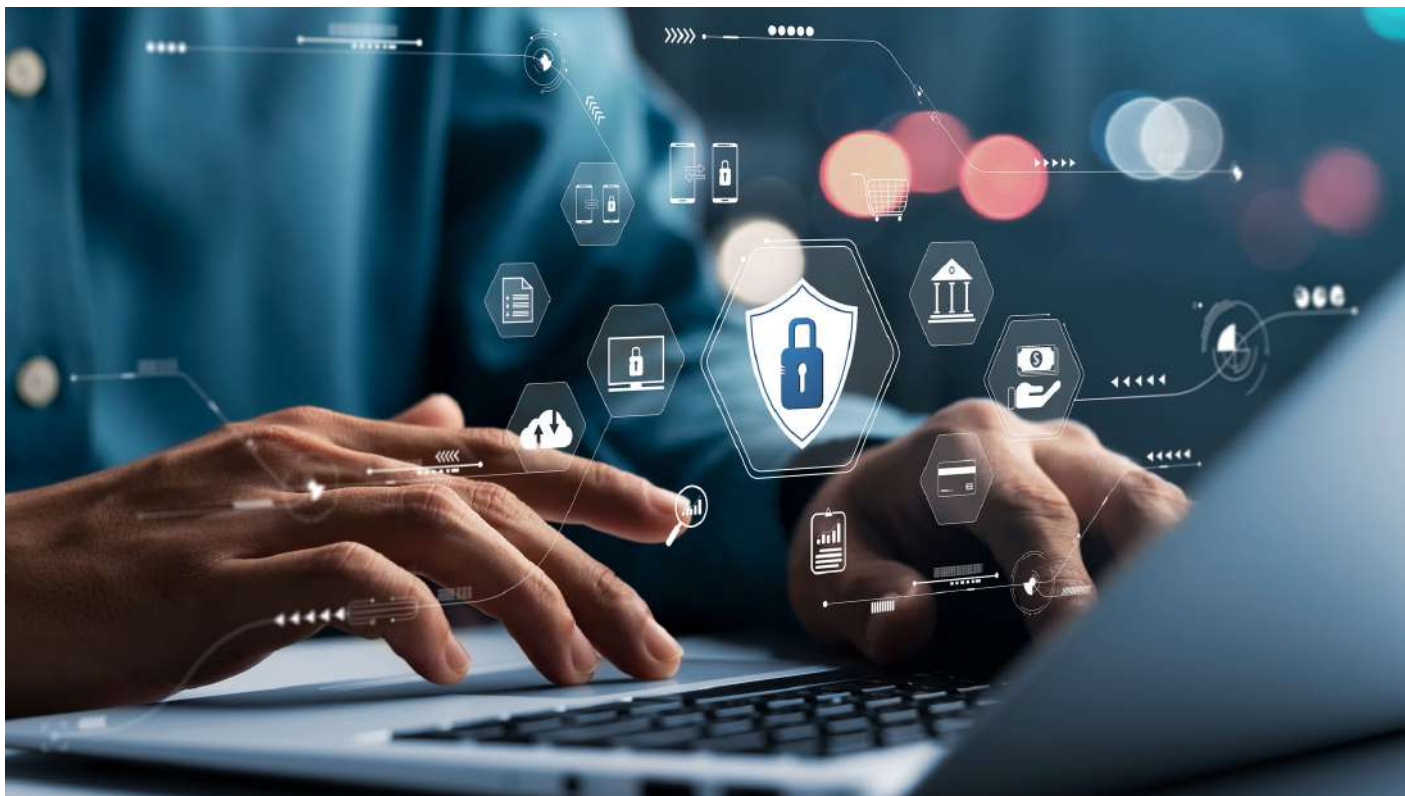
Automated marketing and service reminders help maintain customer relationships, while detailed reporting provides insights for informed decision-making. The MyAutoCompanion app further boosts customer satisfaction by offering self-service options, leading to increased loyalty and revenue.

www.dmsnavigator.com

IT, CONNECTIVITY AND COMMUNICATIONS SYSTEMS

AI Chat

Automotive Intelligence Chat (AI Chat) is a GPT-powered chat assistant that enhances online car-



buying experiences. Designed to drive efficiency and profitability for dealerships, AI Chat enhances customers' car buying experiences with always-on customer support and the ability to book services, test drives and more.

Exclusively trained on automotive data, AI Chat responds 97.2% faster than traditional solutions and is designed with enterprise-grade security to safeguard customers' information while delivering seamless support.

AI Chat acts just like a sales rep, in that it grasps nuances and imperfect phrasing to give customers the response they need instantaneously. It chats naturally without needing to repeat context and it learns from past conversations to deliver the most relevant and helpful responses.

Acting like a 'digital concierge', AI Chat reduces retailer costs and saves time by automating key touchpoints within the sales funnel. It ranks and scores leads, giving deeper insights into what customers want, while Google Analytics integration tracks customer interactions and measures performance.

www.pinewood.ai

Business Listings

Business Listings is a useful tool for dealers to maintain consistent and accurate name, address and phone number (NAP) profiles across multiple online platforms.

The solution streamlines the process of managing a business' digital presence. It focuses on key platforms such as Google Business Profile, Bing,

Facebook, Apple Maps and many more.

Having an up-to-date and consistent NAP profile is proven to help with Google local search optimisation as well as being customer-friendly.

Here are some of the key features:

- Centralised dashboard – a single interface to manage NAP profiles across all platforms, eliminating the need to log into multiple accounts.

- Bulk updates on opening hours – the ability to update NAP profiles across all connected platforms simultaneously, saving time and reducing errors. This includes special hours for Bank Holidays and events.

- Multi-location support – capability to manage NAP profiles for businesses with multiple locations from a single account.

www.judgeservice.com

CitNOW Conversations

CitNOW Conversations empowers retailers to engage seamlessly with customers through their preferred messaging channels, such as WhatsApp, Facebook Messenger, Live Chat, email or OEM app. Being managed through one centralised platform enables a single point of reference for all conversations no matter which messaging channel is used, providing effortless streamlined communication.

The communication choice makes it easier for customers to start the conversation, saves time by efficiently qualifying leads and speeds up sales processes with multi-channel communication and automation.

It maximises service productivity by driving more service bookings with automated invites and keeping customers updated on their vehicle.

www.citnow.com

CitNOW Sales

CitNOW Sales is an app-based video solution for showroom teams to create and share personalised video content with customers.

Proven to convert one-in-three new vehicle enquires to sales and help to convert and sell up to seven more vehicles a month, CitNOW Sales can be used to provide a seamless omnichannel experience, building a relationship with the customer before a showroom visit.

It allows the salesperson to create a professional, personalised video demonstration of a vehicle of interest.

Proven to increase appointment show rates, enquiry conversions and customer satisfaction, CitNOW Sales can also be used to say 'thank you' for an order, provide a memorable handover, or make an introduction to the aftersales department.

www.citnow.com

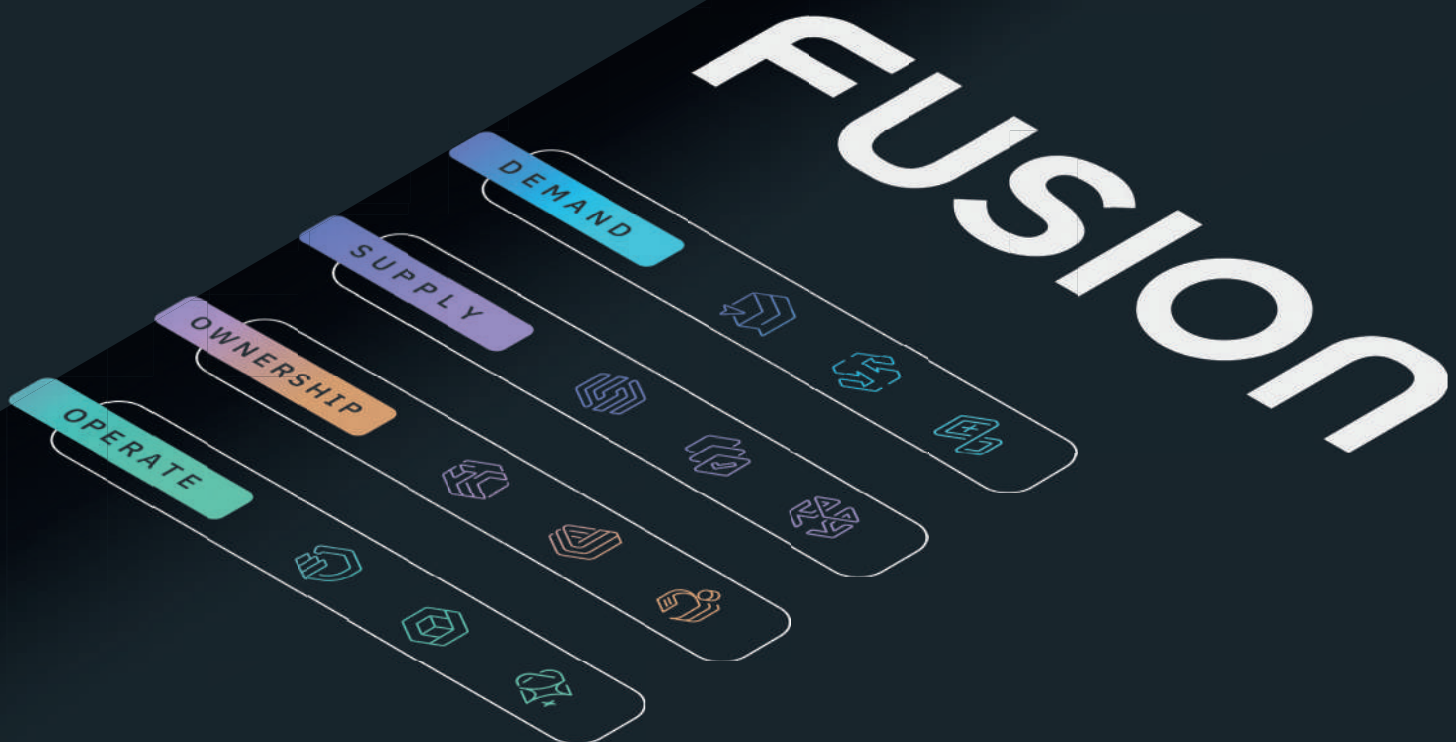
Impel AI

Impel AI helps dealers to convert more leads with a human-like, hyper-personalised conversational experience that delights customers and drives more phone calls, appointments and showroom visits.

Unlike open-source models, Impel AI is purpose-built for automotive retail.

Embrace efficiency.
Ignite loyalty. Propel profits.
The Automotive Retail Platform is here.

Experience-First delivered through technology.



It's powered by advanced generative technology, proprietary models and training data rooted in real dealer interactions.

It responds instantly, 24/7, via email and text, even handling complex, VIN-specific questions with accuracy. It books appointments directly into a dealer's CRM, hands off ready-to-buy leads to the sales team and manages part exchange, finance and service enquiries with ease.

It persistently follows up every lead, maximising re-engagement and long-term conversion.

Trusted by more than 2,000 dealers worldwide, Impel AI has helped one major UK group lift sales by 38%. It's fully compliant with data and privacy standards.

The result? The team spends less time chasing leads and more time selling, boosting efficiency, performance and customer loyalty.

www.impelai.com

Reputation Manager

The Reputation Manager dashboard empowers dealers to see and reply to all their online reviews in one place.

Online reviews affect a dealer's reputation. It's how they manage those reviews which decides whether that impact is positive or negative.

Neglected reviews may not be so much of a problem if they are positive. However, negative reviews, left unattended, can cause real issues.

Customers like to be made aware that their problems are being dealt with. Ignoring a customer complaint may cause them to escalate the situation, creating a much bigger problem that could have been avoided.

A dealership may have reviews flooding in from a variety of online channels and struggle to find the time to manage them.

Reputation Manager provides a platform to easily sort through and reply to reviews from across the web, including Google, Facebook, Auto Trader

and Yell.

Now including business listings and AI replies – watch this space for AI sentiment analysis.

www.judgeservice.com

LEAD MANAGEMENT SOLUTIONS

AI Assistant

AI Assistant seamlessly integrates with a motor retailer's DMS, using intelligent automation and AI to deliver a daily database cleanse and automate lead generation via email.

Every day, fully automated AI Assistants check and update keeper changes, registration dates, MOT dates and cherished plate changes – before analysing the DMS to identify potential leads (lost, lapsed, sales, service, etc.).

AI Assistants then engage with those customers via back and forth emails to gauge buying intent. Every new lead is emailed to dealer teams for conversion – with no human intervention.

If the time is not right for a sale, the AI Assistant can automatically update the DMS to schedule future contact and update vehicle/customer records with relevant new information.

This ensures highly personalised customer communication, at exactly the right time, in a professional manner, without fail.

It delivers hot prospects into the retailer and frees up skilled team members to give them the best opportunity to convert sales.

www.ai-assistant.io

Dealerweb React

Dealerweb React is a cloud-based platform and mobile app which channels all online customer leads into one location, allowing for a swift and personalised response from retailers.

Dealerweb React has been designed to ensure 100% web-lead capture, followed up by 100% web-lead response. Upon receipt of a new lead from almost any online source, all sales staff are alerted in real time by email and/or push notification via the iOS and Android mobile app and are quickly guided through a professional, consistent and personalised response process.

Customers then receive a phone call or personalised email, containing relevant attachments and links, further engaging them with the brand or dealership and providing them with a first-rate experience within minutes of leaving the dealer's website.

www.dealerweb.org

Eskimo lead management

Eskimo helps dealers convert, manage and analyse leads across the entire customer journey – from online enquiry to final sale.

Eskimo is built from the bottom up, rather than top down. This means Eskimo is not just a tool to extract reports, it is a sales tool a team will enjoy using. The platform provides a 360-degree view of each customer and lead source allowing dealers to evaluate the performance of their marketing spend with ease.

The system enables them to communicate with customers on whatever channels suit – phone, SMS, email, WhatsApp, Facebook Messenger, Instagram Messenger... and all recorded on the Eskimo platform, for ease of use, uniformity and review.

Eskimo can integrate with a large number of partners either using the Eskimo suite of APIs, a partner's API, FTP file sharing, email parsing and more. This means no double keying is required.

www.eskimo-software.com

HALO Live

HALO Live is a powerful leads and appointment management platform designed to help retailers boost performance – whether generating more leads, increasing test drive bookings, or securing valuable sales appointments.

The live calendar allows customers to self-book appointments instantly, removing the need for dealership callbacks. Real-time confirmations, plus automated appointment reminders significantly increase attendance rates for retailers using HALO Live.

Built-in analytics provide clear, real-time insight into how effectively your team is converting opportunities into sales. HALO Live can integrate seamlessly with existing systems, ensuring smooth data flow and improved sales team efficiency.

Whether the goal is enhancing customer experience, streamlining operations, or closing more deals, HALO Live delivers the tools to keep the dealership competitive.

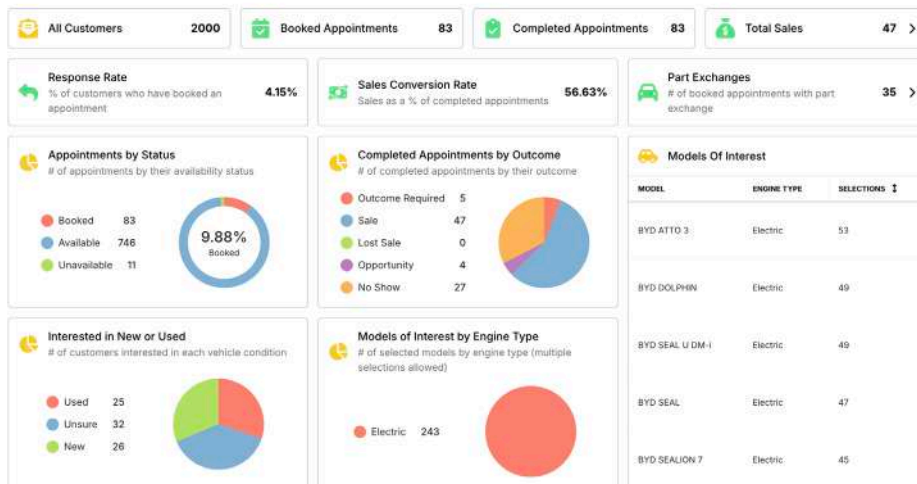
www.haloauto.io

ProAct – lost sales

ProAct, a lost leads tool from JudgeService, helps car retailers convert lost leads into sales, and

Performance

1st - 30th April 2025



New investments in technology at Startline are delivering key benefits for dealers

Three innovative projects at Startline Motor Finance are enhancing motor finance application speed and security through the use of advanced technology, explains Paul Burgess, CEO

At Startline, we believe that fast, easy and accurate online motor finance processes are better for dealers and their customers.

That's why we have invested in new technology in three areas – a new business portal to ensure payouts happen as quickly as possible after motor finance is approved; biometric eSign to enhance efficiency for car buyer applications; and a wide range of process improvements.

These changes are already bringing results. For example, payout times have been reduced by 40% following the introduction of our new business portal.

This improvement reflects our ethos of working responsibly, but responsibly. Motor finance should be an enabler to car sales rather than a hurdle to be cleared and that means once a positive decision has been made, the payout should be processed as quickly as possible. The portal is a genuine step forward in this area.

In terms of utilising new security technology, Biometric eSign means motor finance applicants now undergo an advanced identity and verification check. The technology is impressive, with algorithms extracting biometric data from the selfie and comparing it to the image on the driving licence to determine whether the signer is genuine.

Fraud during motor finance applications is quite rare, but this enhancement provides a new layer of security as part of a fast and easy online eSign process for applicants.

Finally, a range of robotic process automations is being introduced to enhance many of Startline's internal processes, smoothing out and speeding up repetitive manual tasks. We have identified a host of small improvements that, overall, add up to really worthwhile gains in the speed of



Paul Burgess, CEO

processing, benefiting dealers and their customers, while also better engaging our staff. It's an all-round win.

Ultimately, these three projects are designed to support an increasingly digitised motor finance sector with

ABOUT STARTLINE MOTOR FINANCE

Founded in 2013, Startline is one of the UK's leading motor finance companies, providing flexible solutions to around half of the top 50 franchised dealers and 70% of the top 50 independent car retailers measured by turnover, as well as accounting for more than 2% of the motor finance market by volume. It aims to deliver market-defining levels of customer service, compliance, innovation and insight. The company is headquartered in Glasgow where it employs more than 200 people and has a comprehensive sales presence throughout the whole of the UK.

advanced tools that deliver outstanding results. More and more, technology is becoming an important differentiator in motor finance and we will be releasing information about further projects of this kind very soon.

For further details visit startlinemotorfinance.com

startline >



Let's drive... better technology

At Startline, we know that faster, easier and more accurate online processes mean better motor finance results for dealers and customers.

That's why we are investing in a range of new technologies including an advanced business portal to allow our partners to maximise their sales opportunities and a biometric e-sign platform that makes identification and verification quick and easy.

These are just two examples of how we support an increasingly digitalised used car sector with innovative tools that produce outstanding results.

Working together, we can drive better technology.

enquiries@startlinemotorfinance.com
startlinemotorfinance.com

startline ➤



The Evolution of Dealership Performance

The Pinewood Automotive Intelligence™ Platform gives every dealership the ability to realise the full potential of their data and propel business performance to a new level. This end-to-end, fully integrated eco-system is 100% cloud-native, which gives you real-time connected insights to make real-world decisions.

Having extensive automotive and AI expertise at your fingertips means you benefit from having the best of both worlds. The Pinewood Automotive Intelligence™ Platform has AI at its core, offering you unprecedented scalability and support. It'll not only empower and enhance your teams, it will drive efficiencies across the entirety of your business – from sales and service, to retail and the back office.

The Pinewood Automotive Intelligence™ Platform was born to connect the automotive industry. Our end-to-end support makes setting up, starting, and growing your dealership easy and pain free. Giving manufactures and dealers alike, the retail intelligence needed to achieve higher productivity and greater profits.

Pinewood Automotive Intelligence™ Evolve your performance.

Visit **pinewood.ai** to discover more.

PINEWOOD.AI
AUTOMOTIVE INTELLIGENCE



provides information to help them manage the sales process in the future.

Key features:

- The tool contacts dealers' lost sales on their behalf, so they don't have to, and ensures consistency.

- An innovative and comprehensive reporting suite.

- It is independent, and real people make quality checked calls and recorded calls.

- With ProAct clients can focus on selling cars, JudgeService does the leg work.

- It will find out why the enquiry went quiet, if the customer is still in the market to buy a car and what the client can do to get them back on board.

- If the customer is looking to change in the future it will remind them and the client of the stock that's matching their search.

ProAct is the ideal tool for squeezing the most

revenue out of enquiries.

www.judgeservice.com

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ONLINE VEHICLE RETAILING SOLUTIONS

Aime

MotorTech.ai offers Aime, the premier advanced AI sales assistant tailored for automotive retailers. Aime provides 24/7 customer engagement, handling unlimited inquiries simultaneously. It facilitates real-time interactions, including booking test drives, providing part-exchange valuations and offering finance quotations.

Aime integrates seamlessly with dealership systems, ensuring personalised and immediate responses that enhance the customer experience.

Additional features include CRM integration, live stock knowledge and the ability to process reservations and payments within the chat interface.

For motor retailers, Aime delivers significant benefits. It boosts sales opportunities, increases test drive bookings, purchase opportunities and enhances customer satisfaction through instant, tailored interactions. By automating routine tasks, Aime reduces operational overheads and minimises human error. Its 24/7 availability ensures that no customer inquiry goes unanswered, even outside of traditional business hours.

This continuous engagement not only streamlines the sales process, but also converts more website visitors into qualified leads, driving profitability and supporting business growth.

www.motortech.ai

Auto View Point

Auto View Point is transforming how vehicles and dealerships are presented online. The platform offers immersive product education virtual tours, real-time configurators and digital showroom walkthroughs – all designed specifically for the automotive retail sector.

Customers can explore vehicles inside and out via interactive 360-degree experiences enhanced with multimedia hotspots, live configuration options and bespoke branding.

Fully browser-based and requiring no downloads, the solution works effortlessly across all devices and can be embedded into websites, showroom screens, or digital marketing campaigns.

For motor retailers, Auto View Point provides a powerful way to replicate the showroom experience online. Digital walkthroughs showcase dealership spaces with polish and professionalism, building trust and brand identity.

These tools not only boost customer engagement and time-on-site but also increase enquiry rates and reduce the need for physical visits. With flexible, updatable content and personalised experiences, retailers can meet today's digital-first customer expectations and drive sales more efficiently.

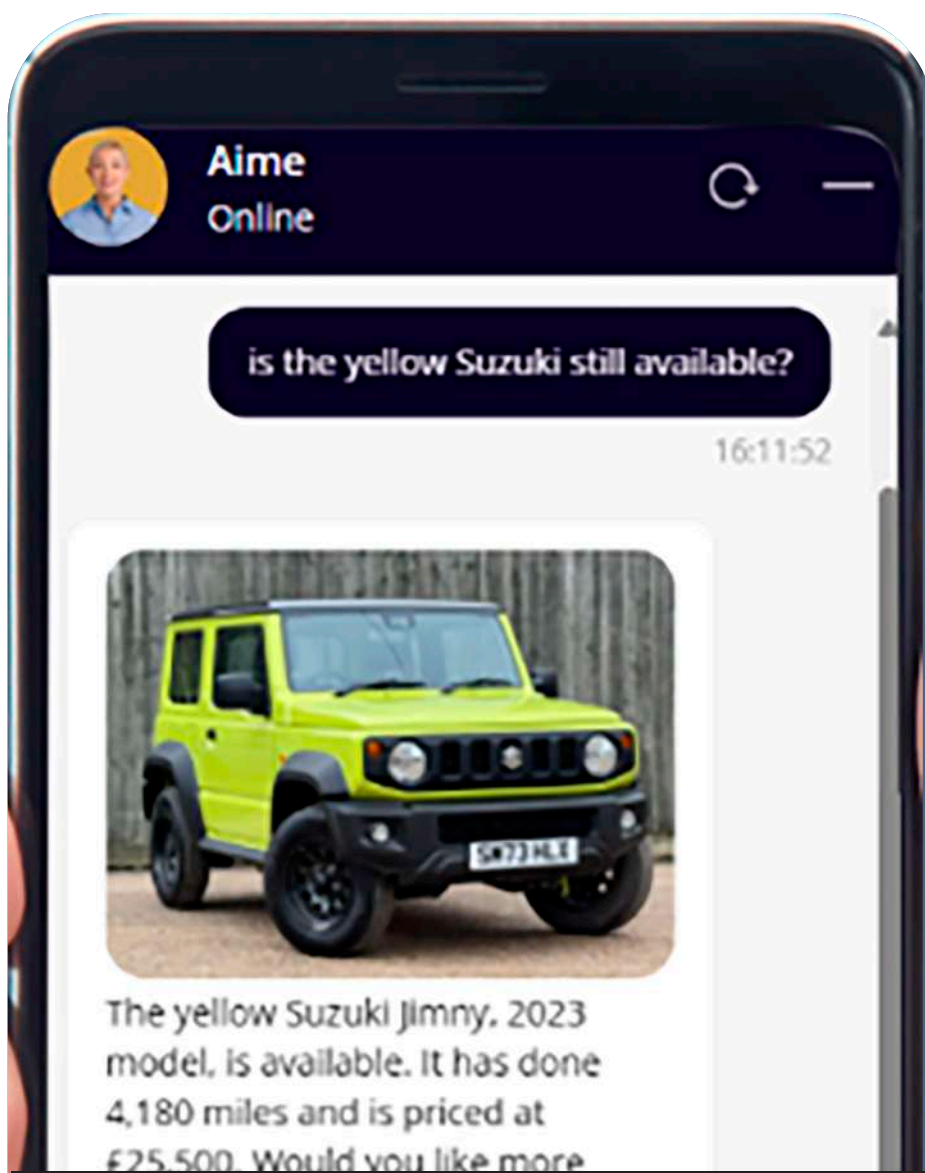
www.autoviewpoint.com

CitNOW Imaging

CitNOW Imaging is an app-based solution to help retailers address three of the main challenges associated with the creation and deployment of digital vehicle assets: quality, time-to-web and cost.

It enables retailers to create consistent, professional-grade imagery and video for new and used vehicle stock. The AI, in-app technology provides live quality control, real-time feedback and automatic digital backdrop replacement.

Stock feed integrations and APIs help dealers leverage this content seamlessly into quick, consistent, online listings. The AI in-app quality control and real-time guidance on image-taking helps retailers adhere to OEM and group standards, as well as deploy that content via DMS and sales portal integrations.





The use of CitNOW Imaging is proven to reduce the amount of unadvertised stock, decrease time to web and reduce days in stock.

www.citnow.com

Co-Driver

Much more than artificial intelligence, this is Auto Trader Intelligence.

Launched with three tools, Co-Driver is an AI toolkit that makes retailing simple:

- AI-generated Descriptions enable dealers to generate accurate, engaging vehicle descriptions in a single click. Powered by Auto Trader's advanced vehicle data and AI technology, each description is bespoke to the vehicle, saving time without compromising quality.

- Smart Image Management uses AI image recognition to automatically identify and categorise vehicle images. Users can then order their images in a way that most appeals to buyers, in a single click.

- Vehicle Highlights combine Auto Trader's consumer insights with AI technology to automatically pinpoint the features that capture buyers attention, surfacing these prominently on users' adverts.

Seamlessly integrated into a dealer's advertising journey, Co-Driver is available in portal or through users' own systems via Auto Trader Connect.

Create detailed, tailored and engaging adverts in one click.

www.autotrader.co.uk

Codeweavers Commerce Platform

The Codeweavers Commerce Platform hosts a comprehensive suite of products designed to unify every stage of the vehicle purchasing journey under a single, seamless system.

It includes fully integrated tools such as the car finance calculator, digital checkout and storefront functionality and additional features such as the Eligibility Checker and Finance Quote & Propose.

The Commerce Platform allows retailers to gain full visibility of the entire buying process, enabling a truly omnichannel experience that drives greater lead capture and higher conversion rates.

The platform helps clients manage the full sales workflow, monitor finance applications and track vehicle sales – all in real time, while seamlessly connecting with external systems such as CMS and PoS platforms.

Retailers can tailor the platform to suit their needs, only deploying the features necessary to enhance their offering.

As part of Cox Automotive's retail solutions, Codeweavers supports dealers and OEMs in simplifying the complex challenges of the automotive industry through leading technology solutions.

www.codeweavers.net

IMAGIN.studio

IMAGIN.studio is a platform designed to elevate the automotive retail experience through its real-time image API. It generates consistent, high-quality

visuals for every model, in every colour, in every angle – providing crystal-clear imagery that builds consumer confidence and boosts conversions.

The platform leverages sophisticated AI within a fully compliant framework, ensuring no copyright infringement. This process ensures every image is 100% commercially safe for any use.

Unlike a static library, IMAGIN.studio creates each visual on the fly, ensuring the imagery is always current and on-brand. The solution is built for seamless integration and works behind the scenes for leading names in automotive data and retail, offering a fast, scalable way for businesses to deploy stunning car images across their platforms.

www.imaginstudio.com

New and used vehicle running costs

Solera Cap HPI's running costs services, including SMR data, offer detailed insights into the total cost of vehicle ownership (TCO). These services analyse real-world data to forecast the expense to own and operate a vehicle throughout its life, encompassing servicing, parts, labour, tax and wear-and-tear components. Its SMR data is regularly updated and covers a wide range of vehicles, including cars and light commercial vehicles, giving comprehensive coverage for motor retailers.

For motor retailers, the services allow them to help a prospective customer get a greater understanding of a vehicle's cost over its ownership, allowing full transparency and enhancing customer

Protecting aftersales profitability in the connected EV future



By Garry Keane,
RWA Automotive

The advent of electric vehicles (EVs) and hybrid electric vehicles (HEVs) plus the growth in the connectivity of vehicles has implications for the profitability of franchised motor dealerships.

In the conventional business model, dealerships are reliant on routine and relatively predictable aftersales and parts sales activities.

However, EVs do not need service and maintenance to the extent that cars with internal combustion engines (ICE) do; there is no oil to change and there are far fewer moving parts.

EVs have less wear and tear, less servicing requirement, less warrantable repairs – all representing a reduced opportunity for aftersales revenue. So, the challenge for motor dealers will be to find alternative revenue streams. However, reduced traditional service revenue opportunities may be offset by improved customer retention rates, which would have a positive impact on aftersales revenue and net profits. Improvements in customer retention is proven to increase dealership profits.

New strategies

The evolution of engine technology, changes to mileage service intervals, refinements to fuels and lubricants and the advances in the connectivity of vehicles have already led auto companies to develop new strategies for optimising aftersales business.

The increase in consumer demand for EVs and HEVs has accelerated this even further and maximising service customer retention is more important than ever. Thus, seasonal health checks, menu price servicing and exclusive offers, once textbook examples of innovative marketing strategy, are now giving way to targeted, smart upselling of personalised products and services and this will become the routine aftersales activity of the future.

Targeting products and services to a particular vehicle and owner increases the likelihood of success with upselling.

In addition, personalisation of communications (emails, SMSs, etc.) helps to ensure customers feel special and valued by the business. It is much easier and more cost-effective to sell more to existing customers than to increase the number of new customers.

Dealerships should be doing both, but the former approach is widely regarded as an effective means to retain customers and promote repeat sales of products and services. If it is operating correctly, an increasing number of customers will return to the dealership to replace their cars and will return to 'service' them there too (whatever that looks like).

This core principle remains unchanged in the new product frontier of EVs, HEVs and connected vehicles. It is therefore vital that dealerships measure and analyse customer retention – a complex task in the absence of data analytics.

The RWA Service Retention dashboard illustrated below is one of the key business intelligence (BI) tools which provide vital customer retention information. These BI reports provide insights into vehicle throughput, vehicle

fall-off and customer retention rates across all brands and on new and used vehicle sales.

The ability to upsell is an important skill when dealing with vehicle service requirements, and more so now, with the transition to EVs and connected vehicles and a focus

on personalisation of the customer journey.

The identification of upsell opportunity and the analysis of data around this is critical for success. Dealerships which are struggling with the offset in service activity should ensure that they are future-proofing their business by creating windows of opportunity. Such upsell opportunities will include battery testing and recharging, high voltage electric cabling checks and works, tyre replacement, windscreen wiper replacement, suspension checks, brake checks, steering checks, wheels and lights and all associated works, as well as manufacturer-led campaigns; but the personalisation of offerings will be important to the success of this strategy.

Upselling opportunities

The RWA Vehicle Health Check (VHC) Summary dashboard is a BI tool which assists aftersales personnel with the identification and analyses of upselling opportunities. It provides key insights on workshop throughput analyses, the conversion of sales opportunities across the amber and red categories of identified works and a dynamic pipeline view of deferred opportunities.

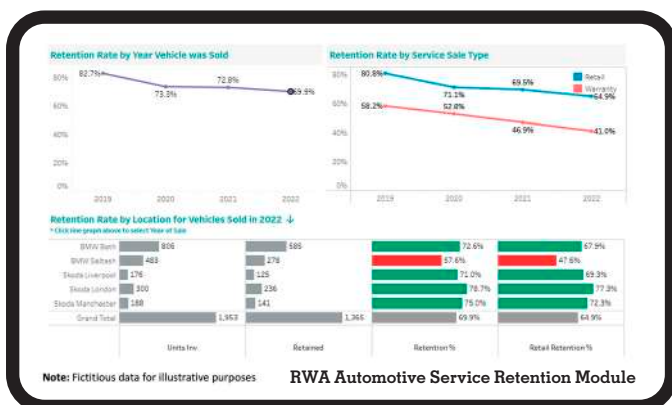
BI tools based on data analytics provide dealerships with insights about what customers need, and when they need it, and it will direct how dealerships adapt their operations to respond accordingly.

These tools are key to matching the right customer to the right experience, and so, presents dealerships with genuine opportunities to meet customer preferences. The insights provided by RWA BI tools help dealers make their service offerings cost-effective and efficient, while optimising parts stock levels to meet customers' needs in a timely manner.

Furthermore, dealerships which also incorporate personalisation of targeted offerings will protect customer retention, after sales revenues and, ultimately, the profitability of the dealership.



www.rwaautomotive.com



Turn EV Aftersales into a Profit Powerhouse

Drive your aftersales forward with actionable data.

Diesel & Petrol Aftersales

Still Mainstream

Present



Oil changes



Engine repairs



Routine maintenance

Connected EV Aftersales

Will Takeover

Future



Battery health check



Software updates



More upsells required

Identifying profit makers in aftersales is more important than ever.



Unlock Hidden Potential

www.rwaautomotive.com

In association with **COX AUTOMOTIVE**

Bringing clarity among complexity for retailers

As dealership operations and the customer purchase journey have become entwined in a series of intricate and individual digital and physical stepping stones, the technology that drives the process needs to be robust, flexible and integrated if a true omnichannel experience is to be delivered.

That's the vision behind the standalone, yet intrinsically linked, set of companies that make up the Cox Automotive Europe portfolio and its new 'experience more' strategy.

Paul Humphreys, Managing Director for Retail, said: "Life on the forecourt today is awash with challenges, from squeezed profit margins and reduced team capacity to managing new technology implementations and sourcing high-quality stock in an increasingly competitive market.

"Dealers today don't need more admin to manage; they need less. 'Experience more' is more than just a tagline; it's our promise to our customers.

"We want our customers to experience more with us – more success, more profitability, more opportunities to grow, with less time investment."

How the Cox Automotive ecosystem works

Designed to streamline each stage of buying, selling and owning vehicles, Cox Automotive supports every aspect of dealer operations from digital storefronts for the online sales journey to physical and digital auction services for remarketing vehicles into their second life.

**DEALERS
CAN RETAIN
A MUCH
GREATER
PROPORTION OF A
VEHICLE'S MARGIN
AT EVERY STAGE**

PAUL HUMPHREYS

With an objective to deliver seamless digital retailing and enhanced customer engagement, its brands slot together to form a cohesive whole.

Manheim Vehicle Services covers pre-delivery inspection, in-life vehicle management and de-fleet processes. Codeweavers brings finance solutions and retail experiences together alongside Modix's digital tools that help cars sell faster. When a vehicle enters the wholesale space, transport is powered by Movex and supported by Manheim Logistics, whilst eVA facilitates simple part exchange and disposals, as well as accurate appraisals and valuations. Manheim Auctions and Dealer Auction provide robust remarketing platforms to buy and sell vehicles. Finally, its funding platform NextGear Capital helps dealers keep forecourts stocked.

Humphreys added: "Throughout all stages,

our data solutions deliver valuable insights and analytics to optimise decision-making and drive profitability, providing a clear view of the status of the vehicle within each part of the lifecycle."

Connected world

Each product plays a critical role in streamlining operations, maximising profitability and allowing vehicle retailers to focus on their core business operations.

This connected approach reduces manual processes, eliminates data silos, and delivers real-time insights for smarter decision-making. Dealers benefit from improved operational efficiency, enhanced customer experiences, and scalable solutions that drive profitability and long-term growth, giving them a strong competitive edge in a dynamic market.

Humphreys said: "By increasing visibility and control over the full remarketing lifecycle, everything from sale to disposal, dealers can retain a much greater proportion of a vehicle's margin at every stage. No longer reliant on fragmented systems, dealers can manage stock flow, pricing and customer experience more holistically. Bringing together services such as vehicle sales with finance, warranties, or service packages also helps increase the total value of each transaction."

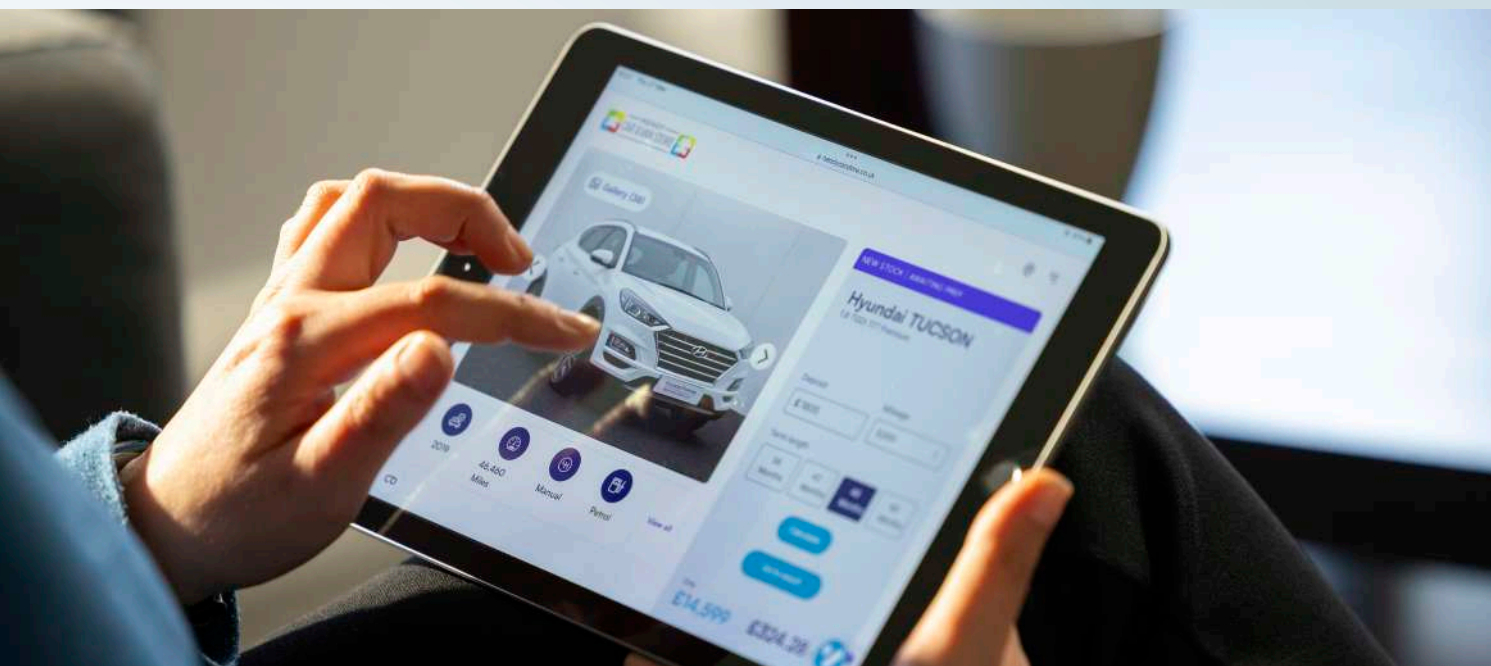
Access to a wide range of vehicles allows dealers to respond more dynamically to local demand, market trends and shifts in consumer behaviour.

It also gives them greater control over stock mix and enables more agile pricing strategies. Efficiencies within the vehicle disposal process reduces the time that unwanted vehicles sit depreciating on dealers' forecourts. Meanwhile, giving customers the ability to explore finance options online, dealers can significantly improve conversion rates.

That's the theory, what about the practice?

Cox Automotive recently collaborated with Lookers, one of the largest retailer groups in the UK representing 38 car brands, putting its connected proposition into action. As part of a five-year deal signed in January this year, Lookers has adopted an omnichannel approach to remarketing using Cox Automotive's digital and physical auction programmes working in





tandem with Dealer Auction's closed network technology.

The remarketing process is further enhanced by accurate valuations with eVA, seamless finance integrations with Codeweavers and smart logistics with Movex. Lookers has accelerated its speed to market, enhanced performance and increased conversion rates, all while saving time and improving internal efficiencies.

Where is a good place to start?

It depends on a dealer's immediate business priorities. However, the Cox Automotive portfolio has been designed as entirely modular and scalable which enables dealers to migrate at a rate to suit both pressing business needs and legacy systems.

The approach can be broken down into the key areas that automotive clients typically want to improve:

- For those looking to enhance remarketing operations, dealers often begin with Manheim Auction Services and Dealer Auction to source vehicles. Pairing these solutions with eVA helps enable accurate appraisals, data driven valuations, and part exchange processes for new stock.

- If finances are a constraint, NextGear Capital allows dealers to unlock access to flexible stock funding to manage cash flow and buy the stock they need.

- Dealers wanting to boost their online presence and customer journey might start with Modix for digital retailing and Codeweavers to deliver top tier consumer finance capabilities.

- Finally, for those with large fleets or trade-



ins, Manheim Inspection Services supports end-of-lease requirements with Movex to streamline transport and Manheim Auction Services to complete vehicle remarketing.

The brands, especially those in the Manheim world, work together to support comprehensive vehicle lifecycle management, with integrations powered by 'Single Sign-On'.

Humphreys added: "We are actively working towards a future where all vehicle data, everything from condition reports, service history, ownership, funding and remarketing status, is consolidated into one intelligent platform."

"This will provide dealers with a single, 360° view of each vehicle in real time, enabling smarter lifecycle decisions, greater transparency, enhanced customer trust and operational efficiency."

However, that doesn't mean that Cox Auto-

motive operates as a walled garden. It has flexible integrations with a large number of media agencies, portals, systems and lenders across the UK, Ireland and Europe.

Sign me up

For dealers taking any part of its portfolio, Cox Automotive's specialists complete an in-depth discovery process of a dealer's current technology stack.

This ensures that new technologies integrate with existing systems, such as the DMS and CRM.

A migration roadmap is drawn up which is broken down into phases to support a collaborative, achievable roll-out.

As dealers harness the full range of end-to-end tools, it enables them to operate more strategically, respond more quickly, and deliver a better experience – both online and on the forecourt.

Visit: www.coxautoinc.eu • Call: 0333 136 1000 • caecorporate@coxautoinc.com

COX AUTOMOTIVE

trust. The service also facilitates more informed decision-making when marketing a choice of vehicles, providing the dealer with more opportunity to promote the cheaper operating costs of a certain model over another where required.

www.cap-hpi.com

New and used vehicle specification

Solera Cap HPI's specification services provide detailed, accurate vehicle data across the UK automotive market. Utilising the industry-standard Cap code, these services decode complex manufacturer information into a unified format, offering comprehensive details on standard equipment, optional extras, technical specifications and pricing for both new and used vehicles. The data is regularly updated and includes high-quality imagery to enhance retailer's adverts and marketing materials.

For motor retailers, these specification services enable precise vehicle appraisals, advertising and support accurate pricing strategies, enhancing customer trust by providing transparent, detailed information. The standardised data format facilitates seamless integration into dealership systems, improving operational efficiency and decision-making processes and allows the retailer not only to understand the level and value of spec on the vehicle, but to use this information to better promote the vehicle to prospective buyers for a quicker, more profitable sale.

www.cap-hpi.com

New and used vehicle valuations

Solera Cap HPI offers a suite of valuation services tailored specifically for motor retailers, including current, live and future valuations. These services cover cars, vans, trucks and motorcycles.

Its Live values provide daily updated used values, while retailers use its future valuations to safeguard against making a loss on any given vehicle. Valuation Anywhere delivers real-time, mileage-adjusted valuations accessible via web or mobile platforms, allowing instant valuation assessments simply with the VRM and mileage. Cap HPI's data encompasses retail values, total cost of ownership and vehicle specifications, ensuring comprehensive insight.

For motor retailers, these valuation tools offer significant benefits. They enable accurate pricing strategies, enhance stock management and support informed purchasing decisions by providing real-time market data. The integration of these services into daily operations aids in risk mitigation, optimises profit margins and improves customer trust through transparent and precise vehicle valuations. Ultimately, Cap HPI's valuation services empower retailers to respond swiftly to market fluctuations and maintain a competitive edge.

www.cap-hpi.com

Phyron AI-driven video

Phyron's fully automated, AI-driven software is generating more than 700,000 high-end, visually compelling videos every month. The sophisticated

AI transforms basic vehicle data and images into dynamic, professional video showcases – instantly and at scale, reflecting the true quality of the vehicles and requiring no human effort.

Until now creating studio quality videos for every used car, uploading them to popular social media channels plus creating and optimising targeted advertising campaigns would have taken a huge team of people working flat out. Phyron's fully automated AI-powered software can do it all in minutes.

The proprietary technology simplifies the creation of video ads on an inventory level, allowing car dealers to advertise their entire used car stock. Dealers can now automatically generate ads for each vehicle in their inventory with zero manual work, leveraging existing car specifications and photographs.

AI technology is helping dealers speed up content production and automating the advertising process. Ads using automated videos receive on average more than 50% extra views and cars are sold three-to-five days faster.

www.phyron.com

Web Master

Web Master is a fully integrated website solution for automotive dealers. It blends live stock feeds, pricing and specification data with finance calculators, online reservations and trade-in valuations. Seamlessly connected to exstoCRM and exsto-Sales, it ensures a consistent brand experience and captures more qualified leads – helping dealers present inventory and convert visitors into customers.

www.edynamix.com

XccelerAite AI

XccelerAite houses a suite of AI-powered solutions that enables automotive retailers and OEMs to create consistent, scalable, automated and AI-powered videos. These solutions are for clients of all sizes and require zero operational changes, delivering high-quality outputs at scale within minutes across a multitude of different channels and platforms.

XccelerAite can unlock unprecedented levels of efficiencies, innovations and personalised experiences that will drive clients' businesses forward at every stage of the consumer journey. It is confident these new AI-powered solutions will have transformative results in driving productivity, increasing conversions, optimising sales and improving consumer experiences, while ensuring consistency at scale.

www.xccelerait.ai

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PART EXCHANGE APPRAISAL AND MANAGEMENT

CitNOW Appraise

CitNOW Appraise is a fully digital customer vehicle appraisal tool which simplifies the part exchange

process and helps retailers to grow their used vehicle stock inventory.

With no account creation or app download required, end customers can simply submit video footage and photos online which retailers can review remotely – saving them time and money.

Retailers can then provide fast, accurate, no hassle, first-time valuations, avoiding the need for any awkward customer conversations.

CitNOW Appraise simplifies the management of the part exchange process and stock purchasing digitally with ease. Keeping part exchange in-house by aligning CitNOW Appraise with a retailer's brand identity gives greater control of the process, enhanced transparency with customers and growth of their used vehicle stock inventory.

CitNOW Appraise also seamlessly integrates with both CitNOW Sales and Dealerweb Showroom.

www.citnow.com

eVA Appraisals

eVA Appraisals from Cox Automotive is a flexible and consumer-friendly appraisal tool that connects the online and in-store consumer journey and allows retailers to unlock the growing e-commerce market. This tool enables retailers to retrieve a real-time valuation of a buyer's current vehicle, which can be added to their deposit. It can be built into various devices such as mobile phones, tablets and desktop computers and directly into a retailer's website.

www.evavaluations.com

eVA Self Inspect

eVA Self Inspect from Cox Automotive is designed to help retailers bring in more high-quality leads and improve their conversion rates. eVA Self Inspect empowers customers to appraise their part exchanges anytime, anywhere, capturing key information such as registration, mileage and images, all before the customer steps through the dealership door. Within the eVA platform, retailers can create a unique self-appraisal link which will guide the customer through the process. Once complete, retailers receive all relevant information, enabling them to complete a detailed appraisal.

With this tool, retailers benefit from higher-quality leads with clear buying intent, while time spent completing valuations internally is reduced.

By making it easy to appraise from home, retailers can also increase inbound stock. eVA Self Inspect improves retailers' customer experience as this transparent appraisal process gives consumers more control and trust in the process.

www.evavaluations.com

eVA Valuations

eVA Valuations utilises Cox Automotive wholesale data in addition to trustworthy retail data. Valuations are updated daily by its expert pricing team and data algorithms, analysing more than 800,000 pricing observations each day. eVA's team of dedicated valuation specialists monitor the valuations produced by its algorithm and compares them



with real auction and retail prices daily. This enables retailers to customise valuations based on their needs with the flexible rules builder and enhances consumer confidence in the valuation process.

www.evavaluations.com

HPI Check

The HPI Check is a comprehensive vehicle history report which uncovers hidden issues in used cars. It examines more than 80 data points, including outstanding finance, theft records, insurance write-offs, mileage discrepancies, number plate changes and MOT history. It also verifies the legitimacy of logbooks and identifies if a vehicle has been scrapped, imported, or exported. Additionally, it provides safety recall information and offers a data guarantee, reflecting confidence in its accuracy.

It is the most well-known and trusted history report, winning more awards than any other.

For motor retailers, the HPI Check offers significant benefits. It mitigates financial and reputational risks by ensuring vehicles are free from hidden problems. Providing HPI reports enhances customer trust, demonstrating transparency and due diligence. The service's integration with trade applications allows for 24/7 access, streamlining the vehicle assessment process. Furthermore, identifying vehicles with pre-installed tracking devices can open additional revenue streams

through subscription commissions.

www.cap-hpi.com

MarketCheck Price

MarketCheck Price is designed for auto dealers, captive finance companies, lenders, insurers, online marketplaces and other industry players who require accurate, real-time vehicle valuations. These users need to stay competitive by understanding the true retail value of cars in the market. It focuses on VIN-specific details and provides valuable insights for both buyers and sellers.

www.marketcheck.com

VAL Check

This solution helps uncover the previous use of a vehicle, which inherently impacts on its market value. Vehicle Ancestry pioneered the UK's first and biggest database of ex-taxi vehicles, and is adding ex-police and ex L-driver vehicles to its data set.

This information, if not disclosed to a buyer at the point of sale, can breach trading standard guidelines and Consumer Protection Regulations, resulting in consumers legitimately asking to return their vehicle years later.

The new data base which was launched in October 2024 holds in excess of 10 million records allowing connectivity through a dedicated, secure API which currently is used more than 20,000 times

a day by the motor trade.

Vehicle Ancestry is a multi-award-winning company which has innovated and integrated invaluable vehicle insights into the vehicle provenance report arena, helping vehicle buying to become less risky and more transparent.

www.vehicleancestry.co.uk

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SALES SUPPORT SOLUTIONS

ABC Deal Manager

As fashionable technology continues to de-skill the salesforce, ABC Deal Manager claims to remain the best real-world deal construction tool available in the UK. It helps sales managers/controllers build skilful, efficient and compliant deals, making negotiation with the customer easy while always maximising profitability.

The retained profit in the entire deal is clearly displayed in real time allowing the right decisions to be made with all the correct information at the point of sale. No more finding out afterwards as with the DMS. ABC is one of the most powerful CRM systems, allowing dealers to contact the right prospects with good news.

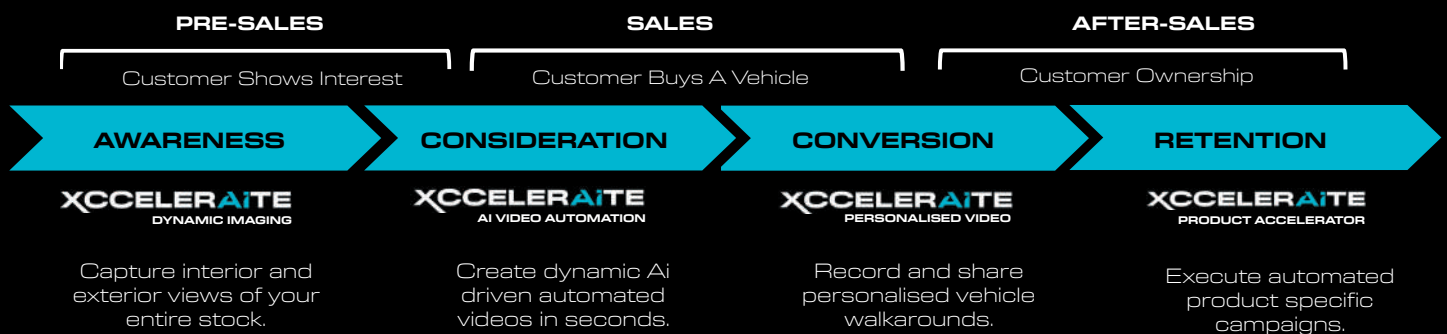
High conversion-focused campaigns are easy to



XCCELERAITE YOUR BUSINESS WITH THE POWER OF AI.

Transform the car-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.

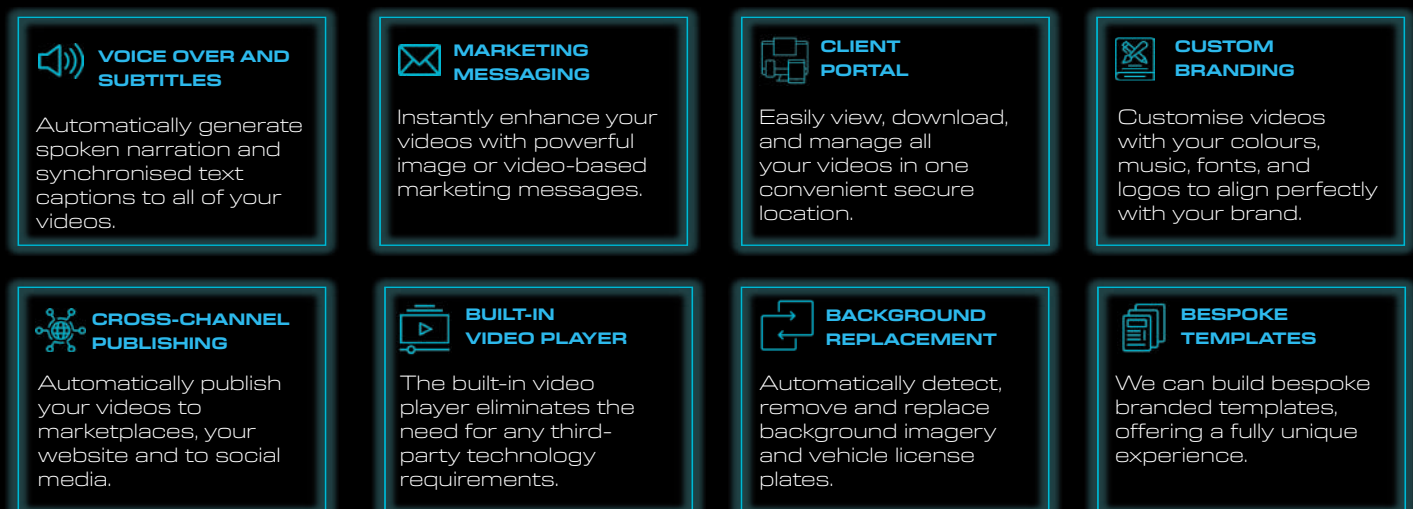


CAPTURE. AUTOMATE. ENGAGE. CONVERT.

At XccelerAite, we provide cutting-edge AI technology designed specifically for the automotive industry to boost revenue opportunities and drive efficiencies throughout your business. We have a simple mantra of **CAPTURE. AUTOMATE. ENGAGE. CONVERT.** We harness the power of data-driven models and AI-powered solutions to capture and automate repetitive tasks to drive personalised engagement that results in optimal conversions.



FEATURES & FUNCTIONALITY.



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

DIGITAL & ANALYTICS ENABLEMENT.

GARDX CONNECT

GardX Connect is a pioneering digital & analytics ecosystem designed to maximise every Value-Added Products & Insurance opportunity for clients, whatever the consumers channel of choice.

We understand today's omni-channel world, therefore, we are the only partner that provides clients with a fully white-labelled digital and analytics ecosystem to ensure exceptional consumer engagement.

We have developed an innovative digital ecosystem (GardX Connect) and a suite of support services for clients to leverage as a core 'enabler', so that they can maximise Value-Added Products and Insurance opportunities that transform their business growth.

Designed for clients to turbocharge both Value-Added Products & Insurance sales and consumer service through digitalisation, automation, and optimisation, GardX Connect is an ecosystem that will revolutionise the omni-channel experience.

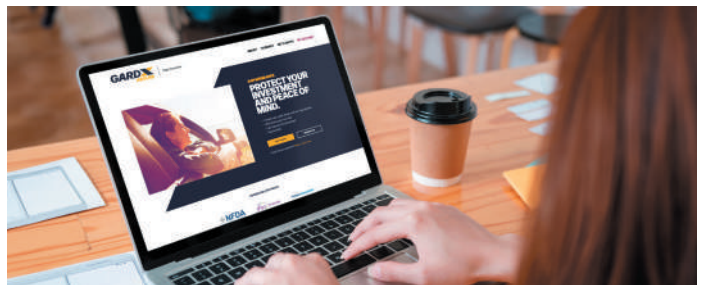
At a time when many organisations are seeking to optimise business growth and maximise conversions and profitability, the solutions delivered through GardX Connect are critical in preparing the industry for the consumer of the future. Developed to make an immediate impact for clients with rapid deployment capability, GardX Connect is available as a fully adopted ecosystem or through seamless integrations into clients existing business processes and systems.

PRODUCT RESOLICITATION SOLUTIONS.

Enabling targeted multi-channel campaign execution via marketing automation and event triggered nurturing cycles.

DIRECT-TO-CONSUMER E-COMMERCE PRODUCT JOURNEY.

Our solution enables consumers with a self-serve facility to purchase Value-Added Products and Insurance online at their convenience.



CONSUMER CARE PORTAL.

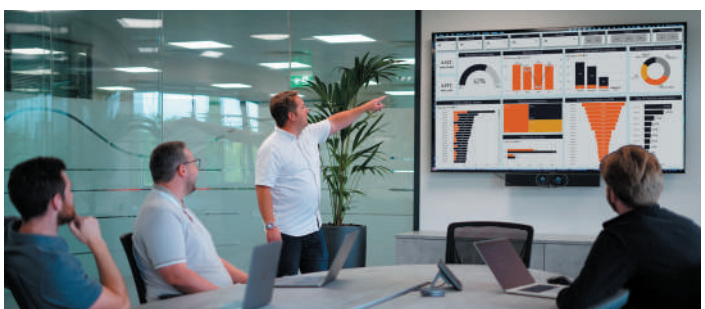
This platform handles all 'in life' requirements, from product information to claims and support.



87%
reduction in claims
processing time.

A SUITE OF REAL-TIME AND INTERACTIVE ANALYTICS DASHBOARDS.

Driving clients performance and data-driven decision making via our insights suite.



To find out more information on how GardX Group can support you and your business across vehicle protection, insurance products and digital solutions, please visit www.gardxgroup.com or email enquiries@gardxgroup.com



CASE STUDY

AM Top 10
Dealer Group

78%
Open rate.

24%
Click through
rate.

10.4%
On Page
Conversion rate.

Drive your dealership with ONE integrated solution

Franchised and independent car dealers can spend too much time managing their stock, leads, advertising and accounting from multiple, unconnected platforms. Logging in and out of different systems every day and re-typing the same information takes up valuable time of staff which could be better spent maximising profit opportunities.

Saving time by switching to a fully integrated solution can help reduce costs and increase your profits, which is why Dragon2000 is proving popular with dealers across the country.

DragonDMS dealer management system

The DragonDMS has all the tools to help you manage and understand every aspect of your dealership in one place, which means no more switching between different systems throughout the day and re-entering details.

Managing purchase-to-sale, aftersales and everything in between, our software gives you full visibility of your dealership and helps to manage costs and drive profitability in each vehicle sale and service job.

Your car sales activity can even be fully managed in your internet browser with our online platform, providing you with instant access away from the showroom.

Car dealer websites

Websites powered by Dragon2000 are designed to save even more time for busy car dealers, allowing you to create perfect vehicle adverts online at the click of a button and instantly update live vehicle details, including pricing and images.

Our SEO-friendly and industry-leading websites can maximise your online traffic and drive the conversion of vehicle sales, with enquiries fed directly into the DragonDMS for your sales team to manage.



Mobile apps

We offer a range of apps designed to streamline your daily processes, with each one integrated with our DMS so all your data is recorded automatically in your software.

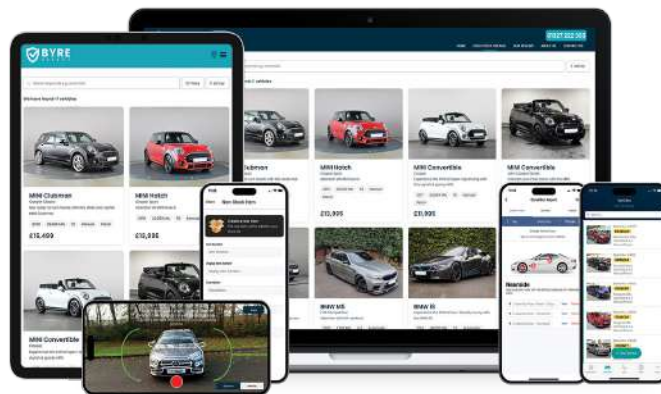
Upload vehicles into the DragonDMS and advertise them online while you're on the move with the APPraise app. If you've just received an enquiry, APPraise can also record and send personalised walkaround videos to customers to engage their interest.

Gain a complete overview of the service department with the Workshop app. Assign jobs to technicians and

allow them to clock on and off tasks with digital job cards, monitor your team's efficiency, carry out VHCs and more.

Speed up stock checks in the parts department by using the Stocklister app to scan product and location barcodes, which means no more manual process. New part records can also be added to your DMS and you can even receive goods in from the app.

Impress your website visitors and stand out from competitors with 360° vehicle images created in the Spin360 app. Simply select a vehicle in stock within the app and you'll be guided through the process to capture and upload the interactive images.



Why choose Dragon2000?

Dragon2000's award-winning products have been designed with first-hand knowledge of running dealerships at the highest level, making our software one of the most intuitive systems to use. We have been driving profits for car dealers since 1995 and our continuous improvements ensure that we can evolve alongside your business.

To find out how Dragon2000 can help your dealership, visit our website at www.dragon2000.co.uk, email us at sales@dragon2000.co.uk or call us on 01327 222 333

Dragon2000

Manage Your Entire Dealership Under One Roof

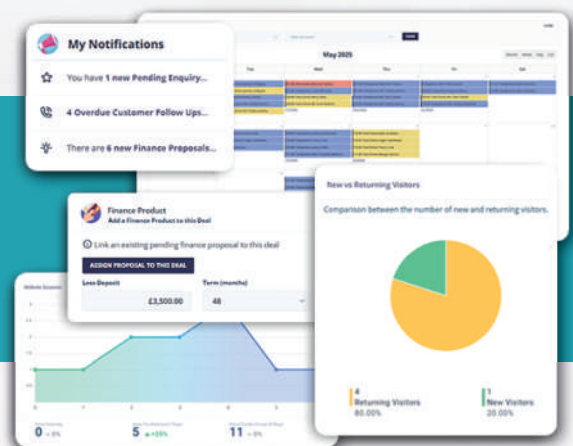


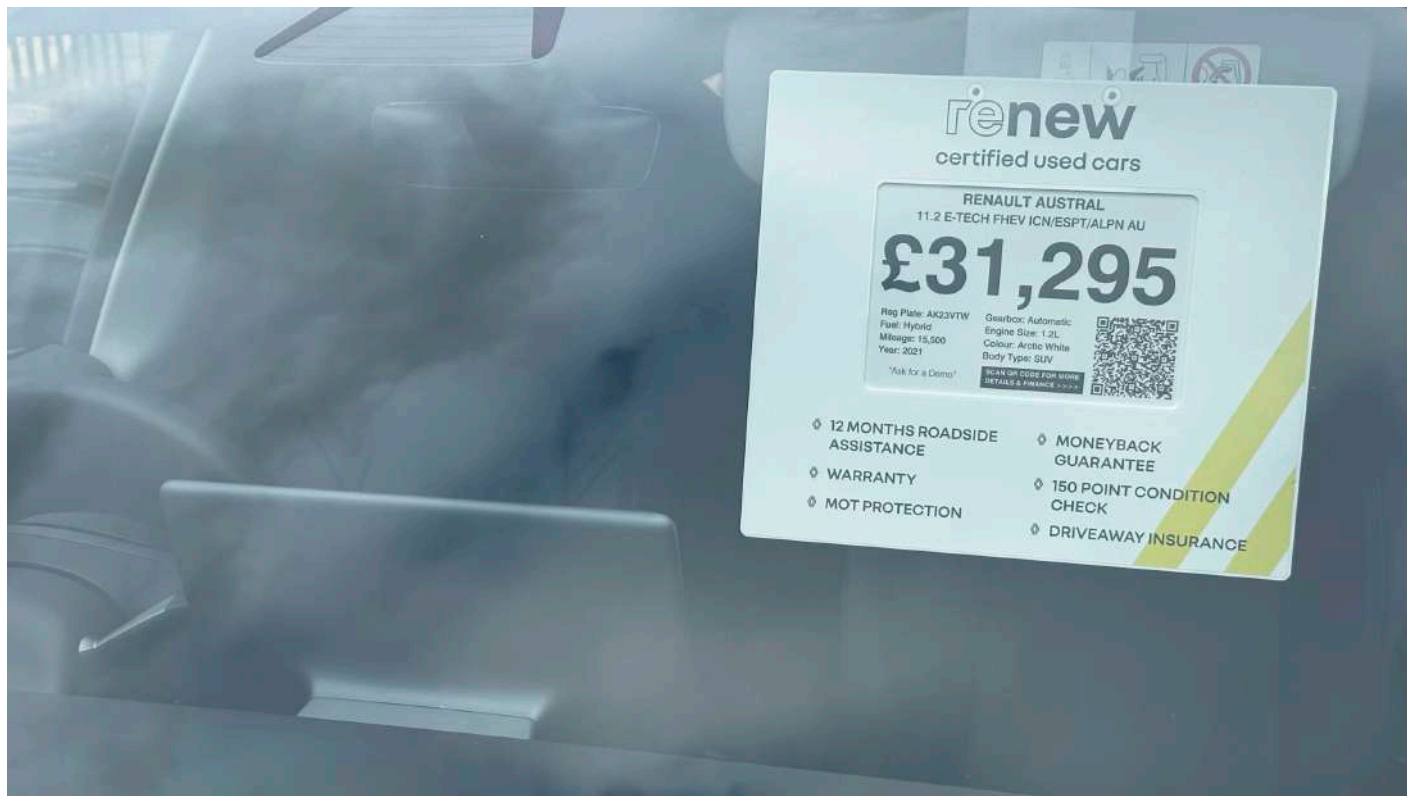
Drive your entire automotive business with our integrated dealer management system, car dealer websites and mobile apps. Built by the Motor Trade, for the Motor Trade.

Fully manage your car sales from our online platform, providing you with instant access away from the showroom!

Dragon2000

📞 01327 222 333 ✉️ sales@dragon2000.co.uk ➡️ www.dragon2000.co.uk





organise – no report writing. Renewals Wizard provides pre-calculated and profit protected renewal journeys for all the database.

ABC connects to all DMS systems and integrates with lead providers, finance houses, HPI/Experian, compliance systems etc.

www.a-b-c.co.uk

AX Academy

AX recently launched its digital AX Academy, a pioneering online training platform designed to help motor retailers enhance customer service and boost revenue through automated, online accident aftercare training. Replacing traditional methods, the AX Academy streamlines learning with an intuitive interface, enabling dealer team members to stay current on key accident management processes, legal requirements and customer support strategies with live updates and progress tracking.

Since its roll-out, the platform has trained more than 1,300 dealer personnel with a 93% pass rate and driven up to 60% increases in aftercare calls.

Real-time tracking of training progress supports management oversight, while remote updates keep content accurate and aligned with the latest industry developments.

For dealers, the AX Academy means faster, more efficient onboarding and upskilling of team members, leading to stronger customer relationships and increased retention.

Accident aftercare services drive in-house

repairs, enhance parts revenue and ensure customers remain engaged with the dealership. The result is a consistent, scalable approach to maximising the lifetime value of each customer.

www.ax-uk.com

Campaign Manager

Campaign Manager centralises and automates multi-channel communications, including RCS, SMS and email. With intuitive drag-and-drop campaign creation, scheduling and performance analytics, dealers can target customers with personalised offers, service reminders and follow-ups. Deep CRM integration ensures segmentation and timings are optimised for engagement. The result: higher open and response rates, improved retention and more effective marketing spend.

www.edynamix.com

Click Dealer in a Box

Click Dealer in a Box is a complete digital and finance platform created by Evolution Funding and Click Dealer and is designed specifically for independent motor retailers. It combines digital marketing tools, stock and sales management and Evolution's ground-breaking Smart Calculator into one seamless system. This powerful single-sign-on platform delivers everything dealers need to build online visibility, attract more leads and offer a smooth, compliant online finance journey – all in one package and at one price.

For motor retailers, the benefits are transforma-

tive. The Smart Calculator is the only dealer calculator software that provides customers with personalised quotes and rates based on their credit profile – turning generic finance estimates into tailored, realistic offers. This leads to better-qualified applications, increased finance penetration and faster deal completion. By cutting out manual tasks and joining up disconnected systems, the platform boosts efficiency and profitability. Dealers can stand out online, deliver a superior customer experience and grow sales and margins from day one.

www.clickdealer.co.uk

exstoPay

exstoPay embeds a full suite of payment options – card, open banking and BNPL – directly into the exsto platform. Every transaction, deposit or finance agreement is managed in one place, with real-time reporting and reconciliation. Backed by FCA-regulated providers, exstoPay delivers a secure, frictionless payment experience that boosts cash flow and enhances the customer journey.

www.edynamix.com

exstoSales

exstoSales transforms enquiry handling and stock management into a single, streamlined process. It captures leads from websites and classifieds, synchronises stock via Stock Master, manages the sales funnel and generates online offers.

Integrated valuations, finance calculators and automated follow-ups help dealers close deals

AI – a better memory than your in-laws!

By Neil Addley, founder and managing director, JudgeService

At the recent NFDA Driving Automotive conference, hosted by its chief executive Sue Robinson and moderated by me, there was much discussion about how artificial intelligence (AI) can help deliver customer service and reduce costs in today's fiercely competitive market.

The consensus was that AI will become part of all our day-to-day operations. At JudgeService we believe in creating Raving Fans because every lead counts and every customer interaction helps shape your reputation.

AI is the next step in this journey

JudgeService's suite of products includes our Lost Sales Programme, ProAct, and Reputation Manager with AI Replies and sentiment analysis. Using AI is transforming how our clients engage with, convert and retain customers. These tools aren't just futuristic concepts; they're delivering real-world results right now, with long-term "wow" factors that set your dealership apart.

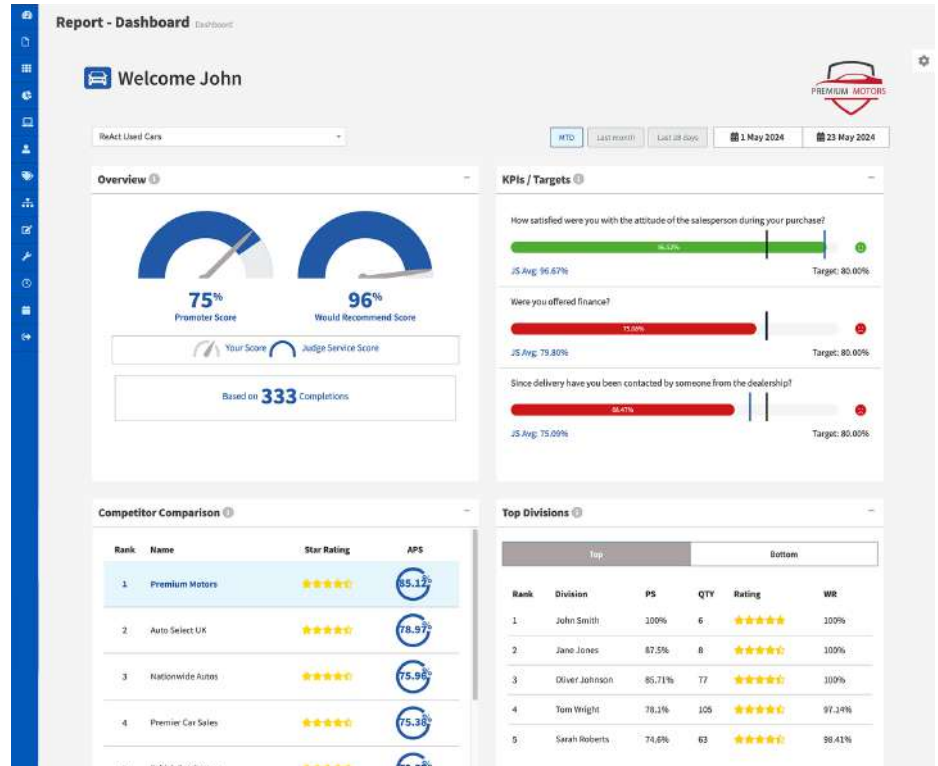
Profit isn't a dirty word

Using AI will change the nature of some roles, turning some colleagues from firefighters into being customer-driven profit generators.

Turn lost leads into hot prospects

Only a third of sales close on the first attempt, but that doesn't mean the opportunity is gone.

JudgeService's ProAct Lost Sales Programme leverages commonsense AI to re-engage customers who didn't buy, automatically identifying the best time and channel to reconnect. By analysing their preferences and previous purchases, the system personalises each follow-up, reigniting interest and dramatically increasing conversion rates. This isn't just theory – up to 40% of customers are just



waiting for the right moment to change within the next six months and we will remind them and your sales team when that moment strikes.

Reputation Manager with AI Replies: protect and enhance your brand

In an era where 83% of car buyers consult online reviews before choosing a dealer, managing your digital reputation is non-negotiable.

JudgeService's Reputation Manager harnesses AI to monitor, aggregate and respond to reviews across platforms – instantly and authentically.

The AI crafts contextually appropriate, brand-aligned replies, ensuring every customer feels heard while saving your team hours of manual work.

For negative reviews, the system flags them for a personalised human touch, protecting your brand's integrity while maintaining efficiency.

Real-world AI, real results – today and tomorrow

AI isn't just a buzzword – it's a practical, proven tool that delivers measurable ROI for dealerships right now. Businesses using AI report faster processes, higher efficiency and increased profitability. JudgeService's solutions are designed for seamless integration, rapid set-up and immediate impact, making advanced AI accessible and actionable for every dealership.

But the benefits don't stop there. As AI continues to evolve, these systems will only get smarter. They will learn from every interaction, expanding capabilities and uncovering growth opportunities.

We're just starting our AI-powered programmes, why not join us on the journey, not just solving today's challenges; you're future-proofing your dealership for the long-term "wows" that keep Raving Fans coming back.

For more information please call 01423 225 166,
email neil@judgeservice.com or visit our website
www.judgeservice.com

JudgeService®



Helping create raving fans since 2011

faster, improve conversion rates and deliver a more coherent buyer journey.

www.edynamix.com

Rallye Digital Pricing Display

The Rallye Digital Pricing Display is transforming how dealers manage their vehicle sales pricing with cutting-edge wireless technology that eliminates human error and saves valuable time.

This innovative system allows dealers to instantly update pricing across their entire forecourt without any staff intervention.

Whether managed through Portfolio Displays, dedicated customer portal or seamlessly integrated into existing stock management software via API, the displays ensure complete pricing consistency between your website and physical forecourt – a common pain point that traditional methods often fail to address. For dealers utilising automated feeds from platforms such as Auto Trader, the system enables daily market-aligned price adjustments, protecting crucial vehicle margins while freeing up sales teams to focus on what they do best: selling cars.

www.portfolio-display.co.uk

SECURITY AND CYBER SECURITY

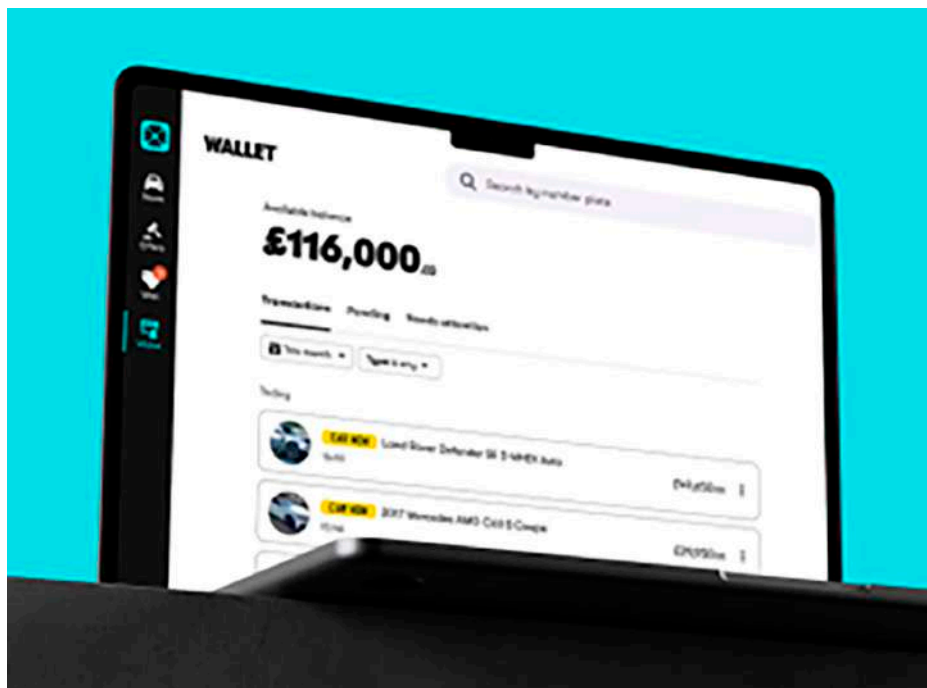
Tracker stolen vehicle recovery

In a challenging market, Tracker helps dealers fill revenue gaps with its stolen vehicle recovery solution (SVR) – a high-margin, non-regulated added-value product.

With no FCA permission required, it's quick to adopt and easy to sell. Dealers can give customers real peace of mind while generating significant profit, without the red tape.

For example, a dealer selling 100 cars a month with an achievable 30% penetration could earn up to £126,000 in additional annual profit. It's a simple, scalable way to boost bottom-line performance while enhancing aftersales and retention.

The only SVR provider to have a formal relationship with police nationwide, backed by more than 30 years of recovery success and trusted by OEMs



and insurers, Tracker is a name customers recognise and value.

It provides dealers with an immediate opportunity to offer something meaningful that benefits both business and buyer. No compliance headaches. No lengthy onboarding. Tracker is just a proven profit driver that delivers from day one.

www.tracker.co.uk

STOCK ACQUISITION AND MANAGEMENT

Carcare

Carcare is an advanced digital platform designed to reduce days in stock by streamlining vehicle preparation and aftersales processes.

It offers real-time visibility of every vehicle's status, centralises communications between departments and suppliers and provides automated progress tracking. The system is customisable to fit different retailer workflows and integrates easily with existing dealer systems such as DMS, CRM, workshop systems, valeting, advertising, transport, etc., ensuring all critical information is available in one application.

Carcare provides crucial visibility for directors and managers while offering a easy-to-use operational application for the people on the ground to increase their productivity. This helps motor retailers increase operational efficiency and reduce time lost chasing updates or managing delays.

By improving transparency and coordination across teams, it speeds up vehicle turnaround times and cuts holding costs. Retailers gain clearer insights into performance, enabling smarter decision-making and better resource planning.

Ultimately, Carcare helps increase stock turn and

maximise profit per vehicle while improving the customer experience by ensuring cars are retail-ready faster.

www.car-care.co.uk

Carwow Wallet

Carwow Wallet is a secure digital payment solution for dealers buying vehicles via Carwow's daily online auctions. Built in partnership with global payments provider Airwallex, it enables instant and seamless payments to private sellers, finance houses and more upon collection.

Funds are held safely in the dealer's wallet and released with a click; removing the need for manual bank transfers and admin between finance teams.

For dealers, this means faster transactions, less paperwork and smoother handovers. Payments happen on the spot, with proof of payment sent to both parties, helping to build trust with sellers and making each deal quicker and easier to complete. Thousands of vehicles have already been transacted through Carwow Wallet, proving it to be an easy, reliable solution that saves time, boosts customer satisfaction and helps dealers focus on what matters most – buying and selling cars.

www.carwow.co.uk

Dealer Auction

Dealer Auction is the UK's leading digital remarketing platform, enabling dealers to buy and sell vehicles with greater efficiency and profitability. A joint venture between Cox Automotive and Auto Trader, it handles more than a million bids per year and stands out by aggregating stock from diverse sources, including trade, wholesale, auction, fleet and consumer.



CitNOW Auto360



CitNOW
Part of CitNOW GROUP

salesforce

PARTNER

Faster growth. Fewer systems.



CitNOW Auto360 is a purpose-built CRM for automotive retail — streamlining Marketing, Showroom, and Aftersales by unifying customer and vehicle data into one powerful platform. Say goodbye to disconnected systems.

Sell **8+** additional vehicles per month, per site

Deliver promotions **40%** faster to your customers

Respond to sales opportunities **30%** faster

[Find out here how CitNOW can support your growth](#)

Leveraging Auto Trader's real-time data, it provides unrivalled insights into vehicle performance. The platform is equipped with intuitive tools, filters and alerts to make listing, finding and winning vehicles quick and easy.

This attracts an engaged buyer base, with sellers achieving up to 6% better Cap performance when compared with traditional routes.

It gives sellers control with options to sell via same-day auctions, timed auctions, fixed-price 'buy now', or the new 'make me an offer' listing type, in either open or closed networks.

www.dealerauction.co.uk

Movex DMS API integration

Movex offers a convenient way to manage vehicle logistics and the latest development to its platform delivers further efficiencies with the launch of a new API for retailers, designed to integrate directly with their DMS.

With this API, instead of manually adding every detail of a movement into the DMS – which takes up valuable time and resource – retailers can integrate directly into the Movex platform and automatically populate movement details and inspection reports into their system, along with delivery and collection confirmation.

This simple API integration can reduce the administration time required to load new vehicle movements by 83%.

For an independent retailer who completes more than 175 movements per month, this will save in excess of a day of admin resource every month.

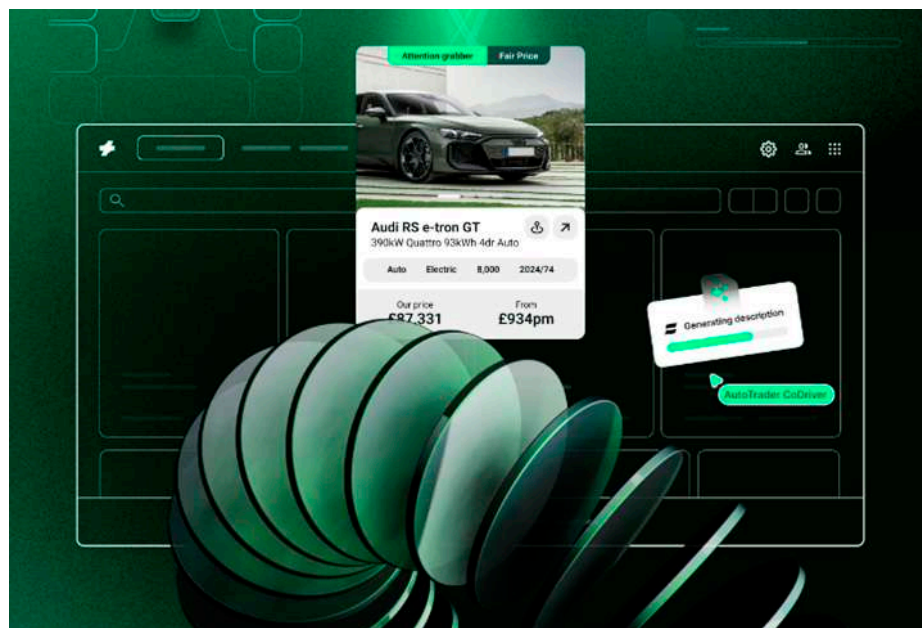
movex.co.uk

Open Closed Software – stock/web/valuations

OCS's flagship platform provides automotive retailers with a scalable, API-first solution that enhances digital operations – from live stock visibility and automated pricing, to full website deployment within minutes.

Crucially, the platform enables retailers to curate a flexible, modular tech stack without being locked into restrictive supplier ecosystems.

OCS is also one of the only suppliers to fully integrate with Auto Trader's Co-Driver AI platform,



a tool that delivers personalised, data-driven insights to help retailers price, promote and manage stock more effectively.

It also remains the only provider to fully integrate every available element of the tool.

OCS is a cost-effective, secure platform that empowers retailers to build the best digital solution for customers, without compromising operational needs. Built on super-secure infrastructure, it offers an agnostic, API-first platform for seamless stock management, automated pricing strategies and website deployment.

In just 4m30s from no web presence to 'just add content', OCS is proud of its single-click deployment.

<https://www.openclosedsoftware.com/>

PlateM8

PlateM8 is a mobile automatic number plate recognition (ANPR) tool designed specifically for motor retailers. It uses a smartphone app to scan vehicle registrations (or VINs) and instantly match them to a dealer's inventory.

The app provides real-time feedback, highlights missing or misallocated vehicles and allows users to add notes, photos and location details.

All the data is synced to a central dashboard where managers can view the progress and accuracy of stock checks across sites.

PlateM8 significantly reduces the time and effort needed for stock checks – replacing manual, paper-based methods with a fast, accurate digital process. What took weeks is now completed in hours.

It helps retailers maintain up-to-date records and quickly identify issues or lost vehicles. Ultimately, it improves financial control, audit readiness and operational efficiency – especially across multi-site businesses.

www.platem8.io

Tradehous

Tradehous.co.uk is a purpose-built digital platform designed to simplify the process of sourcing and selling used vehicles within the trade.

It allows registered motor retailers to browse pre-refurbished vehicles, review detailed condition reports and imagery and make direct offers or immediate purchases.

The platform removes the need for physical auctions, offering a more convenient and cost-effective alternative.

Every vehicle listed is available to view online, with transparent pricing and clear information to support confident decision-making.

For motor retailers, Tradehous.co.uk streamlines the stock acquisition process, improves visibility of quality trade vehicles and accelerates time-to-sale.

By focusing on a digital-first experience with straight-forward navigation and easy account set-up, it delivers a faster, more efficient way to manage trade stock.

www.tradehous.co.uk



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Reputation that brings revenue.

We have a plan for that.

Reliable reputation, comprehensive service, quality products.
 Warranty and Aftersales Programmes you can trust.

www.carcareplan.com



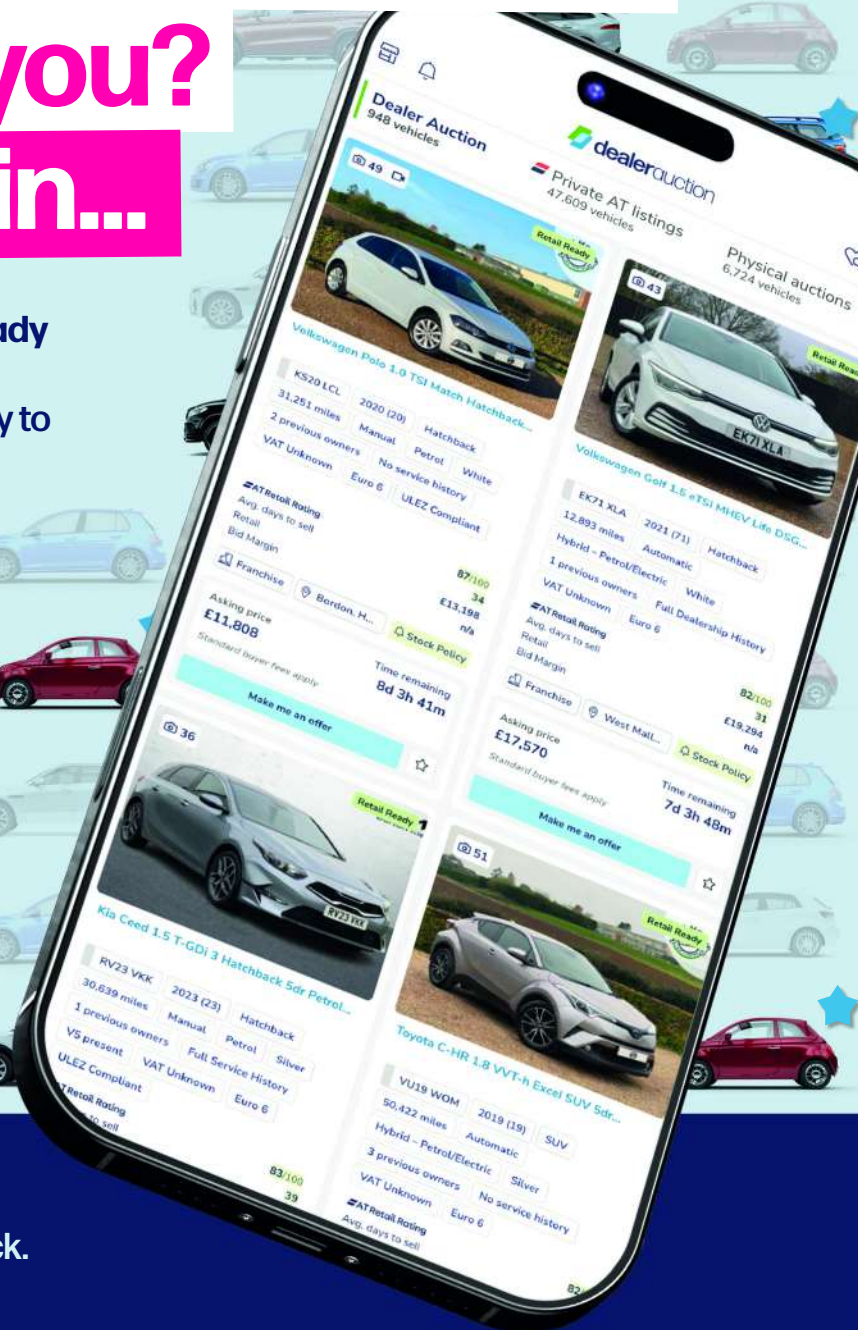
Car Care Plan

An AmTrust Financial Company

Didn't think Dealer Auction had the stock for **you**? **Think again...**

Late plate, low mileage retail-ready vehicles direct from franchise retailers, fully prepped and ready to hit your forecourt.

- ✓ Live Autotrader Retail Ratings
- ✓ Average buyer fee savings of £250
- ✓ Responses to offers in 48 hours or less



Don't miss out on your next sale because you don't have the stock.

Sign up for a **30-day FREE trial today**