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DEALER TECHNOLOGY GUIDE

DEALER AI
SYSTEMS

MOBILE
SERVICING

CONNECTED
CARS

A-Z OF
DEALER
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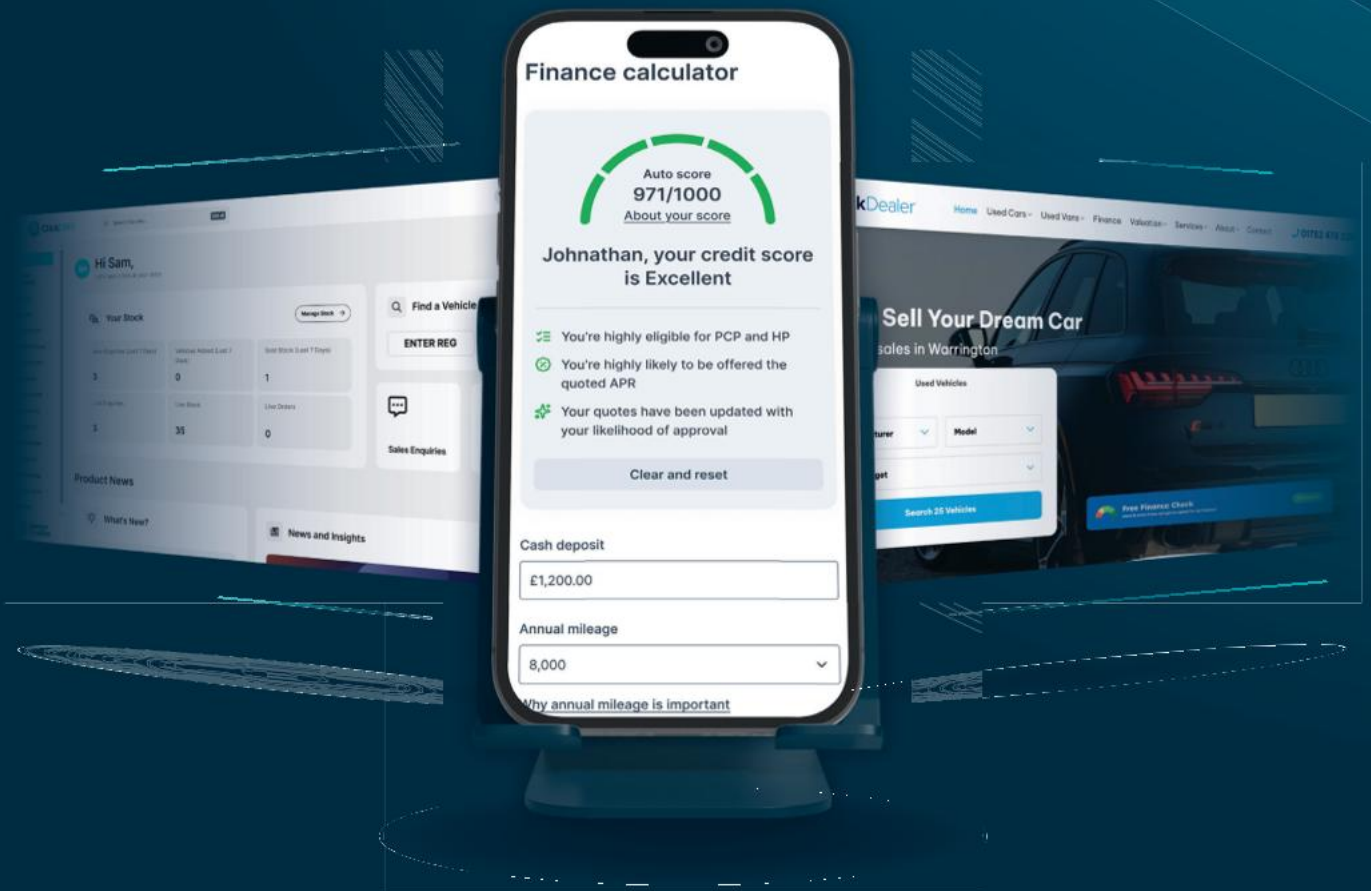


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Adrian Nash, Chief Product Officer, Keyloop



It's great to be supporting AM's Dealer Technology Guide again this year. It's a publication that really matters to the people we work with every day.

The truth about automotive retail software is that a lot of it hasn't kept pace with how dealers actually need to work. Sales teams have been making do with processes that create more admin than they should, jumping between systems that don't talk to each other, re-entering the same customer data multiple times just to get a deal over the line. It's nobody's fault, it's just how things have evolved. But it does get in the way of what salespeople are there to do: sell cars. It sounds obvious doesn't it.

It's one of the reasons I'm so proud of Sales Hub. We spend a lot of time in dealerships, talking to dealers about where the friction really sits. The result is a single platform that takes a customer from first enquiry through to a signed deal, without the handoffs and system-switching that slow everything down. Less admin, better visibility of the customer, and more time for the conversations that actually close deals and protect margin.

The retailers who get the most from technology are the ones who see it as something that helps their people, not replaces them. That's what we've built.

I hope the Dealer Technology Guide gives you something useful, whatever stage you're at with your own technology decisions.

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Why connected automotive retail matters



**Duncan Josey, Chief
Strategy Officer,
Evolution Funding Group**



At Evolution Funding Group, we are proud to sponsor the AM Dealer Technology Guide 2026 at a time when technology is reshaping not only how vehicles are sold, but how retailers build stronger and more sustainable customer relationships.

Over the last decade, automotive retail has undergone significant digital transformation. What began as the digitisation of individual processes has evolved into something far broader, with retailers now looking for connected systems, joined-up customer journeys and technology partners that can help simplify increasingly complex operations.

The next phase of this evolution will not be defined by more technology for the sake of it. It will be defined by how effectively businesses bring together data, finance, digital retail, compliance and customer engagement into a more seamless experience for both retailers and consumers.

In our feature within this year's guide, we discuss how integrated platforms and connected technologies are helping retailers improve operational efficiency, retain greater control of the customer journey and create more consistent buying experiences across every touchpoint.

We also explore why flexibility, integration and operational simplicity are becoming increasingly important as consumer expectations and market demands continue to evolve.

The opportunities ahead for the sector are significant, and we are delighted to support a publication that continues to champion innovation, collaboration and progress across automotive retail.

Contact marketing@evolutionfunding.com, www.evolutionfunding.com

Enhancing the aftercare experience



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



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 50 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.

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INSIDE

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The evolution of CRM: where data, AI and human connection meet

CitNOW Group has embarked on a journey to elevate CRM to new heights in what it calls 'customer relationships matter' where data, AI and human interaction come together in a holy trinity of seamless customer communications and interactions for a genuine lifecycle relationship.

Pivotal to the new path it is forging is a data-driven ecosystem that spans marketing, showrooms and aftersales, empowering retailer groups with a fully connected view of the customer, underpinned by a unified user experience. Already, some AM20 dealer groups are completely aligned with CitNOW's offerings.

Amalgamating dealership functions into one central hub, alongside a unified 360 view of the customer and vehicle, overcomes disconnected applications and data, and the ensuing culture of double keying which emerged after a rapid explosion of technologies to undertake different tasks.

Anthony Kay, chief marketing officer, said: "That pain point is at the centre of what we're trying to address. By creating a single ecosystem, a dealer group has the commercial simplicity of technological solutions that are much more connected and integrated but are increasingly on a single end-to-end platform. Having these touchpoints in one place allows the consumer to engage in a fantastic journey from enquiry to purchase, servicing and buying their next car and it is that



WE DON'T WANT TO COMPLEXIFY THE LIFE OF RETAILERS BY THE USE OF TECHNOLOGY, WE WANT TO SIMPLIFY IT

**LISA ARROWSMITH,
CHIEF PRODUCT OFFICER**

experience which is the big differentiator."

However, CitNOW's ecosystem is no walled garden. Indeed, the nature of automotive retail with disparate systems and niche products meeting specific dealership needs together with legacy systems, differing OEM requirements, the dealer group's own standards and new, emerging players would make such an approach a business own goal.

Lisa Arrowsmith, chief product officer, said: "One of the persistent pain points for auto retailers is that their performance data is fragmented across multiple systems, each telling only part of the story. CitNOW's DataHub changes that dynamic entirely. Rather than forcing retailers to chase their data, we proactively invite their platforms in, creating a genuine joined-up view of

performance, opportunities and challenges across the whole business, in one place."

At the last count, CitNOW Group boasted 350 integrations with the DMS as the bottom layer and CRM functions at the top, in between sits the data fed by CitNOW and third parties.

The role of AI

In its drive to deliver an end-to-end system (whether that's entirely CitNOW Group-powered or a mix with integration and oversight capabilities), the team has focused on improving user efficiency and experience, driving revenue outcomes across sales and aftersales.

Among its examples of improved efficiency through intelligent and well managed use of AI is CitNOW's 'video quality AI'. Personalised video enhances consumer interactions driving higher conversion rates, but the trade-off between swift upload or distribution and investing time for improved quality is overcome by AI auto quality checks including specific brand and group standards.

Arrowsmith added: "This is where AI meets those core objectives of consumer experience, improved efficiency and driving revenue outcomes."

Efficiency inroads are also met with the fulfilment of OEM retail quarterly marketing campaigns. CitNOW Marketing360 Campaign Automation selects the right audience based on the guidelines and creates the copy and the content to deliver OEM-compliant campaigns. Campaign creation time has reduced by up to 40%





while its automated lost sales journeys campaigns have increased sales by 15%.

Arrowsmith said: "We don't want to complexify the life of retailers by the use of technology, we want to simplify it, we are seeing really great feedback from our use of AI."

Data as the beating heart

Data is the heart of the CitNOW proposition, without it, AI gains would be dramatically reduced and the customer experience impacted.

However, control of the data remains firmly with the retailer. While some choose to benefit from the ready-to-use CitNOW Insights Dashboards, others manage their own data and reporting infrastructure by plugging into CitNOW's DataHub, reflecting the group's modular approach.

Arrowsmith said: "We have completely redesigned our insights data tool to make oversights impactful and actionable. It's not just telling you what happened yesterday but telling you what to do tomorrow. Insights cuts through all the noise so it's easy for a retailer to improve their sales and after-sales performance."

One dealer group achieved an increase of £8k per rooftop per month just from improving their red work identification utilising information from Insights.

Whilst its database remains in widespread use with a major redesign to further improve ease of use, CitNOW has reacted to a further shift in the industry, particularly, among larger groups which want to develop their own data capabilities and infrastructure.

CitNOW's latest development, CitNOW DataHub AI, further puts the power of data directly in the hands of the customers. Arrowsmith explains: "From getting to the heart of business KPIs to proactively

addressing workshop utilisation unpredictability, DataHub AI is a powerful new capability that equips retailers and their teams with a way to interrogate performance metrics, surface trends, and extract meaningful intelligence without being constrained by reports."

Industry first

CitNOW Group's vision is to deliver an industry first to overcome the issue of disconnected systems reinforced by the traditional separation of sales and after-sales with a single, harmonised view of customer, consent and their vehicle in its CitNOW Auto360 product.

Arrowsmith said: "For the first time in the automotive industry, we are bringing together all the core functions of a retailer from marketing through to showroom and after-sales. Data unification delivers a single view of the customer and their vehicle together with their consent record across all core retailer platforms from CRM to DMS."

Marketing360 operates by creating a clear view of the customer and their consent data records which will maximise the outcomes from automated customer

engagement journeys whilst remaining compliant. Its core function is to surface the right customer information, to the right people or systems, at the right time. Connecting with other modules such as Aftersales360 and Showroom360, also provides the lifecycle view needed to drive engagement and loyalty.

Customer control

Whilst CitNOW's product suite provides retailers with the control they crave, encapsulating everything is placing the customer – the motorist – at the centre of operations.

CitNOW empowers retailers to enable customers to interact on their terms whether that's entirely through digital means and utilising AI or by communicating with dealership staff or the group's contact centre.

Arrowsmith said: "We are bringing everything together – making processes efficient for the retailer, easier for staff to do their jobs and improving customer experiences. It's where data, AI and people operate in perfect synergy."

To find out more visit: citnow.com/products/data

CitNOW GROUP

Is there peril in generic systems?

Generic artificial intelligence platforms such as ChatGPT, Claude, Gemini and Copilot are rapidly becoming part of day-to-day operations inside UK dealer groups, but retailers are being warned against treating them as simple plug-and-play solutions, writes *Tom Seymour*

From drafting emails and summarising meetings to lead nurturing and operational workflows, dealerships are increasingly experimenting with large language models (LLMs) as the technology evolves at pace.

Yet alongside the productivity gains come growing questions around security, governance, data ownership and whether generic artificial intelligence (AI) tools are sufficient to cope with the complexities of automotive retail.

OpenAI and Anthropic, the companies behind ChatGPT and Claude respectively, are iterating their models at a speed few enterprise software providers can match.

Industry analysts note that OpenAI's major model updates are now arriving roughly every three-to-four months, compared with previous six-to-nine month cycles, while businesses are simultaneously trying to build long-term operational strategies around technology that is changing continuously.

That rapid evolution is also fuelling extraordinary investor valuations across the sector.

OpenAI's \$852 billion (£635bn) valuation has climbed sharply as businesses globally increase adoption of generative AI systems, while Anthropic has also secured enormous backing amid expectations that enterprise AI spending will continue to accelerate.

For dealers trying to decide whether to commit to one provider, build automotive-specific workflows or rely on third-party suppliers, the pace of change creates both opportunity and uncertainty.

According to the Department for Science, Innovation and Technology's AI Adoption Research from February 2026, businesses already using AI are overwhelmingly relying on natural language processing and text generation systems, with 85% of users deploying those capabilities.

By contrast, only 7% were using agentic AI systems (those that go beyond answering questions and can perform complex multi-step actions from system to system).

Half of businesses using AI were deploying more than one AI technology.

Inside automotive retail, many dealer groups are now moving beyond experimentation and starting to ask where AI genuinely adds operational value.

OpenAI and Anthropic may dominate headlines, but automotive suppliers argue that the real challenge for retailers is understanding the difference between general purpose productivity tools and AI systems built specifically for automotive workflows.

THREE DIFFERENT AI CONVERSATIONS

James Leese, UK managing director at automotive AI specialist Impel, says dealerships are currently navigating "three completely different AI conversations happening simultaneously" and warns that many businesses are blurring them together.

Leese says: "If I go back two or three years, having conversations about AI and bringing AI into businesses left most people scratching their heads."

"There was concern around security and whether AI was going to take over jobs. Now businesses are starting to engage with it and experiment with it, which is very healthy."

However, he says many dealer groups are failing to separate consumer AI tools from operational AI platforms and enterprise automotive systems.

IDENTIFYING OPERATIONAL ISSUES

Leese says problems often begin when businesses start with the technology rather than identifying the operational issue they are trying to solve.

"What problem am I trying to solve? If it's simply nurturing leads outside business hours because 30% or 40% of enquiries arrive when the dealership is closed, AI can already help with that very effectively."

"But if businesses jump straight to saying: 'I want AI to run my business,' then that's the wrong mindset."

He compares AI deployment with onboarding a new employee into a dealership.

"You wouldn't hire a salesperson on day one, give them no training and say 'off you go,'" says Leese. "The same applies to AI. If the system can access lead information, it can have intelligent conversations around leads."

"If it can access stock information, it can answer questions about vehicles. But if it cannot access finance information, then you absolutely do not want it attempting finance conversations because that creates compliance risks."

CREATING AN AI BRAIN

Leese says larger dealer groups are increasingly focusing on how AI systems access and structure dealership data rather than simply purchasing standalone tools.

"There's now a growing view around creating an 'AI brain' inside the business," he says. "If you just bolt multiple AI products onto different areas of the operation, the consumer journey can become very disjointed."

He says enterprise-scale dealer groups often already operate across multiple dealer management systems (DMSs) and customer relationship management (CRM) platforms, making integration strategy increasingly important.





"Trying to force everything through one platform isn't always realistic," he says. "What matters is whether the data can flow properly between systems and whether the customer experience remains consistent."

Leese also believes OEMs are becoming more actively involved in shaping how AI develops inside their retail networks.

He describes conversations with manufacturers around building centralised "knowledge banks" that could feed approved information into AI systems used by retailers.

"It means AI systems can access accurate car manufacturer information without every individual retailer having to build that themselves."

GENERIC VS INDUSTRY-SPECIFIC AI

That distinction between generic AI and automotive-focused systems is becoming a growing battleground across the sector.

Peter Appleby, head of data science and analytics at Autotrader UK, says generic AI tools can support productivity improvements, but warns they often struggle with the operational complexity of automotive retail.

"AI is already helping retailers save time and remove friction from core operational tasks," he says. "However, general purpose AI tools can only go so far."

"Automotive retail has some very specific requirements and simply bolting generic tech onto

legacy systems often leads to disjointed workflows."

Appleby says specialist automotive systems gain an advantage through proprietary datasets and tighter safeguards.

He believes that when AI is used in areas where accuracy, consistency and financially significant decisions matter, the quality of the data behind it and the safeguards around it become critical.

He points to Autotrader's Co-Driver platform, which is built using the company's proprietary vehicle, valuation and consumer audience data. "Generic tech models simply cannot replicate that out of the box," he says.

Appleby says the business has focused 



heavily on monitoring and safeguards designed to reduce hallucinations and inaccurate outputs. AI hallucinations can happen where a result can generate false, misleading, or entirely fabricated information that sounds confident, highly structured and perfectly logical.

Those that have used ChatGPT or Claude may have experienced this and it's up to humans using these systems to catch these mistakes.

According to Appleby, Autotrader's Co-Driver tools are now being used by around 11,000 retailers, representing roughly 85% of its customer base, with an estimated 200,000 hours of manual work saved collectively.

However, despite promoting specialist solutions, Appleby does not see the future as automotive businesses competing directly against large AI providers.

He says: "The major AI platforms will continue to innovate quickly. The opportunity for automotive businesses is not to compete with them, but to build on their foundational capabilities to create auto-specific solutions."

He points to how automotive platforms are adapting to conversational AI search.

He adds: "As consumer search habits shift towards conversational AI, retailers still need their stock to remain visible and discoverable."

"Ultimately, the key is ensuring AI is developed responsibly by trusted partners who can integrate it properly into existing workflows."

SECURITY RISKS DEALERS MAY OVERLOOK

Alongside operational concerns, dealer groups may be underestimating the risks associated with widespread use of generic AI tools.

Lisa Ventura, founder of Cyber Security Unity, told AM many automotive businesses have embraced AI tools without fully understanding the implications around data handling and governance.

Ventura says: "The biggest concern is data leakage. Customer data, financial information,

vehicle stock details, registration numbers, internal processes and even pricing strategies could potentially be entered into these systems."

She warns that dealership employees using consumer-grade or standard business AI subscriptions may unknowingly expose commercially sensitive information.

Ventura says many employees are primarily focused on improving productivity rather than scrutinising provider terms and data handling policies.

She also highlights growing concern around "shadow AI", where staff adopt AI tools independently without approval or oversight from IT departments.

That creates a lack of visibility over what information is leaving the business.

"It also makes it very difficult to enforce internal policies around customer data handling."

Ventura warns this could create UK GDPR compliance risks because dealer groups remain responsible for how customer data is processed, even when third-party AI systems are involved.

Ventura also cautions dealers against assuming automotive-specific AI suppliers automatically provide stronger security. "Sector-specific positioning should not automatically be viewed as a security advantage."

Instead, she says dealer groups should ask detailed questions around data storage, model training, access controls and certifications such as ISO 27001 or Cyber Essentials Plus.

"A reputable provider should be able to answer those questions clearly and in writing," she adds. "Vague responses should be treated as a red flag."

SUBSCRIPTIONS, TOKENS, COSTS

One factor making AI adoption more confusing for dealers is the increasingly complex commercial structure behind modern AI platforms.

Unlike traditional automotive software subscriptions, many AI systems combine user licences with token-based usage pricing.

AI tokens are the basic units of data used by LLMs to process language.

Rather than analysing entire words, systems break text into smaller fragments which are converted into numerical data for processing.

Every prompt submitted and every response generated consumes tokens, meaning costs can scale rapidly dependent on how extensively businesses integrate AI into workflows.

For many dealerships, entry-level adoption starts with standard business subscriptions for tools such as ChatGPT Team, Claude Team, Microsoft Copilot or Gemini for Workspace, typically charged at a per employee rate for each month.

However, more advanced integrations often move onto API-based pricing structures, where businesses pay according to usage volumes rather than fixed user licences.

Anthropic, for example, offers prepaid enterprise credits and token-based API billing alongside standard subscription plans.

Businesses deploying AI heavily into lead management, customer communications or automated workflows may consume a large number of tokens each month, meaning monitoring usage becomes increasingly important.

Leese says this is another reason why retailers need a clear strategy before scaling deployments.

"The challenge is not just introducing AI," he says. "It's understanding where experimentation ends and operational dependency begins."

For now, the consensus across the sector appears to be that generic AI tools are likely to remain part of dealership operations, particularly for productivity tasks and experimentation.

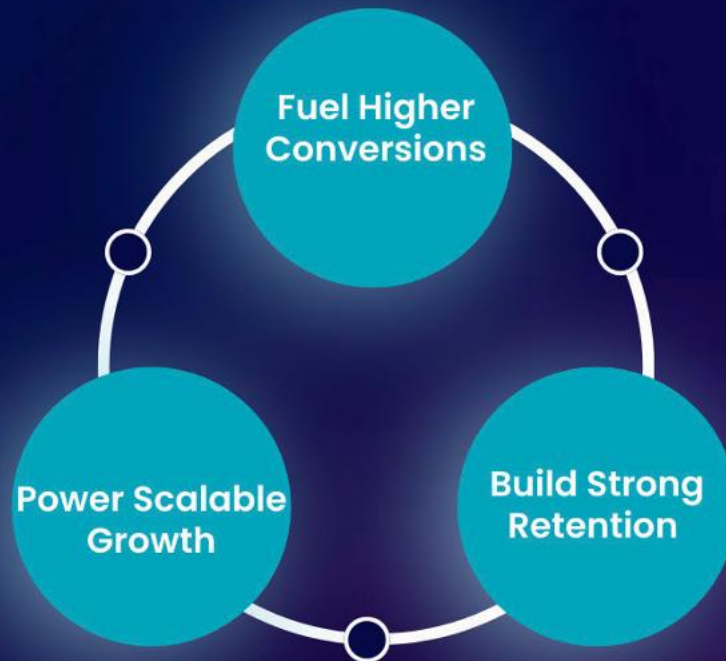
But, as retailers move towards embedding AI deeper into customer journeys, operational systems and data flows, pressure is increasing to build more structured, secure and automotive-specific approaches.

As Leese puts it: "Businesses should stop starting with AI as the solution and instead ask what challenge they are trying to solve."



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How data is reshaping Car Care Plan's strategy

Evolving consumer behaviour, changing client demands and regulatory requirements has seen value-added product and services provider Car Care Plan embark on an ambitious, data-driven transformation powered by sophisticated technology.

As a provider of insurance, warranty and ancillary insurance products to car drivers via motor manufacturers, dealer groups, tier-1 providers and affinity partners, Car Care Plan must satisfy multiple stakeholders simultaneously – OEMs, dealer groups, customers and the regulator.

By systematically transforming core warranty systems, claims processing and retail insurance journeys, the company is leveraging data to meet today's demands while actively preparing for tomorrow.

At the heart of its significant technology investment is a commitment to turning raw data into actionable insights that deliver exactly what consumers and dealers require.

Sales director Simon Cook said: "We're in such a fast-moving world now where so much is beyond our control that it's imperative to have robust data on tap which not only informs, but pre-empt, allowing businesses to make the right decisions at the right time.

"Data is equally vital for the consumer experience. Customers want convenience, hassle-free interactions and straightforward products. If they need to make a claim or a change, they want to do it at their own behest. Since we provide regulated products, the Financial Conduct Authority (FCA) hold us to account which



IT'S IMPERATIVE TO HAVE ROBUST DATA ON TAP WHICH NOT ONLY INFORMS, BUT PRE-EMPTS

SIMON COOK, SALES DIRECTOR, CAR CARE PLAN

informs our commitment to always treating customers fairly, delivering value and evidencing our capability. Our shareholders expect a return on our technology investments too."

Balancing clients, consumers, regulators, and shareholders is central to Car Care Plan's innovation strategy, with comprehensive upgrades across all business segments.

Warranty – mirroring OEMs

Car Care Plan's core business – extended, approved used, and retailer warranties – is supported by a robust and dependable system. However, it was built on a generic framework to accommodate a wide breadth of automotive brands. Now, its redevelopment aligns it with individual OEM factory warranty processes incorporating specific details such as OEM parts prices,

scheduled repair times and defect codes.

Cook said: "Effectively, it's a mirror of the way OEMs process factory warranty claims. It also gives us the data required to track the performance of individual products consistently, allowing us to identify trends and respond swiftly to market changes."

For dealers, the upgrade introduces simplicity and consistency. For consumers, it ensures a frictionless experience.

"More importantly, by aligning with OEM processes, a customer holding an approved used or extended warranty is treated no differently than someone making a claim under the original factory warranty," Cook added.

Claims portals

Car Care Plan recently launched a dedicated claims tool to support its cosmetic and alloy wheel insurance products. The next phase of development will transition from its semi-automated set-up to complete digital autonomy.

The next-generation claims portal allows users to submit, pause and resume claims at their own pace. By automating the assessment and authorisation process entirely online, human intervention is minimised while maintaining call centre support for vulnerable customers.

Once fully operational, the group expects its claims processing to speed up by at least two working days further improving its already impressive processing lead times.

The company has also enhanced its retail sales portal supporting branded motor insurance for OEM partners. The system simplifies the traditionally question-laden





quoting process by utilising smart autofill technology to populate as many fields as possible.

Cook said: "Our aim is to reduce the time it takes to obtain a quote while remaining as competitive as possible. On the retail insurance side, we want to optimise the front-end journey and at the back-end when customers need to make a claim, they have the option to use our digital claims capability, managing the entire process online if required."

Reporting analytics

Car Care Plan's new reporting tool provides up-to-date information delivering insights on how a programme is performing. Its warranty reporting portal has been deployed for some of its clients providing data on sales scheme performance and claims' status.

Oversight functionality allows for a national, regional and even global view for brands of all Car Care Plan activity.

Cook said: "That reporting tool has been exceptionally well received by our UK partners and we are now deploying it across European markets. In the next phase, our global partners will have access to our warranty portal across 100+ markets."

Predictive data analytics: an exciting time ahead

Like most organisations, Car Care Plan is exploring operational efficiencies offered by

artificial intelligence (AI). However, its focus is on gains from the sophisticated application of its vast data reserves to improve processes and consumer outcomes.

With more than one million contracts on risk globally, the company generates an immense repository of information.

Insights from the likes of claims data, sales metrics and third-party enrichment data will be used to better understand and support customers and deliver fast product enhancements.

Cook said: "This is by far the biggest area and the potentially most disruptive deployment of AI in our sector. We expect to identify evolving needs and market trends providing us with foresight in a climate rendered difficult to predict with ongoing geo-political challenges which has impacted businesses' ability to plan.

"For example, as we sit on the cusp of the transition from ICE (internal combustion engine) to BEV (battery electric vehicle), our sector is trying to figure out the full impact on the aftermarket and customer expectations, we believe our data insights will ensure our product propositions move forward in perfect synergy with the market and changing consumer behaviour and expectations."

As customers increasingly demand tailored interactions and look at car ownership as a whole, so Car Care Plan is evolving its products and services, again informed by its data analysis.

The company has responded to the shift in behaviour favouring package bundles where drivers incorporate several products such as service plans, car insurance and value-added product selections.

In 2025 with some key distribution partners, Car Care Plan is achieving a 25% penetration of more than one product sale per customer with the expectation that the proportion will grow again this year.

Cook said: "Customers expect us to understand what's important for them and to tailor products that deliver the outcomes they are looking for which is where smart usage of data will help us.

"By better anticipating customers' changing requirements we can better bespoke our services. It's an omnipresent requirement in the business that we continue to focus on customer need, looking at what the data is telling us about how they interact with us and using that to finesse and improve our proposition."



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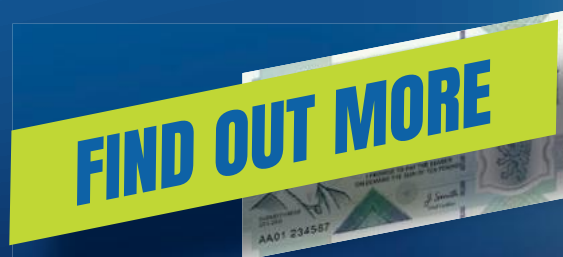
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Mobile gains momentum

Growing consumer demand for convenience, rising mobile booking volumes and advances in connected vehicle technology are prompting dealers to rethink traditional workshop-based aftersales, although widespread adoption of remote diagnostics remains several years away, writes *Debbie Kirlew*.

As franchised networks adjust to an emerging altered aftermarket with more widespread electric vehicle (EV) ownership and corresponding reduced servicing requirements, dealers need to explore alternative revenue streams to retain customers and profit.

Remote platforms and connected vehicle data, mobile servicing and secondary sites mean customers' aftersales needs will be met off-site. Currently, mobile servicing is the only trend garnering any traction with connected data not heralding drastic change while secondary sites – subcontracting work – is barely on the radar.

In fact, Steve Young, managing director at ICDP and head of Auto West London, representing Omoda and Jaecoo in Chiswick, believes these trends will not impact the traditional aftersales model for some years.

MOBILE SERVICE TECH, SCHEDULING TOOLS

As Young points out, mobile servicing is mostly less profitable due to the poor utilisation of technicians. Where dealers have successfully integrated mobile vans, the rewards are to be found largely in commercial fleets where several vehicles can be serviced at one location on the same day.

"If the technician has to travel between every job, the efficiency will collapse," he says.

"I can see a case for mobile technicians to be freelance, almost as another franchise, where the technician sees an opportunity to get a higher labour rate than he or she would as an independent, and the dealership acts as the work provider.

"From the point of view of the dealer, they can offer the service and receive the parts revenue without the risk."

Hendy Group launched its new mobile service van for Renault and Dacia customers across Brighton and Eastbourne in partnership with Renault UK in April.

Jess Watson, general manager for Brighton Renault Dacia, supports the initiative as it delivers flexibility and choice for customers. If managed correctly with the right equipment and with OEM-trained technicians, she believes it has the potential to be profitable and scalable.

Time management and adaptability are crucial including maximising the number of customer vehicles worked on at one location, or in relatively close proximity. One technician splits his time based on demand – when not delivering mobile servicing, he returns to the workshop.

"It's useful to anticipate parts requirements where practicable to ensure jobs can be completed with a



“IF THE TECHNICIAN HAS TO TRAVEL BETWEEN EVERY JOB, THE EFFICIENCY WILL COLLAPSE ... I CAN SEE A CASE FOR MOBILE TECHNICIANS TO BE FREELANCE

STEVE YOUNG, ICDP

single visit," she says, "and technicians need the guidance and support to upsell and to build relationships with customers to drive loyalty."

Mobile servicing suits busy lifestyles, as Watson notes: "We operate around busy work and family routines. For example, young families struggling with nap times now have an option for servicing to come to them, while for fleets and small businesses, reduced downtime minimises potential loss of earnings. We can also adapt more easily to the needs of those with limited mobility."

She adds: "We believe in going the extra mile for our customers. Whether that's by being flexible with appointment bookings or identifying potential amber work to reduce the need for future visits. While the mobile servicing option means the customer won't be visiting, we're adding value and building loyalty."

Advanced scheduling tools now offer customers exact time slots while providing safe lone-working practices for technicians although external factors such as traffic and roadworks remain a challenge.

Demand has also grown in geographical areas lacking main dealership representation.

THE RISE OF AGGREGATOR BOOKINGS

Market data from aggregators such as BookMyGarage and FixMyCar reflects consumer appetite

for convenience and, by default, mobile solutions are accelerating.

Four years ago, a consumer survey by BookMyGarage found 36% of drivers had used a mobile mechanic, and 68% would consider doing so.

Today, its platform directs £150 million-worth of retail work annually to garages, franchised workshops and mobile providers with mobile bookings on the up.

Chief marketing officer Jess Ruddick said: "Our data tells us that while mobile servicing accounts for a minority of bookings on our platform, it is an upward trend that we expect to continue."

The ageing vehicle parc – vehicles booked via BookMyGarage in 2024 averaged 8.72 years rising to 9.02 years in 2025 – combined with the growth of the used EV market, creates a compelling case for franchised workshops to utilise both mobile mechanic services and aggregator platforms.

BookMyGarage data shows mobile-only bookings grew by 57.2% year-on-year (YoY) when comparing Q1 2025 with the same period in 2026. Overall total bookings grew by 45.4% YoY.

Historical annual data tells the same story. Mobile-only appointments accounted for 3% of BookMyGarage bookings in 2023, 4% in 2024, and 5% in 2025 – representing an 81% YoY volume surge for that period.

Ruddick adds: "Volume growth has been exponential, and we expect this to continue. We would urge all our garage and franchised retailer partners not to overlook this interesting development in the aftermarket."

"Our advice is simple: get in on the act. If your organisation does not have the facility to deploy this service, we would recommend partnering with a mobile mechanic to enable you to do so."

Matt Wrankmore, chief commercial officer at FixMyCar, reports a 140% YoY increase in mobile service bookings on his platform.

"Within the past year a number of our garages have recognised this growing trend of mobile preference among drivers and expanded their offering to include mobile services in addition to their workshops, a smart and forward-thinking response to shifting consumer behaviour," he says.

"Garages and dealerships that can adapt and incorporate mobile offerings are likely to experience nothing but benefits."

Likewise, Simon King, CEO of Autotech, which delivers services to help plug the skills and workforce shortages in the sector, has identified mobile servicing as a growing trend with the potential to increase further and operates a mobile division.

"We support manufacturers with some warranty



work they want to keep out of dealerships because of capacity pressures," he says, "and we also undertake some insurance work. It's not a huge part of the business at the moment, but it is growing.

"Mobile servicing could absolutely become a stronger business model in the future. Consumer behaviour has changed dramatically. Convenience expectations are now completely different and automotive servicing will continue moving in that direction too."

SATELLITE CONNECTIVITY, CONNECTED DATA

For technicians using remote diagnostics when providing mobile servicing, connectivity can sometimes prove to be an obstacle.

Kevin Cohen, VP of direct-to-device at global technology company Viasat, says: "A technician's efficiency plummets if a vehicle moves into an area with no signal, and they are no longer able to access

diagnostic data, communicate with the workshop, or update the job in real-time."

New satellite technology, known as Non-Terrestrial Networks (NTNs), helps overcome connectivity issues by enabling devices to move between satellite and cellular networks using a single SIM. It also removes the need for traditional, dedicated satellite terminals, making it much more cost-efficient to integrate always-connected tech into vehicles.

Beyond keeping technicians connected, ubiquitous connectivity unlocks true remote diagnostics. By shifting the responsibility of monitoring vehicle health from the driver to the dealer, retailers can transition from a reactive model to a proactive one.

"This capability would allow the dealership to contact the customer with a solution already in mind – perhaps scheduling a mobile technician or ordering a specific part in advance," says Cohen.

"By analysing data across many vehicles, dealer-

ships can make more accurate predictions about potential problems in specific models, allowing them to make smarter inventory decisions."

Watson reports that Hendy's OEM partners have already embarked on such a journey, actively integrating connected data into aftersales processes throughout 2026.

However, widespread adoption is a few years away, according to Young.

"It will be driven by the launch of new cars that have the capability and the willingness of OEMs to either manage the diagnostics and then assign the jobs to dealers or to allow dealers to do it themselves. That's less likely in my view.

"It will be more likely on new models than retrospective on cars that might already be connected. For that reason, I think it will be slow burn. My expectation would be that it is likely to be relatively common by 2030, rather than something seen overnight."

TekCor4 combines with Marketing Delivery to boost retention

Dealers should expect stronger customer retention, increased workshop bookings and more targeted sales activity following TekCor4's acquisition of Marketing Delivery in November 2025, according to Director: Marketing Services Jeremy Evans.

The combined business is bringing together TekCor4's predictive original equipment manufacturer (OEM) and after-sales data with Marketing Delivery's VoiceBox customer engagement platform, to help more dealers connect sales, after-sales and retention activity more effectively.

Evans said the benefit of the deal for dealer customers should be very simple: "You will see more service bookings.

"The integration between both our systems is designed to help dealers identify more profitable workshop opportunities, improve customer contact strategies and create a more joined-up experience across the customer lifecycle.

"It is about improving retention and profitability at the same time."

Before the acquisition, the two businesses

were already working together with mutual dealer clients, combining TekCor4's data feeds with VoiceBox campaigns driven through dealer management system (DMS) activity.

This then evolved into a wider strategic discussion around product development, integration and the opportunity to avoid duplicating effort.

Evans said: "Conversations started around how we could work together to combine our services and make that technology work even better for customers."

Combining sales and aftersales data

Although the TekCor4 brand itself is relatively new, Evans said the business has much deeper roots in automotive data and analytics.

The company emerged from the former Polk automotive data business, which later became part of IHS Markit and subsequently S&P Global before being established as TekCor4.

Evans said retaining the TekCor4 name after the acquisition reflected the scale of its OEM relationships, while Marketing Delivery brought strong recognition within the UK dealer market.

For dealers, the practical focus is on creating a more connected approach between sales, aftersales and customer retention activity.

In aftersales, VoiceBox combines DMS information with TekCor4's predictive maintenance data to automate customer communication around servicing, MOTs and maintenance events.

Evans said traditional DMS-led approaches often only identify standard service dates, limiting dealers' ability to proactively target additional workshop opportunities.

He said: "What we couldn't previously predict were things such as brake fluid changes, cambelt replacements or air conditioning servicing.

"The TekCor4 data gives us those additional touchpoints."

The platform analyses invoice histories, mileage, vehicle age and manufacturer maintenance schedules to predict future workshop requirements more accurately.

This means the system can pull from

IT IS ABOUT IMPROVING RETENTION AND PROFITABILITY AT THE SAME TIME

JEREMY EVANS, DIRECTOR: MARKETING SERVICES

multiple sources of data to refine predictions, rather than just relying on the DMS.

The ability to identify more granular and relevant data related to each customer allows dealers to group more necessary work into a single visit.

If a customer needs an MOT, brake fluid and an air-con re-gas, this can all be done in one visit during the service, which can be more convenient for the customer and it means the dealer addresses some of the leakage points where customers may go elsewhere.

EVs create new retention opportunities

Evans believes those predictive capabilities will become increasingly important as electric vehicles (EVs) make up a larger proportion of dealer aftersales activity.

While EVs, generally, require less routine servicing than internal combustion engine (ICE) vehicles, he said they still create significant maintenance opportunities that dealers need to identify earlier and manage more effectively.

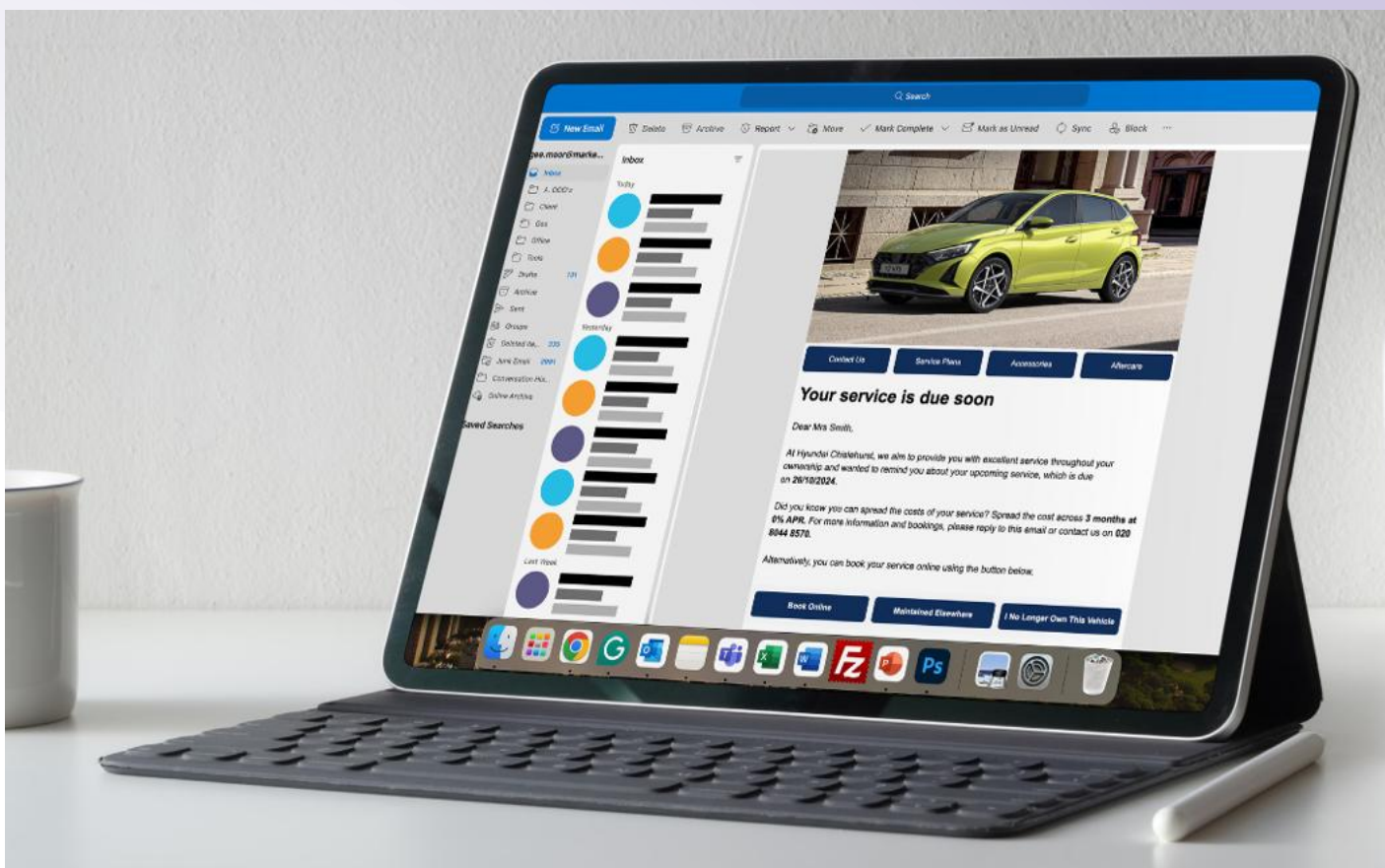
Evans said: "EVs still need tyres, suspension work, wheel alignment and air conditioning maintenance.

"Because service intervals are often longer, those additional predictive maintenance touchpoints become even more important for OEMs and dealers."

The integration between TekCor4 and Marketing Delivery is also designed to connect sales and aftersales activity more closely through the customer lifecycle.

VoiceBox is positioned as a customer





experience platform rather than simply a marketing tool, reflecting what Evans described as a broader shift towards understanding long-term customer behaviour.

He said: "The vehicle is really just the conduit. The customer is the important part."

The platform is designed to support customers from the initial enquiry stage through to ownership, servicing and eventual replacement cycles.

That includes enquiry nurturing, stock alerts, lost sale follow-up activity and re-engagement campaigns later in the ownership journey.

Evans said: "We are trying to keep customers inside the dealer ecosystem from the earliest enquiry right through to the next vehicle purchase."

Aftersales operations are also being viewed as a growing source of conquest sales opportunities.

About half the vehicles entering most workshops are bought elsewhere. This means there are significant sales opportunities sitting inside the service department.

The acquisition has also broadened the product set available to both existing customer bases.

Marketing Delivery customers now have access to TekCor4's predictive aftersales tools, while TekCor4's OEM-linked dealer customers are being introduced to VoiceBox sales and customer engagement products.

Evans said: "For Marketing Delivery

customers, there is now more we can do for them.

"For TekCor4 customers, the sales products are completely new."

AI and machine-learning underpin future development

Artificial intelligence (AI) and machine-learning are increasingly central to how the combined business operates, although Evans stressed the focus is primarily on operational intelligence rather than customer-facing AI tools.

He said: "We describe ourselves as an AI-native business.

"But it is not about putting a chatbot in front of customers. It is about using machine-learning to analyse millions of data points and refine predictions constantly."

In sales, the system automatically adapts customer recommendations based on browsing activity and engagement patterns.

Internally, AI is also being used across analytics, coding and operational workflows, supported by TekCor4's machine-learning hub.

The next stage of development will focus on enabling dealers to prioritise specific customer or vehicle categories dependent on business objectives.

Evans said: "If a dealer wants to target older vehicles, for example, the system will automatically refine the predictions around that objective.

"The machine will continually relearn and reprioritise based on what the business needs."

Pilot programmes are already underway with dealer groups ahead of a wider roll-out later this year.

Evans said the focus remains on proven operational performance rather than future promises.

He said: "There is a lot of noise in the market around the next big thing or the next silver bullet.

"What we are offering is already working in hundreds of dealerships today."

Further developments are expected to be showcased at Automotive Management Live at the NEC, Birmingham, on November 11, where TekCor4 plans to outline the next phase of its integrated platform strategy.

Evans added: "The first priority after the acquisition was to combine the development and product teams so we're creating the technology roadmap together.

"We're now focussing on building the next stage of capability as a group and we'll be showcasing this later this year at Automotive Management Live."



To find out more visit: www.tekcor4.com www.marketingdelivery.co.uk

Connecting automotive commerce

Evolution Funding Group is embarking on the next phase of its fintech development following a multi-million-pound, multi-year investment. The UK's largest independent motor finance and technology provider is bringing together historically fragmented parts of the automotive retail ecosystem through its evolving platform strategy.

As automotive retail develops, dealers face growing pressure to align digital retail, finance and compliance while meeting rising consumer expectations.

Having already successfully migrated users of its 'Dealer in a Box' solution, the group is currently rolling out its proprietary 'Nextgen' platform to dealer clients.

Evolution plans to transition its remaining client base over the course of the year.

While many providers promise integrated solutions, these are often a patchwork of tools that fail to work effectively together, creating disjointed experiences for automotive retailers, lenders and customers which Evolution seeks to overcome.

By unifying data, systems and decisioning into a single cloud-based architecture, the new Evolution platform spans the entirety of a dealership's operations, seamlessly connecting dealer websites, finance journeys, lenders and point-of-sale processes.

"We have made a massive investment to overcome the technology fragmentation that has long plagued our sector," said Duncan Josey, chief strategy officer at Evolution Funding.

"Our upgraded platform serves as a centralised hub connecting dealers, lenders and consumers, so transactions can be



WE HAVE BROUGHT ALL THE ELEMENTS TOGETHER TO CREATE A SINGLE, JOINED-UP APPROACH

DUNCAN JOSEY, CHIEF STRATEGY OFFICER AT EVOLUTION FUNDING GROUP

executed seamlessly without the friction of jumping between different applications.

"We have brought all the elements together to create a single, joined-up approach. Data, systems and decisioning are aligned in the automotive retail funding space for the first time in a genuine end-to-end process."

Historically, Evolution Funding Group's specialist brands across finance brokerage, direct-to-lender capability, digital retail technology and compliance services, operated across separate platforms but the Nextgen architecture now brings them closer together in a more integrated environment.

The ecosystem is delivered through Dealer in a Box, its award-winning digital retail, finance and compliance suite tailored for growing dealerships with measurable results already seen by retailer adoptees. Some have experienced 40% more website traffic and a 30% increase in finance penetration.

Key developments include its Smart Calculator. Automatically embedded into websites for Dealer in a Box and Click Dealer clients, the tool is also available as a plug-and-play solution.

Capitalising on high-volume data interactions, the calculator requires minimal input from consumers to deliver a rapid pre-qualification indicator via a soft credit search without leaving the dealer's site. Details entered into the system connect with Evolution's 35-strong whole-of-market lender panel, improving lender visibility and increasing the likelihood of finance acceptance.

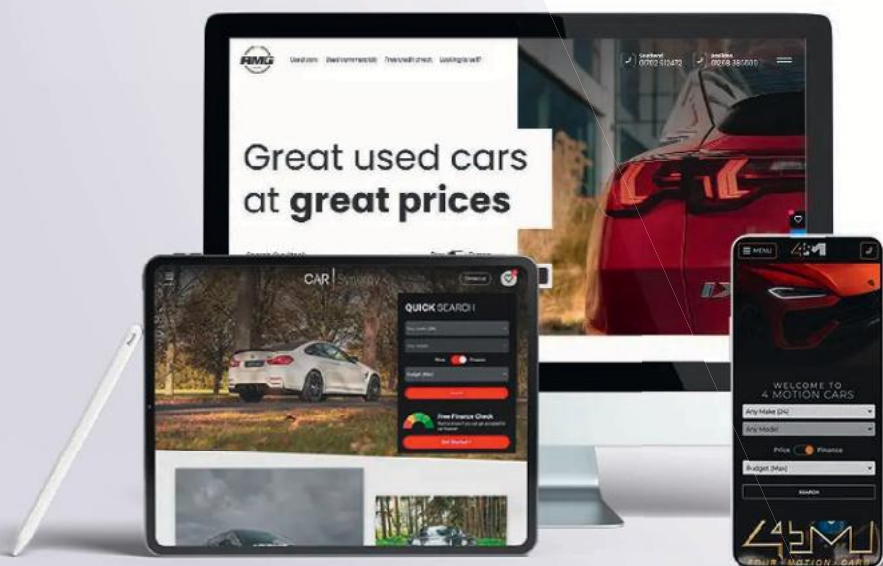
The platform is configured so the car buyer is presented to prime lenders first; if declined, the application automatically cascades down to alternative lenders. As well as providing a smoother and faster process, there is only one imprint on the consumer's credit profile while the dealer does not have to access multiple lender and broker systems to quote.

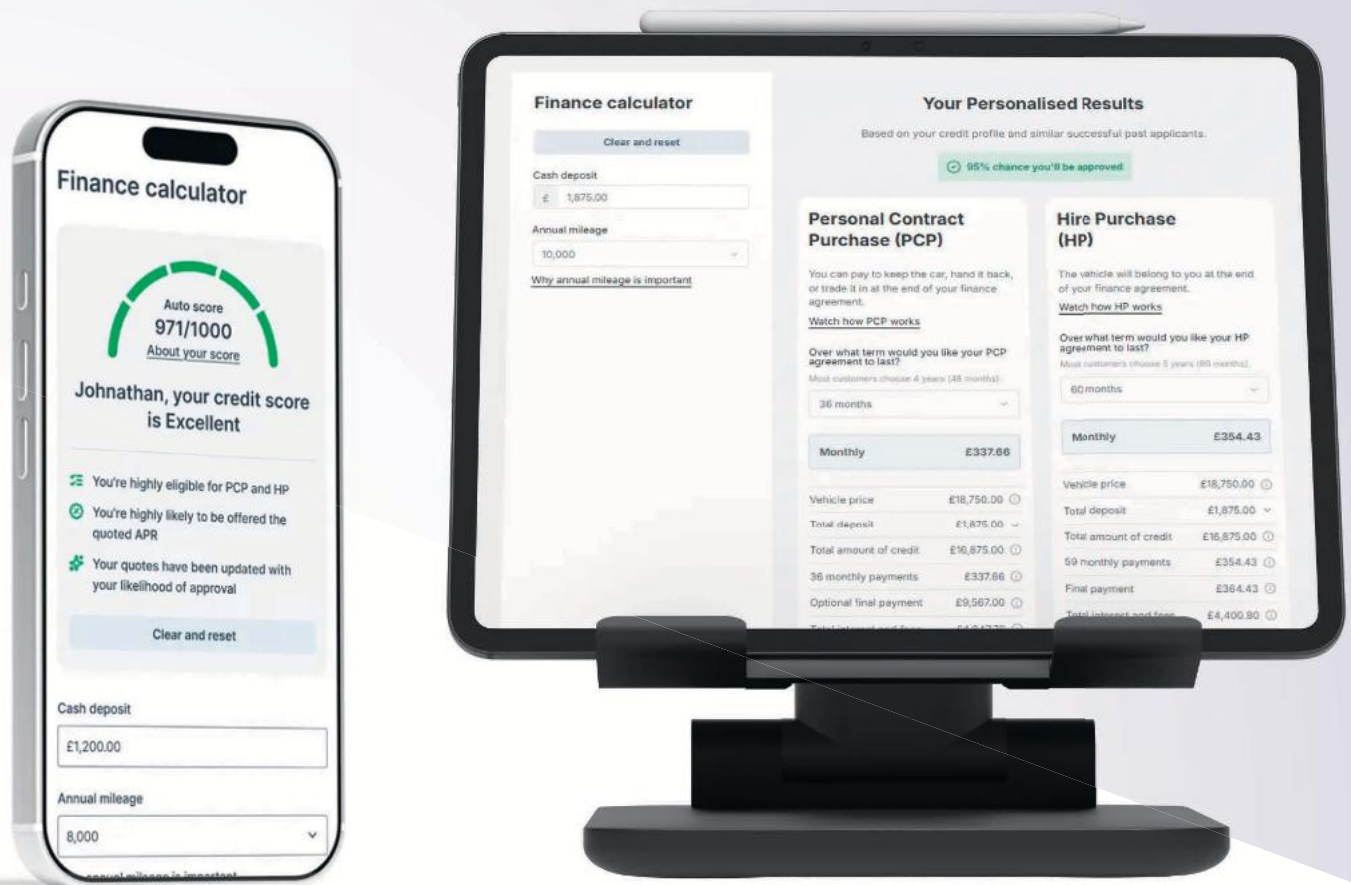
Josey said: "Consumers can select a vehicle on a dealer's website, complete the pre-eligibility check, and essentially secure their funding before they even set foot in the showroom. Likewise, the sales executive uses the Smart Calculator as a point-of-sale tool to find a lender while the customer is in front of them."

The new technology has been refined through Evolution's experience managing complex, end-to-end e-commerce journeys for major automotive retail brands including Cinch and Cazoo. The platform leverages these digital retail insights to help retailers retain customers within their own buying journey, reducing the likelihood of consumers sourcing finance elsewhere.

As consumer expectations evolve, simplifying the buying journey will become increasingly important across automotive retail.

Josey added: "It's one seamless journey whether that takes place online or in the





showroom. From a compliance perspective, the process is simple and consistent while car buyers are less likely to source their own funding. That, in itself, is a good outcome for consumers since they have more rights when taking car finance because the loan is secured against the asset."

The addition of Automotive Compliance under the Evolution Group umbrella provides a further reduction in the regulatory burden, helping dealers continue to trade and transact in a compliant and efficient way.

Josey said: "Our panel of lenders trusts us to ensure that the dealerships we work with are reputable and robust. Similarly, the FCA (Financial Conduct Authority) requires strict adherence to fair consumer outcomes. By embedding compliance directly into the transaction steps, we provide security for lenders and confidence to the regulator. Meanwhile, the consumer receives a faster, safer and entirely transparent experience.

"Consumers can be assured of the best outcomes because the finance is sold in a consistent and compliant way.

"The dealer has peace-of-mind that their processes are safely within the FCA remit and having delivered an exceptional

customer experience, is more likely to benefit from loyalty and endorsement resulting in even more business."

Evolution Funding Group facilitates more than £6.5 billion in automotive finance advances and, by combining specialist businesses including Evolution Funding, Click Dealer, Motion Finance, Creditas, and Automotive Compliance, the group has created a broader automotive commerce ecosystem spanning finance, retail technology, compliance and operational support.

Josey said: "We understand that dealers need speed, accuracy, and a bulletproof compliance wrapper. Our technology empowers dealers to deliver a more accurate, transparent and efficient finance process at the first customer touchpoint and through the entire purchase journey.

"We haven't just updated a platform, we have built a connected future for automotive retailers and car buyers that brings together finance, technology, compliance and digital retail.

"By reducing friction across the automotive retail journey, our platform enables faster decisions, greater transparency and more consistent customer outcomes."

Evolution Funding Group's Nextgen

technology aligns retail, finance and compliance within a single environment delivering seamless journeys for dealers, lenders and consumers.

For dealers this means less operational burden and greater confidence to grow. For lenders and OEMs, it provides scale, control and insight within a single, trusted ecosystem.

As a group, it creates a platform that can continue to evolve alongside the wider automotive market.

But it is the customer who remains at the heart of the process.

Josey said: "Our technology places each party in the driving seat as part of a connected experience but, ultimately, it is the car buyer who has control, giving them the confidence to transact and that's good news for everyone."



Contact: marketing@evolutionfunding.com, www.evolutionfunding.com

Who owns the relationship?

Dealerships risk losing contact with their customers as connected cars shift control of data into OEMs' hands. But what are manufacturers really doing with the information?

Jack Carfrae reports

The agency model is a good indicator of how much OEMs like direct access to the car-buying public. Or rather, they like the idea of it. Fewer made agency work than embarked on it, while the same could easily be said of dwindling manufacturer-owned retail groups and other 'worth a shot' initiatives to leapfrog dealers.

Connected car data is a different beast. OEMs have a direct line to the person in the car, and the likes of connected services, apps and over-the-air updates bring them ever closer to customers.

On the face of it, these contact routes look like yet other ways to muscle in on what would have been the retailers' turf, usurping vital contact points and making them the preserve of manufacturers.

The theory is worse than the reality, though. While OEMs' proximity to customers has unquestionably increased, what they actually do with the data is less impressive than the tech's reach.

Suppliers believe connected cars have, if anything, boosted dealers' opportunities to contact customers, but state that the onus is on them to exploit the opportunities.

EQUAL OPPORTUNITIES

"The manufacturer has more opportunity than ever to contact the customer because of connected vehicles. But, equally, the dealer has the same, if not more, opportunity if they're proactive," says Jeremy Evans, director of marketing services at TekCor4.

"We know people are holding onto their cars for longer, so, in the later stages of an ownership cycle, it's conceivable the vehicle is not connected to the mothership at all, and the only point of contact it has for its maintenance is through the dealer.

"Data creates more inbound traffic to the dealer when the car pings up something and says, 'you need to take me to a dealership' – it's just not as controlled a process of reminding a customer and then getting them in when you'd expect them."

iVendi CEO James Tew agrees that connected car data has created opportunities for manufacturers to cosy up to customers, but is not convinced they have taken advantage of it.

He believes they have, instead, focussed on short-term gains through subscriptions.

"The OEMs certainly could intervene a lot more because they have far more data, but the question

is, do they?"

"My experience is that they're not particularly active or any more engaging than they have been previously... they seem to want to gamify some of the apps on the vehicle and move to a subscription model, but does that really help them?

"And do they start to lose customer information off the back of it?

"If I were acquiring a customer to a brand – even on a used vehicle – why wouldn't I want to incentivise that customer to give me all their data? Why wouldn't you give them a free app and update their satnav off the back of it?

"Whereas the OEMs just think, 'let's make £250 on a subscription package'. Then what do we all do? Waze, Apple Maps, Google Maps and any other free maps. Thank you, Apple CarPlay and Android Auto."

COMMUNICATION BREAKDOWN

Evans points out that the messages customers receive ultimately direct them to dealers, at least in a service, maintenance and repair (SMR) context, while the disparity between OEM data and anything captured by a DMS is sufficient to counteract the risk of the former impinging on the latter.

"The customer still has to bring the car to a dealer at the end of the day, regardless of whether the dealer has told them they need to come in or whether the data's been smashed around a million algorithms, made a prediction and the customer's been messaged.

"And the manufacturer systems that are flagging up that your car needs a service or that you need to do something, they're not connected to the dealer systems anyway, so they can't really offer you a slot in a workshop without pushing you to the dealer.

"My first-hand experience of that was when the app told me my car was due a service and asked me to click through to make a booking. My next phone call was from the dealer saying, 'we can't do that day; can we book it in on a different day for you?'"

If anything, retailers could benefit from greater integration between OEMs' systems and their own.

Evans says it frequently crops up in his conversations with dealers, simply because better correlation between the information a driver



receives from a connected car or an app and what appears in a DMS would make service and repair bookings much slicker.

"The main feedback from dealers is, 'I wish the data could all be integrated, rather than us have to have a separate process for it,'" he says.

"Typically, data from the manufacturer telematics system lands on somebody's computer and doesn't connect to the DMS or to a service provider, so we end up building processes for them to enter it manually."

MERGING OEM, DEALER DATA

Jon Sheard, operations director at Auto Data Solutions – who believes dealers are safe from manufacturer encroachment when it comes to all things aftersales – cites an example of meshing OEM and dealer data to good effect.

"If you try to book a service in the UK, probably 80% of the time you're not quoted a price for it. You have to fill a form in and say, 'I'm interested; I want my car serviced,' you can't book it in there and then, and (the dealer) rings you back with a cost.

"I always compare it to going to John Lewis, Next or any other retail outlet – would you buy anything



without being told how much it actually costs or when or whether it was available?

"In the automotive world, which is a £200/£300/£400 job, you're not told how much it's going to cost, and you're not told when they can do it. It's complete madness. We're doing a lot of work at the moment on using data to quote accurately, link it directly into a booking system, get manufacturer parts pricing, and do a proper quotation. Then, miraculously, more consumers will book a full manufacturer service if they're quoted for a manufacturer service in advance. Who'd have thought it?"

Given the degree to which EV drivers interact with them, Tew thinks there is more potential in reaching customers via a manufacturer app than by almost any other means today.

"If it was all served up to me on my app – which I do go into on a regular basis to charge the car – and it's something that is personalised to me, then you've probably got more opportunities with EVs than you had with ICE (internal combustion engine) vehicles.

"You can't be notifying customers too much in the car while they're driving, but the data that's going into the phone is going to be key."

BOXING CLEVER: GOOD DATA MANAGEMENT

Evans, Tew and Sheard unanimously agree that retailers need solid customer datasets. That is not to stave off any perceived threat from OEMs in the connected car age, more that clean, accurate information is a prerequisite of a good customer relationship management (CRM) system.

Evans tells *AM* that 15% of the service due dates his company sees in DMSs are either blank or in the past, while Sheard says 30%-35% of customers in dealer databases have already sold the car in "question."

"If the dealer has a robust contact plan and process in place, which, let's face it, is driven by OEM data anyway, then there should be no cause for concern for the dealer whether the car is flagging that it's due something and sending it through telematics or whether the dealer is predicting it," says Evans.

Tew believes the current market, with its influx of new entrants, provides retailers with an advantage, because groups with multiple franchises can navigate the downturn in brand loyalty – again, with a solid database.

"Brand loyalty is on the decline," he says,

"dealer groups do have an advantage, because they carry the brands, but they've got to box clever, and it's imperative that the dealer maintains their own CRM."

WHO WILL OWN CUSTOMER DATA?

As for the future of data ownership, Evans believes dealers and manufacturers should aim for a greater degree of collaboration, merging information for a common good instead of concerning themselves with who has what.

"It should be a partnership. We're all in it for the same thing – dealer and manufacturer. We're trying to sell cars of our brand to people and we're trying to retain them and bring them back for servicing. The manufacturer wants to sell parts, the dealer wants to sell labour, but you only sell those if the car is in the workshop.

"Everybody should be working together to say, 'what tools have we got in our armoury to bring these vehicles back into our dealerships where the customers will buy original parts, pay labour, and we get them in front of the next generation of cars that we're launching so we can keep them with the brand?'"

Joining the dots in dealership sales

Retailers have spent years adding technology to the sales process. Lead management systems, CRM tools, finance platforms, valuation software, DMS integrations and communication channels have all promised efficiency gains.

But for many dealerships, the result has become increasingly fragmented workflows, duplicated customer records and salespeople spending more time navigating systems than engaging with buyers.

That is the problem Keyloop says it set out to solve with Sales Hub, its new end-to-end sales management solution within the Fusion Automotive Retail Platform (ARP).

Built natively into Fusion ARP rather than added as a standalone bolt-on, Sales Hub is designed to bring lead handling, customer communication, deal progression and reporting into a single environment.

For Adrian Nash, Keyloop's Chief Product Officer, the starting point was understanding how disjointed the modern dealership sales process had become.

"We noticed the average salesperson was using between four and eight different tabs at any one time when selling a vehicle," he says.

"That included everything from inboxes and lead management tools through to CRMs, DMS platforms, manufacturer lead sources and finance systems. There was

a huge amount of manual effort moving between those tools, copying customer IDs, references and information from one system into another.

"It was a disjointed process and we wanted to create a 'single pane of glass' that let salespeople focus on selling and customer relationships rather than filling in multiple web forms."

Sales Hub now consolidates several of those disconnected processes into one workflow.

Lead capture, customer management, stock search, valuations, finance integration and communications are all brought together in a single interface.

The platform also integrates with finance providers including Codeweavers

and iVendi, while allowing communication with customers via phone, WhatsApp, email and SMS – all accomplished without leaving the system.

Nash says the objective is not simply to centralise functionality, but to remove the friction that slows down both sales teams and customers.

"You've got the communication history, customer profile and deal context all in one place," he says.

"That means salespeople are not rebuilding context every time they open a deal or switch systems."

That visibility becomes particularly important during the early stages of lead handling, where response speed can heavily influence conversion rates.

"The first moments matter," says Nash.

"When customers enquire, they want information quickly. What we're trying to do is streamline that process so dealerships can respond faster and more intelligently."

Artificial intelligence (AI) plays a growing role in that strategy too.

Following Keyloop's acquisition of omnichannel retail solutions specialist ATG and the integration of MotorTech.ai's customer agent AIME technology, Sales Hub now incorporates AI-powered lead prioritisation and automated response support.

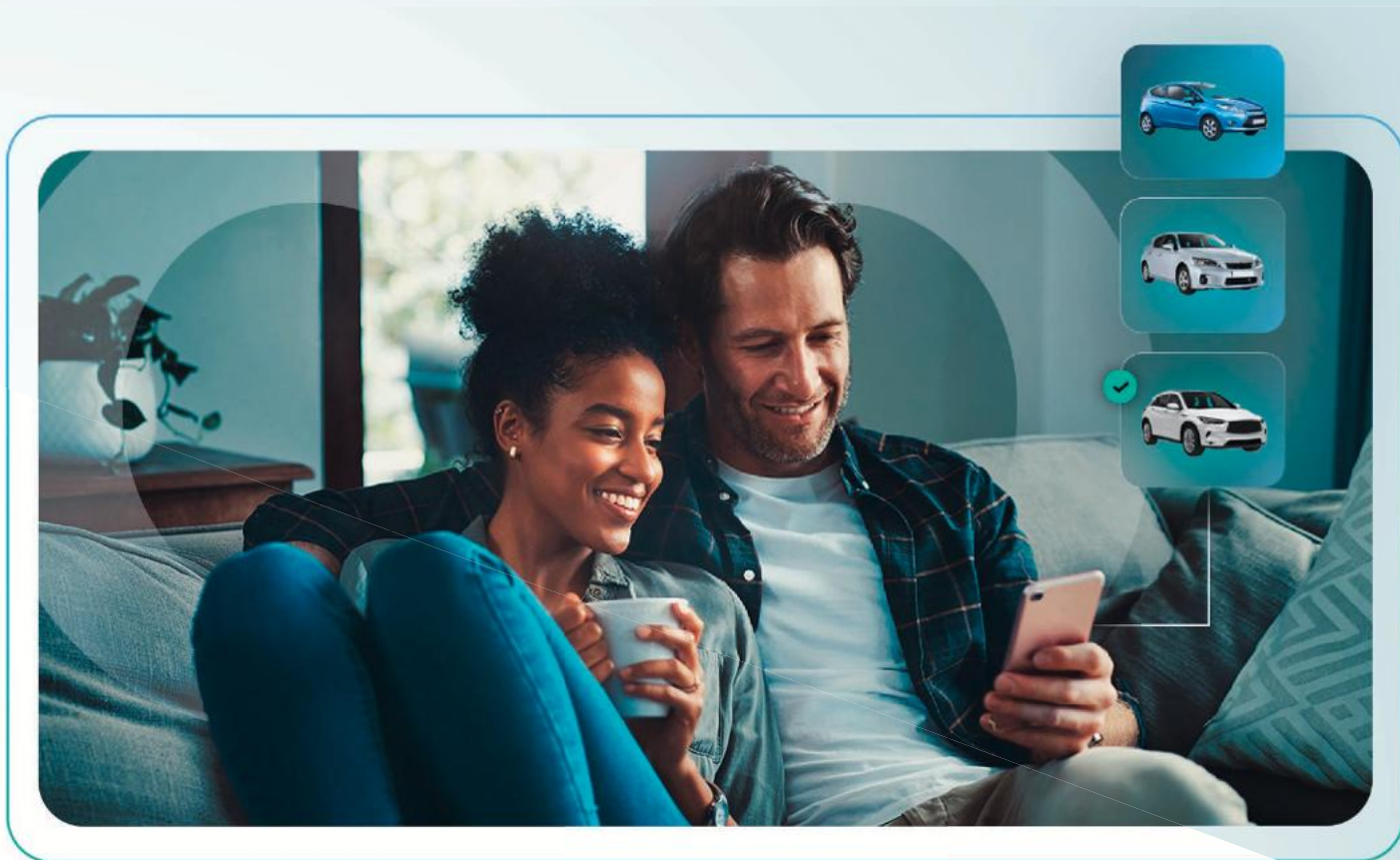
That means that salespeople logging into the platform can see high-propensity leads surface first, alongside suggested actions designed to improve conversion chances.

"It doesn't just tell you there's a 90% propensity to buy," Nash explains. "It tells you the top actions you can take to convert that lead into an order. The system can also summarise previous interactions and generate AI-assisted first responses that salespeople can personalise before sending."

“THE SYSTEM CAN ALSO SUMMARISE PREVIOUS INTERACTIONS AND GENERATE AI-ASSISTED FIRST RESPONSES”

ADRIAN NASH, CHIEF PRODUCT OFFICER AT KEYLOOP





The intention, however, is not to automate away the salesperson's role. "We're trying to remove the technology from getting in the way of building relationships," Nash says.

"For years, technology has sat in front of the salesperson and forced them to focus on systems rather than customers. In an AI world, that human interaction actually becomes more important."

While AI and automation may steal the headlines, Nash believes many of the biggest efficiency gains come from solving more basic operational issues, particularly around duplicated administration and poor data quality.

Because Sales Hub is integrated directly into Keyloop's DMS environment, it can identify existing customer records automatically and reduce duplicate data creation.

That native integration is one of the platform's biggest differentiators, according to Nash.

Rather than simply connecting to the DMS through external integrations, Sales Hub sits inside the broader Fusion ARP ecosystem, linking sales activity directly with operational, aftersales and ownership data.

"It means the salesperson isn't looking at a partial picture of the customer," he

says. "We can see if they've purchased before, whether there's outstanding advisory work and that may present an opportunity to engage them at the right moment."

That joined-up customer view also supports wider dealership retention strategies, particularly as retailers look to improve customer lifetime value rather than focus purely on transactional sales.

"This isn't just about converting one lead," Nash says. "It's about understanding the customer journey end to end."

For dealership management teams, Sales Hub also simplifies reporting and improves operational oversight.

Rather than switching between separate dashboards and spreadsheets, managers can view lead handling, deal progression and team performance from a single interface.

Keyloop is also preparing to introduce conversational AI reporting tools later this year, allowing managers to query performance data using natural language.

"They'll be able to ask questions such as 'which vehicles are converting fastest across multiple sites?'," says Nash. "That becomes a much faster and more accessible way to interrogate data."

Although Sales Hub is launching into the UK market, Keyloop first introduced

the platform in Canada to validate scalability before bringing it to its largest customer base.

Nash adds: "We knew we only had one opportunity to launch properly in the UK, so we wanted to prove the platform first."

The timing also reflects wider pressures facing dealerships across the market.

"Everything is harder right now," Nash says. "Margins are tighter, operational costs are increasing and retailers are under pressure to improve profitability while still delivering strong customer experiences."

"Our focus with the automotive retail platform is simple: help improve customer lifetime value and help improve margins."

Keyloop says interest in Sales Hub already spans both smaller independent operators and larger dealer groups, with adoption ranging from one-site retailers through to major multi-franchise groups which need truly connected environments where e-commerce, showroom activity, aftersales and customer engagement are seamlessly linked.

For retailers battling disconnected systems and fragmented customer journeys, the appeal may be less about adding another technology layer and more about optimising those already in place.

To find out more visit: <https://keyloop.com/contact>

keyloop™



A

AFTERSALES SUPPORT SYSTEMS

Autotech Connect

Autotech Connect has developed an AI-supported voice-to-text workshop platform designed to help dealer groups reduce administration time, improve workshop productivity and alleviate ongoing technician shortages. Accessible through tablets or assisted reality headsets, Autotech Connect allows technicians to verbally document diagnostics, repairs and warranty processes in real time while they are working on the vehicle.

Unlike public AI tools, the platform operates within a controlled, dealership-specific environment using manufacturer-approved technical data, workflows and compliance requirements.

The system instantly retrieves relevant technical information using voice commands, automatically generates structured reports and can connect less experienced operatives with master technicians remotely for live support and guidance. For motor retailers, the platform reduces time spent searching technical documents, manually writing reports and

duplicating administration across multiple systems.

Early pilot programmes have reduced reporting and warranty administration processes by more than 80%, helping dealer groups to reduce vehicle-off-road (VOR) time, improve compliance and free up technicians to spend more time on productive workshop activity.

www.autotechconnect.co.uk

Aviloo Flash Test and Aviloo Premium Test

State-of-health alone doesn't tell dealers all they need to know about electric vehicle (EV) batteries. Around 3% of EVs develop battery defects, almost all starting at cell level. The method used to detect those cells decides whether the problem is caught or missed.

Aviloo identifies weak cells through state-of-charge deviation, not simple voltage comparison – a technique that allows problems to surface long before they would show up in cell voltage.

Voltage-based checks only flag issues once they are already advanced, and they struggle on LFP (lithium iron phosphate) batteries, where the voltage curve is flat across most of the range.

The Flash Test runs at the point of appraisal and can be operated by any forecourt staff member.

The Premium Test provides a longer, in-depth diagnosis. Both are benchmarked against reference data from Aviloo's own cell laboratory – the only one of its kind in the independent market – and produce a TÜV-certified, colour-coded cell map that justifies the price at the point of sale.

<https://aviloo.com/en/>

BookMyGarage

BookMyGarage, an online comparison site for MOTs, servicing and repairs, provides work to thousands of UK garages nationwide, capturing actual bookings, not leads.

In the past 12 months, BookMyGarage has generated more than £150million-worth of retail work for its garage partners. Garages receive actual bookings where they're totally in control of their pricing, lead times and availability. There's no waiting for payment from a middleman as the customer pays the garage direct and that customer is then theirs to keep and market to directly.

www.bookmygarage.com

CitNOW Triage

CitNOW Triage is a pre diagnostic solution that enables customers to capture video and photo

evidence of vehicle issues, allowing service teams to assess and prioritise work before the vehicle arrives. By bringing diagnosis forward in the journey, service advisors gain clearer visibility of customer needs, enabling more accurate triage and better workshop planning. Guided questionnaires alongside uploaded media ensure advisors receive more complete, structured information from the outset.

This early insight allows retailers to order parts in advance, reduce unnecessary ramp time, and improve first time fix rates — minimising repeat visits and increasing workshop efficiency. Automated notifications and branded communication streamline the process, keeping both teams and customers informed throughout. By reducing uncertainty and manual processes, CitNOW Triage helps improve efficiency, lower operational costs, and deliver a smoother, more transparent customer experience.

<https://www.citnow.com/triage/>

CitNOW Workshop

CitNOW Workshop is a mobile-first video solution that connects workshops and customers, enabling technicians to clearly demonstrate work required and drive faster, more informed decisions. Technicians can share short, personalised videos while the vehicle is on the ramp, removing uncertainty and helping customers quickly understand and approve work.

Designed to integrate seamlessly into daily processes, videos can be shared instantly via SMS, email, or messaging platforms, with 2 Way communication helping to speed up approvals and reduce delays.

Features such as AI-enhanced audio, custom branding, and performance dashboards support consistent, high-quality communication and provide insight into engagement and team performance.

<https://www.citnow.com/workshop>

Digital Check-in and Check-out

Tjekvik's Digital Check-in is a provider of self-service aftersales technologies that allow service, maintenance and repair (SMR) customers to check in and out when, how and where they want — at home, online or at dealership via easy-to-use touchscreen kiosks. These systems help minimise queues and boost customer satisfaction, while service staff can focus their time on core tasks and personalised support to customers who need it.

Tjekvik's solutions also help dealers promote added-value products and services, from wiper blades and air conditioning checks to seasonal offers and service plans. Dealers' upselling results show customers often respond better to upsell offers away from the pressure of the service reception, resulting in higher conversion rates.

Tjekvik's Smart Rules feature takes this further by helping dealers target offers based on vehicle make, model or work order details, ensuring

customers see only the most relevant products at every step of the journey. The result is a smoother check-in experience, greater profitability and stronger customer loyalty.

<https://tjekvik.com/>

Digital key and vehicle location system

E Track's Key & Asset Management Solutions provide motor retailers with a complete platform for controlling vehicle keys, assets and vehicle movements. The solution includes intelligent key cabinets, work-in-progress tracking, parking location management, secure customer key drop and collection and API integrations with third party systems. Real-time tracking and reporting provide full visibility of key usage, vehicle status and user activity across the dealership.

The technology helps retailers to improve their operational efficiency, reduce the number of lost or misplaced keys and strengthens security through controlled user access and full audit trails.

Automated key management reduces time spent searching for keys, while vehicle and work in progress tracking improves productivity and workshop management. The eDrop solution enhances the customer experience by enabling secure key drop-off and collection.

Together, these features help dealerships save time, cut costs, increase accountability and deliver a more efficient customer service experience.

<https://e-track.com/>

Edynamix AutoReview

AutoReview is an AI-powered video review tool built into eDynamix video solutions. It analyses salesperson and technician videos against agreed criteria, helping dealers assess the quality, clarity and consistency of customer-facing video content. The system can review whether key points have been covered, score video performance and provide clear insight into where improvement is needed. This gives retailers a practical way to coach salespeople and technicians, raise video standards and improve customer trust during the sales and repair authorisation processes. For dealers, AutoReview helps turn video from a simple communication tool into a measurable performance channel. It supports better conversion, stronger technician consistency and more transparent customer communication across aftersales teams.

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

Edynamix Bookings

Bookings is eDynamix integrated aftersales booking solution, designed to help retailers manage workshop demand, customer appointments and service capacity in one connected platform. The system supports service advisors with diary visibility, available hours, booking rules, customer requirements, courtesy car needs and pre-visit information. It helps dealerships create a more controlled booking process while keeping the customer journey clear

and convenient.

Bookings connects with other areas of the exsto platform, including Online Bookings, Online Check-In, Workshop, CRM and customer communications. This means retailers can manage the full journey from initial booking through to workshop arrival and follow-up. For dealers, Bookings helps improve capacity control, reduce manual administration and create a more consistent customer experience. It gives teams the tools to plan better, communicate clearly and make stronger use of workshop availability.

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

Edynamix Exsto Menu Pricing

Exsto Menu Pricing is a central pricing engine that helps dealers and OEMs deliver consistent, accurate service and repair pricing across customer and retailer channels. The technology can support national pricing programmes, dealer-specific pricing, service plans, online booking journeys, accessory fitting, workshop processes and customer-facing digital tools. It allows pricing logic to be controlled centrally while still supporting the operational needs of individual retailers.

For dealers, exsto Menu Pricing helps reduce pricing errors, improve transparency and support a more consistent customer experience. It also gives OEMs and dealer groups a practical way to manage pricing strategy at scale.

By connecting pricing into the wider exsto platform, retailers can use the same pricing logic across bookings, online check-in, workshop, plans and customer communications.

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

Edynamix Online Check-In

Online Check-In is a digital pre-visit solution within the exsto platform, helping dealers collect important customer, vehicle and booking information before the customer arrives. Customers can confirm details, provide media, review agreements, share concerns and complete pre-visit steps at a time that suits them. The system can also resurface previously identified, unsold vehicle health check work, allowing customers to review and add relevant items to their next booking.

This helps retailers prepare more effectively, improve data capture and reduce pressure at the service desk during busy arrival periods. It also gives aftersales teams a practical way to recover missed opportunities from previous visits, improving revenues.

For dealers, Online Check-In supports a smoother arrival process, better customer communication and stronger workshop opportunity before the vehicle reaches site.

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

Edynamix Workshop+

Workshop+ is eDynamix digital workshop planning and technician clocking solution, designed to give aftersales teams stronger control of daily workshop



Driving Automotive Growth with the Power of AI.

Intelligent AI and automation solutions that drive meaningful customer experiences.

XccelerAite Your Business. Unlock AI-Driven Performance.

Our AI Merchandising Suite captures, enhances, and activates your inventory with AI-powered imaging, video, and marketing automation driving faster listings, higher engagement, and more conversions. XccelerAite produces branded, high-impact media in minutes, with zero manual effort and no disruption to your existing operations.

Real Stats. Real Success.

72%

Prefer video content rather than text.

69%

More likely to purchase value-added products.

67%

Lead increase vs no video usage

35%

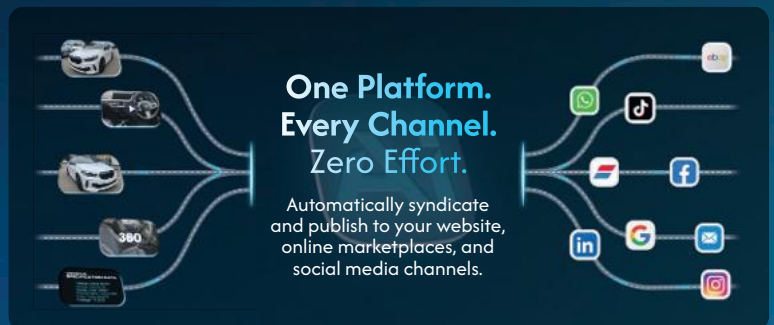
Increase in time on site for VDPs with video.

75%

Say video influenced their purchase decision.

1.8x

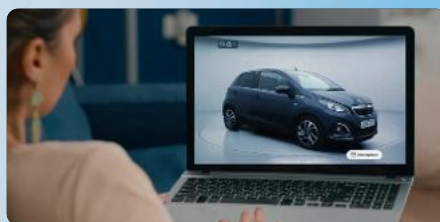
More likely to purchase a vehicle.



AI Video Automation

AI Automated Video uses artificial intelligence (AI) to instantly create high-quality, engaging video content at scale.

- ✓ Automate Video Creation
- ✓ Zero Operational Change
- ✓ More Informed Leads
- ✓ Higher On-site VDP Engagement
- ✓ Increased VAP & F&I Product Sales



Dynamic Imaging

Capture and publish vehicle images, ensuring every listing looks consistent, professional, and ready to engage buyers.

- ✓ Effortless Vehicle Capture
- ✓ Consistent, Brand-Ready Visuals
- ✓ Reduce Operational Costs
- ✓ Increased Speed to Market
- ✓ Increased VDP Page Engagement



Product Accelerator

A marketing automation platform designed to maximise the sale of value-added and F&I products.

- ✓ Automate Nurture Campaigns
- ✓ Personalised, Branded Messaging
- ✓ Multi-Touch Multi-Channel
- ✓ Maximise Product Conversions
- ✓ Enable Online Payments

Elevate Every Product Experience Automatically.

- ✓ Zero operational changes for your business
- ✓ Builds consumer trust and reduces decision time
- ✓ 100% consistent powerful vehicle presentation
- ✓ Generate higher-quality informed leads
- ✓ Higher VDP engagement and time on site
- ✓ Increases value added product and F&I sales

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



PIONEERING DIGITAL & ANALYTICS ENABLEMENT.

GardX Connect is an industry-leading digital, marketing & analytics ecosystem designed to maximise every Value-Added Products & Insurance opportunity for clients, whatever the consumer's channel of choice.

We understand today's omni-channel world and are the only partner providing clients with a fully white-labelled digital, marketing and analytics ecosystem designed to maximise engagement and conversions.

GardX Connect combines innovative technology, integrated digital marketing solutions and support services to help clients maximise Value-Added Products and Insurance opportunities and drive business growth.

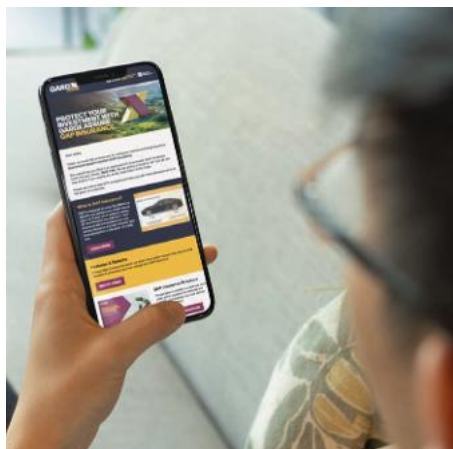
Designed to turbocharge sales, marketing effectiveness and customer service through digitalisation, automation and optimisation, GardX Connect delivers a truly connected omni-channel experience.

Rapidly deployable as a complete ecosystem or through seamless integration, GardX Connect helps organisations increase awareness, conversions, profitability and customer engagement.

At a time when consumer expectations continue to evolve, GardX Connect enables organisations to modernise customer journeys, unlock new revenue opportunities and future-proof their approach to digital engagement. Combining technology, automation and data-driven insights, it helps clients deliver exceptional customer experiences while driving measurable commercial outcomes.

PRODUCT RESOLICITATION SOLUTIONS.

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



CASE STUDY AM Top 10 Dealer Group

78%
Open rate.

24%
Click through rate.

10.4%
On Page
Conversion rate.

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 AND CLAIMS PORTAL.

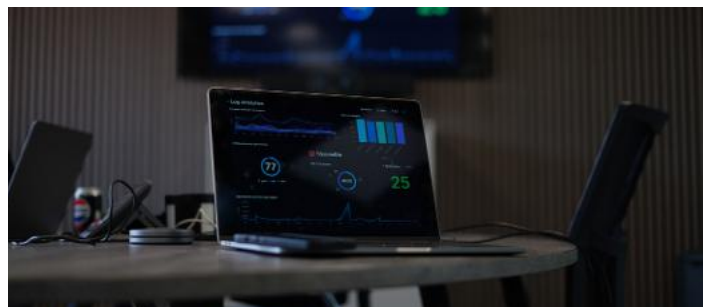
This platform handles all 'in life' requirements, from product information to claims and support.



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



**You didn't start a
business to deal with
warranty repairs...**



...but we did.

**You sell it.
We'll handle
everything else.**

**Time is money
scan now to save
on both**



4.6 ★ 16.9K+ reviews  ★ Trustpilot

warrantywise.co.uk/dealer

Take warranty repairs off your to do list. Put them at the top of ours instead.

There's a lot to think about when running a car dealership...

...stocking loans, auctions, pricing, advertising, finance, warranties, the list goes on... and on. So when something unexpected does go wrong with a vehicle you've sold, the last thing you need is having to deal with repairs and all the admin that comes with them.

When you partner with Warrantywise, you'll gain access to over 150 warranty experts who will answer every repair call, advise every customer and deal directly with every repairing garage. We'll handle everything, leaving you to get back to what you do best: selling vehicles.

The Dealer Framework:

Handling your warranty repairs is what we're best at, but that's just the start. Our Dealer Framework is designed to support and grow your dealership, whether you're just starting out in the motor industry or a nationwide franchise. It features tiered benefits that'll help your business grow:

- Bespoke warranty pricing for your stock profile.
- Dedicated account management
- Exclusive Warrantywise VAPs
- Marketing support
- Scaled rewards with wiseup+ and much more...

Want to hear more about wiseup rewards+?

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

Join dealers just like you who are already earning monthly rewards from their warranty sales and spending them at over 250 household-name brands – from fashion and travel to sports and supermarkets! All you have to do is become a Warrantywise partner dealer to get access to the platform and start earning.

So, what would you spend your rewards on?

*estimated value over a 12 month period, Feb 25-Jan 26.



Over
£169,000*

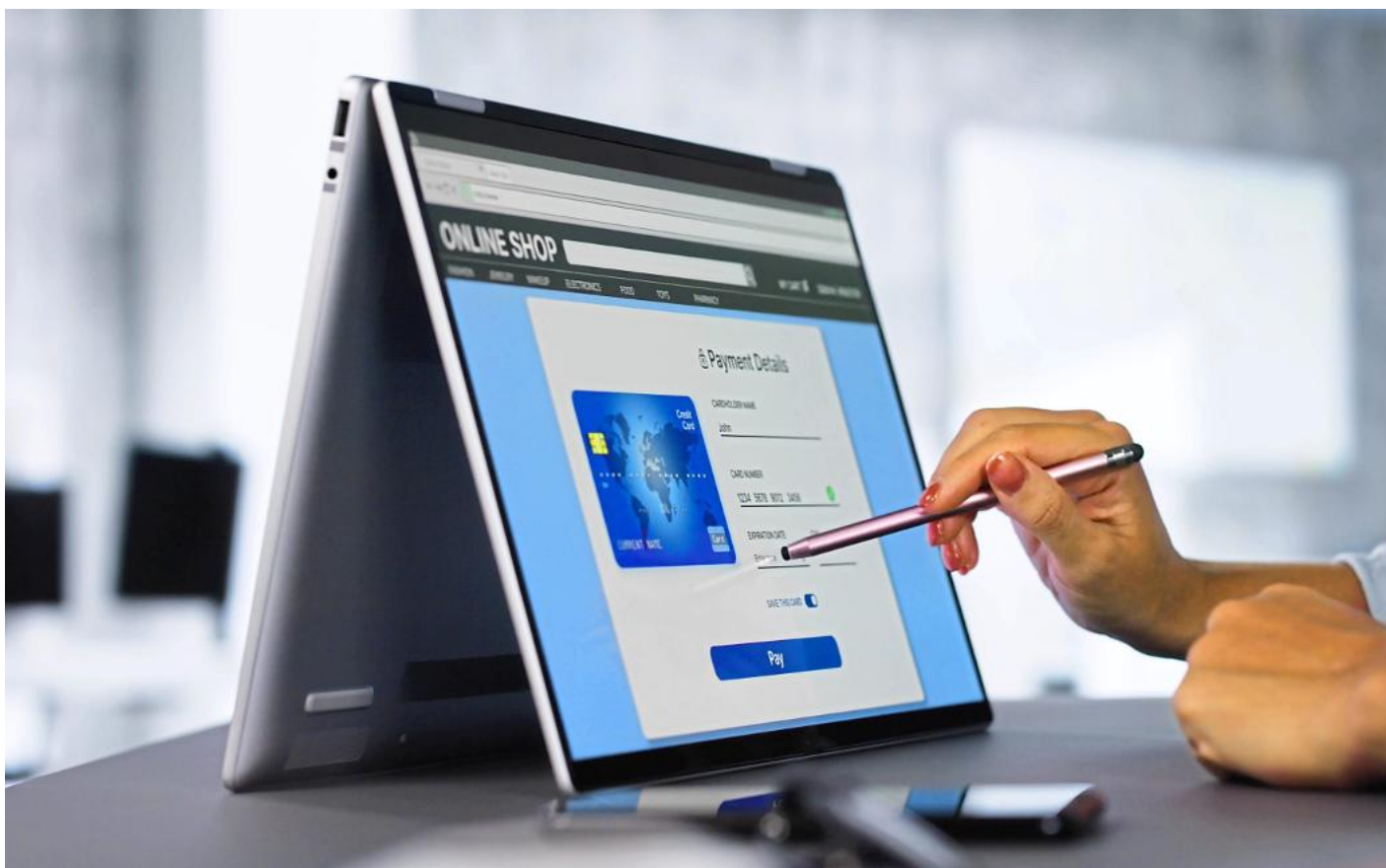
credited to our dealers
in the last 12 months!

With over
100+

dealers a month
cashing in.

wiseup
rewards plus





activity.

The system helps retailers manage technician availability, skills, job progress, clockings, workshop capacity and carry-over work in one connected environment. It gives service advisors, workshop controllers and managers clearer visibility of what is happening in real time.

Workshop+ supports better planning, fewer bottlenecks and more accurate use of technician time using the in-built AutoAllocate, powered by exstoAI. It also helps dealerships improve communication between front-of-house and workshop teams..

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

ESG Audits

Fleet Assist has completed its first Environmental, Social and Governance (ESG) predictive audit of its 9,700 service points and 650-strong mobile garage network. It lays down a solid foundation for Fleet Assist's garages to understand and then cut their own environmental exposure in line with leasing and rental fleets who are looking to reduce their Scope 3 emissions. This work safeguards garage revenues from large customers who are increasingly required to report their ESG scores as part of their corporate reporting obligations. Each garage ESG audit covers several key areas including diversity and inclusion, a product and service review and whether they have a quality assurance, health

and safety and environmental policy in place. Data governance, cyber security, financial stability, company structure, carbon management and sustainability are also audited. It enables garages to gain more in-depth ESG reporting which can be used to demonstrate both investment attractiveness and operational efficiencies.

www.fleetassist.co.uk

MOT training and compliance management system

MOT Juice delivers MOT training created by testers, for testers, built around the real-world pressures of modern VTS operations. Systems from MOT Juice give managers the tools they actually need to manage compliance, monitor tester behaviour and maintain oversight of risk across the business.

The systems provide a true helicopter view of operational activity, highlighting areas of concern before they become serious problems. MOT Juice is designed to help protect garages, managers and testers alike by improving visibility, strengthening compliance and helping businesses stay ahead of emerging risk before it turns into enforcement action.

<https://www.motjuice.co.uk/>

Retail Link

A booking button for vehicle servicing available to motorists straight from Google search and Google

Maps is being offered to garages by Epyx. Retail Link means anyone using the ubiquitous search engine to find a garage – shown either in a listing or map – can send a booking to participating garages using technology underlying the industry standard 1link Service Network platform. The process works similarly to an online restaurant reservation. The user enters their details and those of their vehicle with the garage confirming the booking and cost as soon as possible. Retail Link has been trialled with around 100 garages and, based on initial data, Epyx estimates each garage could potentially see a revenue return on investment of approximately 30 times the subscription fee.

www.epyx.co.uk

Service Hub

Keyloop's Service Hub helps dealers manage a set of aftersales applications that cover the service visit from booking through to job completion. The cloud-native solution allows dealerships to meet growing expectations for omnichannel experiences while improving operational efficiency. 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.

Pilot implementations show Service Hub increases order value, improves efficiency and drives customer

satisfaction. It enabled greater convenience for customers, with 50% of online bookings booked outside typical working hours. Test sites also saw overall transaction value rise, with 20% of customers that 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/products/service-hub

SMR iQ

SMR iQ by Intuitive Dealer Tools in partnership with Auto Data Solutions is a centralised SMR pricing and service guidance platform designed to help dealers create more consistent aftersales journeys across every customer touchpoint.

The platform combines vehicle-specific service schedules, OE parts pricing, labour times, MOT integration, tyre pricing, service plans, EV-specific logic and Motability requirements within a single SMR environment. SMR iQ can support dealer websites, call centres, service advisors, consumer apps, chatbots, voice AI and DMS integrations, helping ensure pricing and service guidance remains aligned regardless of where the customer journey begins.

An integrated online booking journey is also available. Many dealerships still rely on disconnected systems and inconsistent pricing logic, creating customer uncertainty and operational friction. By providing a single source of SMR logic and guided service recommendations, SMR iQ helps dealers improve booking conversion, increase customer confidence and deliver a more seamless digital aftersales experience.

<https://autodatasolutions.co.uk/core-services/smart-solutions/smr-pricing-engine/>

Superservice

Superservice, from Infomedia, is a suite of aftersales tools powered by OEM parts and labour data that drives workshop efficiencies and builds customer trust. With VIN-specific service schedules, integrated menu pricing and data-driven inspections, it helps service teams work faster while delivering a more personal, transparent customer experience.

From smarter online service booking, to data-driven vehicle inspections and digital-first communication and payments, Superservice helps a dealership to offer the very best aftersales customer experiences. Power workshop tools with OEM

parts and labour data to boost efficiency at every stage of the aftersales journey. Precise quoting and invoicing keeps customers informed from check-in to check-out.

<https://www.infomedia.com.au/products/service/superservice-platform/>

Tjekvik Mobility

Tjekvik Mobility manages the way motor retailers manage courtesy, rental and replacement vehicle handovers, unifying the process into a single, fully digital self-service flow. Available in four configurations (Instant, Core, Connected and Fleet), Tjekvik Mobility scales from on-the-spot vehicle replacements to fully integrated, automated car handovers and fleet management.

Key features include dynamic agreement generation, remote key management and integrated customer communication within Tjekvik's trusted self-service ecosystem. Tjekvik Mobility Connected helps dealers manage the allocation of courtesy cars and process all associated bookings, insurances, user agreements and key drop-offs in one place.

By automatically synchronising appointment data, vehicle availability and contract status, Mobility Connected helps dealers reduce front-desk workload, minimise manual errors, cut queues and ease peak-time pressure. It also extends operational capacity by enabling self-service handovers outside business hours – including 24/7 with Tjekvik's Outdoor kiosk.

<https://tjekvik.com/tjekvik-mobility/>

VoiceBox Aftersales

TekCor4's VoiceBox Aftersales is an AI-driven digital marketing platform that automates communications with current and prospective aftersales customers. VoiceBox Aftersales can help retailers maximise workshop bookings, improve retention and enhance the customer journey. It draws upon data from a retailer's own back-office systems to automatically create hyper-targeted AI-driven customer interactions that are accurate, timely and relevant. These communications can be fully automated at scale, so aftersales teams can focus on core tasks.

TekCor4 tools can identify missing MOT dates and then automatically fill the gaps using the most up-to-date vehicle information from the DVSA, rather than having to rely on manual updates. Through optional OEM integrations, VoiceBox Aftersales can accurately predict potential additional work, such as brake fluid or cambelt

ADVERTISING FEATURE

The devil is in the detail

By Neil Addley, managing director, JudgeService



Every car buyer encounters a series of "moments of truth". Based on the work of Jan Carlzon at Scandinavian Airways (SAS) these are critical touchpoints that shape customers' decisions to buy today, walk away, and even never to return.

In today's connected marketplace, those moments begin long before a customer sets foot in the showroom.

The first moment of truth often happens online. A potential buyer reads reviews, assesses star ratings, and scans responses to past feedback. A poor reputation or worse, silence, can quietly eliminate you from the shopping list before a conversation even begins.

This is where a robust Reputation Manager, combined with consistent and intelligent AI-powered replies, becomes essential. Prompt, personalised responses signal attentiveness and trust.

Additionally, if you free up time to deal with the more disgruntled reviews, your replies will be read by potential buyers thinking about using you in the future.

The second moment comes during enquiry handling. Speed, tone, and follow-up determine whether interest becomes intent. Missed enquiries or delayed responses translate directly into lost sales, often without visibility.

The third moment occurs post-sale. Too many car retailers view the signed order form as the end of the journey, when in fact it's the beginning of long-term value creation. Post-sales programmes like customer check-ins, service reminders, and feedback loops turn one-time buyers into raving fans, advocates and repeat buyers.

In a market where margins are tight and competition is relentless, mastering these moments of truth is no longer optional. It's a strategic necessity.

Email: Neil@judgeservice.com

JudgeService



Helping create raving fans since 2011

AI doesn't sell cars. It creates more opportunities to sell cars.

Dealers often ask AI vendors the same question: “How many more cars will this sell?” According to James Leese, Managing Director of Impel UK, **that framing misses the bigger opportunity.**

AI is only one part of the lead handling process. Sometimes it gently guides a customer to book an appointment. Other times, it passes the customer to a sales executive at the right moment. From then on, the outcome depends on a combination of factors — the vehicle, the offer, the competition, the salesperson, and most importantly, the customer's intent.

So, AI won't magically sell cars by itself, but it will create more opportunities to sell them.

This matters because most dealerships don't have a lead problem. They have a lead handling problem.

Most dealerships don't have a lead problem

Leads leak away every day because they aren't intercepted quickly enough, followed up for long enough, or handled consistently. Dealers relying solely on human processes inevitably reach a capacity limit.

Remember, these are leads that dealerships have already paid for. AI helps plug that leaky bucket.

Unlike its human counterpart, it doesn't tire or become distracted, and it won't avoid certain lead sources due to past negative experiences. It follows the process consistently, contextualises every conversation by lead source, and immediately responds to every enquiry — even outside traditional showroom hours.

Out of hours has become the new battleground. Impel's data indicates that about a third of digital enquiries occur when showrooms are closed (for some dealers, it's more than half). When customers receive an immediate and helpful reply, they are much more likely to continue the conversation there and then. If dealers wait until the next morning, it's likely that when the sales rep tries to call, that same customer is back at work, distracted, or already engaged with another retailer.

The quicker dealerships can maintain customer momentum, the sooner they progress from enquiry to meaningful engagement — and ultimately, to sale.

This is also where the typical conversation about the ROI of AI becomes too narrow. Some of the greatest advantages are operational rather than purely transactional.

AI plus people beats either alone

Sales teams face pressure to manage three competing demands: handling large volumes of online enquiries, nurturing customers through increasingly complex buying journeys, and spending meaningful time with them in the showroom. Much of the manual lead management process is repetitive and exhausting. Reducing that burden is not just about improving efficiency; it enables sales teams to concentrate their efforts where human interaction truly adds value.

There is increasing anecdotal evidence that teams working alongside AI are happier and more productive than those without it. They are less fatigued, more responsive and better able to focus on promising opportunities rather than administrative workload.

That is why the best results seldom come from AI alone.

There is a huge amount of noise around automotive AI. New tools are emerging everywhere, many of which are adapted from open platforms with little understanding of dealership operations. Others are legacy products with AI simply bolted on. Some will prove useful; others will not withstand long-term operational or enterprise scrutiny.

But the strongest outcomes we see come when AI and people work together inside a connected operational framework.

Some dealerships are even creating new roles, assigning someone to oversee how AI is trained, monitored, and integrated into the lead handling process. That makes sense. You would never introduce a new team member without proper training, guardrails, and clear expectations, nor without a progression plan. AI is no different.

The future is one connected AI brain

This is also why the long-term future of automotive AI is unlikely to be built around disconnected tools at the edge of the technology stack. The direction of travel is towards connected Automotive AI Operating Systems that can coordinate customer engagement throughout the entire journey.

At Impel, this includes our proprietary AI Knowledge Bank, which allows dealerships to centralise their unique offers, policies, processes, and operational knowledge into a single synchronised intelligence layer that informs every AI interaction. In practice, this means every AI

agent across sales and customer engagement operates from the same constantly updated source of truth — one AI, one voice.

This article has mainly focused on the lead handling process. However, the greater opportunity spans the entire customer lifecycle — sales, service, retention, and repurchase.

The dealerships that will achieve the greatest long-term benefit from AI will not be those deploying the most tools. Rather, they will be the ones creating the most interconnected AI system throughout the customer journey.



Mind the enquiry gap

Most dealerships respond to enquiries. Far fewer sustain meaningful engagement after the initial response is sent.

To better understand what really happens after a lead lands, Impel conducted a UK-wide mystery shop of dealer enquiry handling, supported by consumer research and analysis of real automotive AI conversations.

The findings reveal a growing gap between modern customer expectations and the operational realities facing dealership teams — particularly outside traditional trading hours.

The report explores where opportunities are being lost, why momentum matters, and how AI is helping dealerships create more connected customer journeys.



Download the full report:
impel.ai/after-the-lead-lands





Let's drive... **better technology**

Faster and smoother online processes mean better motor finance for dealers and customers.

That's why Startline has invested in new technologies that make lending decisions in seconds, offering fast access to funds and delivering real time business intelligence to our partners.

In an increasingly pressurised used car sector, these innovative tools are helping dealers produce outstanding results.

Working together, we can drive better technology.

enquiries@startlinemotorfinance.com
startlinemotorfinance.com

startline >

Dealers to benefit from multi-million-pound technology investment at Startline

Lending decisions for dealers are being transformed at Startline Motor Finance with a multi-million-pound investment in a new origination platform.

Developed in-house with support from a leading software specialist, it handles both underwriting and new business processes, and is designed to be highly scalable to drive the company through its next phase of growth.

Paul Burgess, Chief Executive Officer, said: "This is a core project for us that will enable substantial expansion in our operations over the next few years without placing any strain on our processes.

"Dealers should very much notice the benefits, with more decisions made faster than ever, allowing them to integrate Startline into their sales process more easily and successfully than ever before, whether online or in the showroom."

He explained the company currently handles around 300,000 proposals every month but the new platform had added massively to that capacity.

"We've adopted the latest technology stacks, credit bureau data and system integration functionality, designed to future proof the system for years to come.

"It means that, as we grow, we'll be able to process more business, more quickly, at a lower cost. For our partners, we'll be able to deliver more and better lending decisions, whether automated in seconds or through our tailored manual process."

The latter has been developed into an industry-leading solution that is significantly enhancing service standards and outcomes for dealers, introducers, and car buyers alike, he added.

"It is very much a Startline strength that we adopt this two-lane approach. The new platform retains a high degree



Paul Burgess, CEO

of human expertise, making decisions at points where the technology may not recognise subtleties in applications that enable us to give the green light to lending.

"The investments we have made are

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 franchise 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.

delivering highly positive results. We very much see technology as a driver of our business, with these faster, easier and more accurate online processes delivering better motor finance outcomes for all"

For further details visit startlinemotorfinance.com

startline >

The 3% problem: closing the cell-level blind spot in used EVs

State of Health alone doesn't tell dealers what they need to know. Around 3% of EVs develop battery defects, almost all starting at cell level. The method used to detect those cells decides whether the problem is caught or missed.

AVILOO identifies weak cells through state-of-charge deviation, not simple voltage comparison — a technique that surfaces problems long before they would show up in cell voltage. Voltage-based checks only flag issues once they are already advanced, and they struggle on LFP batteries, where the voltage curve is flat across most of the range.

The FLASH Test runs at the point of appraisal and is operated by any forecourt staff member. The PREMIUM Test adds a longer, in-depth diagnosis. Both are benchmarked against reference data from AVILOO's own cell laboratory — the only one of its kind in the independent market — and produce a TÜV-certified, colour-coded cell map that justifies the asking price at the point of sale.

About battery diagnostics

A battery pack consists of hundreds or thousands of individual cells arranged in modules. Each cell ages at a slightly



different rate depending on usage patterns, thermal history, and manufacturing tolerances. When one or more cells degrade significantly faster than their neighbours, the entire pack is limited by those weak points — reducing usable range and, in severe cases, raising safety concerns.

State of Health (SoH) is the most widely used metric for summarising battery condition. It expresses remaining capacity as a percentage of the original factory specification. While useful as a headline figure, SoH is a pack-level average: it can look acceptable even when individual cells have already deteriorated significantly. Cell-level analysis is therefore the only reliable method for identifying batteries that carry hidden risk — and it is the foundation on which AVILOO's diagnostic approach is built.

About AVILOO

AVILOO is the global leader in battery diagnostics for electric and plug-in hybrid vehicles. The company develops and markets precise, fast, and

manufacturer-independent tests to detect the State of Health (SoH) and defects in drive batteries of used vehicles. Test results are provided in detailed reports and certificates. All analysis methods and certificates are TÜV certified, ensuring complete transparency and safety for used car buyers, sellers, and users - both commercial and private. With the AVILOO FLASH Test, the company offers the only independent EV battery quick test on the market – not a BMS readout, but a genuine diagnostic that can be carried out cost effectively and easily on the vehicle in just three minutes. AVILOO currently covers over 96% of all available brands.



BATTERY DIAGNOSTICS

For more information please visit
www.aviloo.link/am-live

changes and recalls. Analysis of data from the relevant manufacturer, coupled with previous after-sales invoices logged within the DMS, can be used by VoiceBox Aftersales to automatically send booking reminders to the right owner at the right time.

<https://marketingdelivery.co.uk/voicebox-aftersales/>

C

CONSUMER FINANCE, INSURANCE
AND COMPLIANCE SOLUTIONS**Bumper Pro**

Bumper claims that Bumper Pro is the UK's first payments orchestration platform built specifically for automotive retailers. It combines in-store and online payments into a single system, giving dealerships access to the full suite of Bumper payment options – PayLater, Pay by Bank, Pay by Card and the PayPad terminal.

Intelligent payment routing automatically presents customers with the optimal payment method for each transaction. The platform integrates directly with DMSs including Pinewood.AI and Keyloop, with payments reconciled automatically.

For motor retailers, Bumper Pro delivers meaningful cost savings – one 40-plus site group is reporting annual savings of more than £750k since implementing Bumper Pro, with intelligent payment routing helping shift 80%-plus of their payment volume onto Bumper's cost-effective Pay by Bank.

Automated reconciliation eliminates time-consuming manual processes, freeing up staff to focus on customers.

www.bumper.co/for-business/platform/bumperpro

Credit Distribution Report

This new tool shows dealers where unmet customer needs exist in their current lending panel and suggests motor finance providers whose addition should fill those gaps and lead to increased sales.

iVendi's The Credit Distribution Report is a mathematical optimisation model based on which dealer finance applications are satisfied by existing lending panels and which are lost, potentially putting the whole vehicle sale at risk. The report builds individual dealer profiles based on applicant credit scores to provide visualisations of which types of customers are being approved for finance from their existing lending panel and which are being turned down.

The system provides a clear picture for the dealer showing where they are losing business. Suggestions for additional motor finance providers are then provided, based on their real-world lending activity from iVendi data, are completely agnostic.

www.ivendi.com

Edynamix exstoPay

ExstoPay is an integrated payment solution, designed to support payment journeys across after-



sales, sales and online customer interactions. The platform supports in-person card terminal payments, pay-by-link, online checkout and open banking payments, helping dealers give customers more choice while keeping payment processes connected to the wider exsto platform. By linking payments into the dealer workflow, exstoPay helps reduce manual reconciliation, improve visibility and create a smoother payment experience for both customers and staff.

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

FastCheck

FastCheck from Credi Car is a finance pre-approval, quoting and proposal platform that enables dealers to access multiple lenders through a single journey. Dealers can generate quotes, receive real time pre-approval outcomes and submit proposals without switching systems.

Website integrations, showroom finance calculators and customer self service tools allow customers to complete a pre-approval journey online or instore. By combining pre-approval, quoting and proposal functionality in one platform, FastCheck helps retailers reduce admin, increase finance penetration and deliver a faster, more transparent customer experience.

FastCheck has real time multi-lender pre-approval technology. By capturing detailed customer and affordability information upfront, the platform provides clear lender qualification outcomes before a full proposal is submitted. Qualification results automatically update as quote details change, helping dealers structure deals more effectively, reduce proposal fallout and improve finance conversion.

www.fastcheck.co.uk

Finance Navigator

iVendi's Finance Navigator lets dealers undertake motor finance searches for potential vehicle buyers across their whole lending panel, returning results in less than 10 seconds showing monthly payments, indicative finance rate, likelihood of approval and more.

A feature enables some lenders to 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 also shows where lenders may require further details from consumers, such as proof of income or ID documents and, because the initial search is 'soft', there are no footprints on credit files.

www.ivendi.com/finance-navigator

GAP platform

Developed in partnership with iStoreDocs (part of Mad Devs), WSG's GAP platform combines digital document management, compliance automation and customer journey technology to support motor retailers across consumer finance, insurance and compliance processes.

The platform streamlines vehicle admin through integrated digital workflows, automated audit trails and centralised records, reducing paperwork, double keying and manual data entry across multiple systems.

For retailers, the technology reduces administrative burden, improves compliance consistency and accelerates transaction completion, while transferring much of the regulatory risk away from showroom teams and onto WSG.

The platform also creates a smoother and more transparent customer journey by reducing repetitive

Why effective vehicle logistics could be the key to remaining competitive



In a period where dealers across the UK are facing rising costs and increased competition for stock, all while attempting to strike the delicate balance of remaining profitable in the face of growing dealer consolidation, the last thing you need to worry about is managing your vehicle logistics. However, the reality for many is that sourcing, managing and tracking vehicle movements is a significant drain on time and revenue. But it doesn't have to be.

Wouldn't it be easier to manage everything in one place?

Receive quotes, commission movements, track their progress and settle invoices from a single platform? One solution promises all of this, and more. And it's quickly becoming the UK's fastest-growing logistics provider.

This solution is Movex, the partner of choice for many of the UK's motor traders. A fully digital vehicle logistics marketplace which enables retailers to access the largest market reach of over 4,000 licensed transport providers from one place. We help you save time, save money, find the best price, increase control, and seamlessly manage your vehicle movements.

**Don't take it from us,
take it from our customers.**

"Since using Movex, we have moved hundreds of vehicles and find the process extremely user-friendly. Per movement, we save between £40-60. Great site, would highly recommend"

We're not your average logistics provider. With Movex, you can:

- Access both trade plate and transporter options, allowing you to choose the best method for your vehicle movements.
- Utilise a pay as you go model, as we know independent dealers may not always know exactly how many vehicle movements they need, so we don't ask you to pay for resource you may not use.
- Compare quotes from multiple logistics providers all in one place so

you can track down the most cost-effective and efficient option, as we also display reviews and ratings for each of our providers.

■ Track movements with live updates, job progress, estimated arrival times and digital proof of collection and delivery.

Year on year, the number of movements completed through Movex grows significantly as more dealer groups and dealers are choosing Movex for their vehicle logistics. As part of Cox Automotive, we are also connected to a range of complementary offerings. So, whether you're buying or selling vehicles at auction, valuing new stock or building a new customer interface, we work hand in hand with our sibling brands. Make a smart decision and join others saving 100s of thousands of pounds a year in efficiencies and costs.



Start saving with Movex. Don't miss out on an opportunity to boost your profitability. Sign up for an account and bring these benefits to your dealership today. movex.co.uk/contact

product discussions and simplifying digital documentation.

Additional benefits include improved customer communication, reduced manual errors, stronger aftersales engagement, increased retention opportunities and optimised sales uptake, allowing dealership teams to focus on customer relationships and revenue generation.

<https://warrantysolutionsgroup.co.uk/>

iVendi Pay

This new solution from iVendi removes multiple points of friction encountered by dealers when it comes to taking payments. iVendi Pay embeds into existing digital processes and creates benefits in three key areas – the removal of manual processes, minimising consumer frustration, and making it easier to handle products such as warranties, including flexible payment options such as buy-now-pay-later.

Today, payments in automotive retail are often slow, manual and disconnected from dealer systems. Staff spend a lot of time on tasks such as chasing deposits, matching payments to vehicles and fixing administrative errors.

iVendi Pay is fully integrated into the Transact platform, and gives complete control, instant visibility, and payments that automatically match to the right deal.

www.ivendi.com/ivendi-pay

Zuto car finance platform

Car finance fintech Zuto claims one-in-16 UK used car purchases is financed through its platform. The business works closely with its 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 invests in AI and automation to streamline decision-making, enhance its customer service capability and support customers throughout the car-buying journey.

Through lender partnerships, Zuto has more than 300 finance products available on its proprietary platform. Utilising data to provide personalised offerings, Zuto returns real-time rates and pre-approvals at scale.

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

CRM AND RETENTION SOLUTIONS

AI Assistant

AI Assistant integrates with a motor retailer's DMS and retention systems, using intelligent automation and AI to deliver a daily database cleanse and generate leads via email and WhatsApp.

Every day, fully automated AI Assistants check and update keeper changes, reg dates, MOT dates and cherished plate changes.

They then analyse a range of data sources to identify opportunities across lost, lapsed, sales, service, VHC and finance renewals. AI assistants



engage customers through natural back and forth messaging to understand buying intent. New leads are passed directly to dealer teams for conversion – with no human intervention required. If the time is not right for a sale or booking, the AI assistant can update the DMS, schedule future contact and update vehicle/customer records with new information.

This gives retailers timely, personalised customer communication at scale, delivered professionally and consistently. It brings hot prospects into the business while freeing skilled team members to focus on converting sales.

<https://www.ai-assistant.io/>

CitNOW Auto360

CitNOW Auto360 is a purpose-built CRM platform for automotive retailers, designed to optimise marketing, showroom, and aftersales performance across the entire customer lifecycle. Built on Salesforce Automotive Cloud, Auto360 unifies fragmented customer and vehicle data into a single platform, providing a complete view of every interaction and eliminating the need for multiple disconnected systems. By integrating with existing dealership systems, it removes duplication and manual data entry while creating a single source of truth, improving efficiency and enabling more informed decision-making.

The platform combines four core solutions — React360, Marketing360, Showroom360, and After-sales360 — to support lead generation, customer engagement, and service management in one connected ecosystem. With built-in AI, automation, and real time insights, Auto360 helps retailers streamline processes, improve customer experiences, and drive measurable growth across the business.

www.citnow.com/auto360

Connect

Mad Devs' Connect platform is a modular retail technology solution designed to help motor retailers digitise and streamline every stage of the customer journey. Integrating seamlessly with iTrackLeads and iStoreDocs, Connect combines lead management, remote retailing, digital document handling, compliance tools and customer communications within one workflow.

Its latest innovation, Connect Video, enables dealers to create and send personalised vehicle videos directly from within iTrackLeads, helping retailers respond faster to enquiries and improve customer engagement.

Sales teams can instantly access and share vehicle videos across multiple locations, reducing duplication and improving consistency. The platform delivers real-time operational insights, secure digital audit trails and remote document uploads, helping retailers improve efficiency, maintain compliance and enhance the customer experience.

Connect also supports faster sales processes, stronger lead conversion and more transparent communication throughout the vehicle purchase journey.

<https://maddevs.co.uk>

eDynamix Campaign Manager

Campaign Manager is an integrated communications and retention tool within the exsto platform. It enables dealers to build targeted customer audiences and deliver campaigns using channels such as email, SMS and RCS messaging. The system helps retailers use customer and vehicle data more effectively, supporting campaigns based on ownership, service history, work due, lapsed activity and other key triggers. AI-supported audience building and template creation can help teams move from

e-Track | improving efficiency and accountability through intelligent key management

In today's automotive retail environment, operational efficiency, security, and accountability are more important than ever. With dealerships managing hundreds of stock vehicle movements, customer handovers, workshop bookings, demonstrator fleets, and multi-site operations, the challenge of controlling and tracking keys and the location of vehicles remains a significant operational expense.

For many dealerships still, manual key storage continues to create inefficiencies and increases the risk of lost or misplaced vehicle keys.

As dealerships work to streamline operations and improve customer experience, digital key management solutions are becoming an essential part of modern automotive infrastructure.

e-Track, the only UK owned manufacturer of digital key management systems, has established itself as a trusted partner to both national automotive dealer groups and local independent service centres by providing a quality, affordable, easy-to-use key management system that significantly drives operational efficiency.

e-Track's secure One Platform provides a clean user interface connected to biometrically controlled key cabinets, locker systems and digital checkpoints, delivering complete visibility to sales teams, service advisors, workshop technicians and management alike over keys, vehicles & handheld devices.

e-Track customers recommend the platform and hardware products to their peers nationally, and word of mouth from experienced motor trade colleagues is the best form of advertisement for the brand.

Hatfields JLR, a leading automotive retail group recently acquired by Lithia UK, recognised the limitations of its manual key management processes and required a solution that could improve accountability across its operations.

As Jay Grant, Head of Business at Hatfields, explains:

"At Hatfield's, we have struggled with our manual key management processes



for some time and decided, after reviewing the market, to implement the e-Track solution, which has been an absolute game-changer for us. The key management cabinets and easy-to-use software have introduced accountability where key usage is concerned, hugely improving efficiencies across our multiple locations, and making the job easier for our teams."

The emphasis on accountability is becoming increasingly important as dealer groups expand their networks and seek better operational consistency across multiple sites. By providing a complete audit trail of key movements and user activity, e-Track enables management teams to identify bottlenecks, improve processes, and ensure vehicles remain accessible when needed.

The benefits extend beyond efficiency alone. Security remains a critical consideration for dealerships, particularly as vehicle values continue to rise and insurance requirements become more stringent.

As part of Sinclair's phased deployments, Volkswagen Bridgend recently implemented e-Track's latest electronic cabinet solution and quickly experienced the advantages of a modern, secure key management system.

According to Gareth Downes, Head of Business:

"VW Bridgend recently had the new e-Track electronic cabinet installed, and the whole experience was smooth and efficient. The installation was quick, and everything was set up just the way the site required. It's made the key organisation so much easier, and I feel a lot more secure knowing everything is in one safe place. Highly recommend."

As dealerships continue to implement digital transformation, solutions such as the e-Track Key Management System that deliver measurable improvements in physical and cyber security, efficiency, and accountability are rapidly becoming business-critical investments.

With a growing customer base across the automotive sector, including Marshall Motor Group, Vertu Motors, Stellantis &You, Sinclair Group, Dick Lovett, and many others, e-Track is helping dealerships move away from outdated manual processes and embrace a more connected and efficient approach to key, device and vehicle management.

By reducing administrative workload, improving productivity, and strengthening security, e-Track enables automotive businesses to focus on what matters most, delivering exceptional customer service and achieving operational excellence.

**For more information please visit
call 01216472770 or email sales@e-track.com**

e-Track.
Intelligent Key Management

data to campaign execution faster. For dealers, Campaign Manager provides a practical way to improve retention, increase workshop opportunity and communicate with customers in a more relevant way. It reduces the need to export data into separate marketing tools and keeps campaign activity closer to the operational systems used every day.

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

Marketing Automation

Force24's Marketing Automation platform helps automotive retailers and brands to spot customer intent earlier and act on it faster.

By bringing together dealership data, website behaviour, vehicle ownership, finance lifecycle, enquiry history and stock availability, Force24 helps marketing and sales teams to build a clearer view of each customer and what they may need next.

That intelligence can then be used to identify in-market buyers, surface warmer leads for sales and call centre teams, match customers to relevant vehicles, support renewal conversations and keep service and MOT capacity moving.

It also helps teams understand which marketing activity has influenced real commercial outcomes. Force24 helps automotive teams move beyond broad campaign delivery, towards more timely, relevant and measurable customer engagement across sales, aftersales and retention.

<https://force24.co.uk/for-automotive/>

ReNew

ReNew is a hybrid customer retention and engagement platform from Retain Automotive, designed to help motor retailers improve finance renewals, increase customer contact rates, generate incremental appointments and retain greater visibility of end-of-term vehicles before they leave the network.

The platform combines automation, customer self-service booking, performance reporting, customer communication trends and human engagement to support retailers in identifying and converting missed retention opportunities.

ReNew enables retailers to engage customers through multiple communication channels, including out-of-hours, while tracking performance across sites, teams and activity in real time.

The platform also offers fluid pricing models, allowing retailers to scale support levels and activity based on operational requirements.

For motor retailers, ReNew delivers increased finance review appointments, improved customer retention, enhanced access to used vehicle stock and lower cost per conversion compared with traditional outbound activity.

The platform also provides detailed reporting and insight, enabling retailers to improve operational performance, identify gaps in customer engagement and create more consistent retention processes across the group.

www.retainauto.com



Reputation IQ and AI Readiness

The Reputation platform is an AI-native customer experience suite that unifies online reviews, business listings and social sentiment into one dashboard. Its core features include Reputation IQ, which enables natural-language data querying, and automated listing management to optimise dealership visibility.

A new AI Readiness Report complements this by benchmarking a brand's digital health, specifically assessing how well its data is structured for discovery by modern AI search engines. For motor retailers, these tools provide a future-proofed roadmap to ensure dealerships appear in AI-generated summaries and voice searches.

By surfacing granular insights from customer feedback, the platform allows service and sales teams to resolve issues with precision.

Dealers benefit from increased Reputation Scores, which drive higher search rankings and consumer trust.

www.reputation.com/

Reputation Manager

JudgeService's Reputation Manager dashboard empowers dealers to see and reply to all online reviews in one place. Online reviews affect reputation, and it's how dealers manage those reviews and replies which decides whether that impact is positive or negative.

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, making it hard to manage them and stay on top of other responsibilities too.

Reputation Manager provides a platform to easily sort through and reply to reviews from across the web, including Google, Facebook, Autotrader and Yell. <https://judgeservice.com/industries/car-dealership/monitor-your-online-reputation>

Service Insight

Service Insight surveys from JudgeService give dealers reports to manage aftersales business and lots of reviews. Dealers can choose the support they desire: Service Follow Up is a telephone-based survey which aims to get in front of any issues and ensure the customer knows they've been followed up before OEM surveys.

While ReAct Service is a full customer service survey, timed to not interfere with any OEM surveys. This ensures dealerships get maximum insight into the customer experience without jeopardising bonus-paying response or ratings targets.

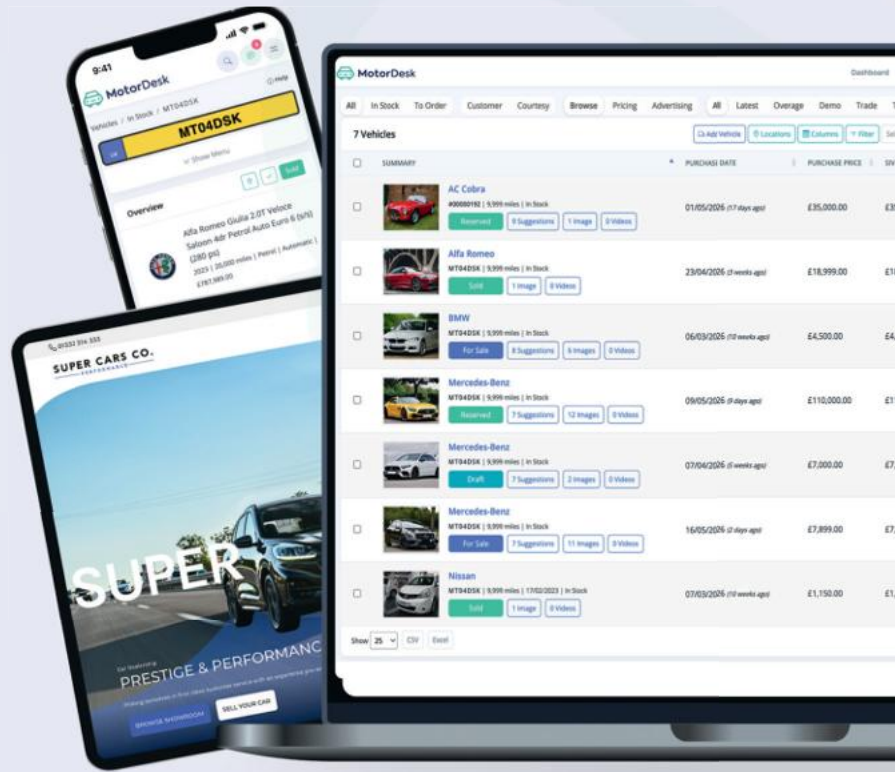
<https://judgeservice.com/industries/car-dealership/get-reviews-on-autotrader-and-other-major-platforms>



MotorDesk

MORE THAN JUST A DMS

One connected platform built to help dealers **save time**, **improve profit**, and **streamline** every part of their dealership.



All the tools you need. All in one platform.


Prep
Management


Centralised
Leads &
Live Chat


Modern
Dealer
Websites


HMRC
Compliance


Stock &
Purchase
Management


Marketing &
Social Media
Automation


Sales &
Invoicing


Aftersales &
Service
Management


AI Tools &
Automated
Workflows

 Built with dealers -
Not just for dealers

Every update is designed to help dealerships:

- ✓ Save time
- ✓ Reduce admin
- ✓ Improve efficiency
- ✓ Create better customer experience
- ✓ No duplicate data entry
- ✓ No unnecessary complexity

 Support that
continues after setup

- ✓ UK-based support team
- ✓ WhatsApp, SMS, email & live chat support
- ✓ Onboarding available
- ✓ Plans that scale with your dealership
- ✓ Video tutorials & help docs
- ✓ Useful tips throughout system

 Everything
Connected

- ✓ Centralised customer management
- ✓ Advertise to over 40 sales channels in just one click
- ✓ Automated workflows
- ✓ Live and certified integrations with your accounting software
- ✓ Improved compliance and audit trails
- ✓ Cloud-based access from anywhere

New

**OVER 100
NEW FEATURES
& IMPROVEMENTS
ADDED IN THE LAST
12 MONTHS.**

Powered by real dealer feedback.

“Awesome product, highly recommend this company for Motor Traders.”



“I'm easily saving 3 to 4 hours every week, the business is far more organised and our website looks fantastic.”



“The system is fantastic to us and the team are always willing to help.”



“MotorDesk has streamlined our processes and added genuine operational value to the business.”



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D

DEALER MANAGEMENT SYSTEMS, BUSINESS INTELLIGENCE AND ACCOUNTS SOLUTIONS

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 the organisation.

Developed by data and analytics specialists Metryx, AutoMetryx replaces dealerships' 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, it is a modular wholesale performance platform covering everything from sales and marketing, and supply chain to financial controlling and retail network performance management. AutoMetryx enables clear, data-backed decisions by highlighting the opportunities and threats that matter most.

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

www.autometryx.co.uk

CARS

CARS is an AI operating system developed by Pinewood.AI to power an entire dealership through one connected intelligence layer. Unlike standalone AI tools, Pinewood.AI's CARS is embedded directly into dealership workflows and live data.

Its four integrated pillars – Connect, Assist, Reach and Serve – support the full customer lifecycle.

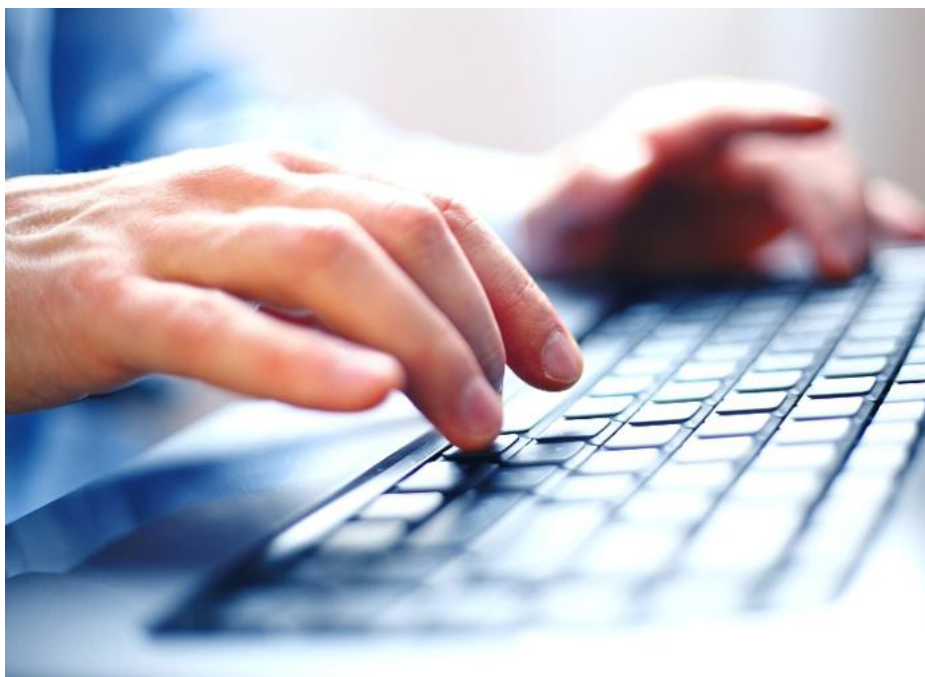
Connect is a conversational AI managing customer enquiries 24/7 across web, SMS and WhatsApp, answering inventory-specific questions and qualifying leads.

Assist is an AI-powered operational co-pilot that helps dealership teams complete daily tasks faster and with greater accuracy.

Reach is a proactive retention agent that identifies sales and renewal opportunities using customer data and automates targeted outreach.

And Serve identifies service-due customers and manages scheduling and follow-ups automatically. Connect achieves a 24% chat-to-lead conversion rate. Assist reduces staff time spent on manual communication by 56%. Reach drives a 57% increase in lead-to-appointment conversion. Serve generates 42% more repair orders per month. By automating engagement, improving operational efficiency, and increasing revenue opportunities, CARS helps dealerships operate faster, smarter and more profitably.

<https://pinewood.ai/artificial-intelligence/>

**CitNOW Data**

CitNOW Data provides flexible ways to access and unleash the power of your data, your way. Powering better decision-making across marketing, showroom and aftersales, dealerships can choose from three offerings.

CitNOW DataHub is the data layer. Designed to consolidate internal data, CitNOW data and third party data into a centralised hub accessible to all business units. Structured using Snowflake architecture, it provides a complete view of performance enabling smarter decision-making across all customer-facing business operations.

CitNOW DataHub AI connects dealers' data repository directly to their AI tool of choice, removing the need for dashboards and static reports and delivering insight and recommendations through natural, conversational language.

CitNOW Insights provides a range of pre-configured dashboards, instant access and actionable insights directly to dealers, empowering swift decision-making, boosting profitability and delivering continuous improvement.

<https://www.citnow.com/products/data>

CX 360

CX 360 is a 'full-funnel' reporting solution from Carwow Group providing OEMs with visibility of the performance of Carwow-related paid media through the entire customer journey, helping them target spend more precisely and identify conversion bottlenecks to optimise ROI. It draws on user-level data from Carwow Group's portfolio of media channels, to provide invaluable insights into customers' car-changing journeys, from initial discovery through to purchase, including the ability to track a user's visit

to a news or review page and off-platform activity, to lead generation and purchase.

With CX 360, brands have the clarity, credibility and control they need to make precise investment decisions via a complete view of the customer journey, conquest and likelihood to convert across the entire Carwow Group media network, including Auto Express, Evo and Carwow. Insight into how brands can target their spend to optimise for brand and model objectives presents fresh opportunities to be more targeted with media spend and generate higher-quality leads ready to convert.

<https://www.carwow.co.uk/partners/insights/blog/cx-360-full-funnel-reporting>

eDynamix exstoAI

exstoAI is the intelligence layer built into the eDynamix exsto Customer Engagement Platform. It brings automation, data insight and guided decision-making into everyday dealer operations, helping teams work faster and make better use of the information already held across their systems. Rather than sitting outside the dealer's workflow, exstoAI is embedded across modules including service, bookings, CRM, workshop, video, campaign management and customer engagement. It can support predictive scheduling, customer insight, campaign audience building, template creation and performance analysis. For retailers, the benefit is simple: less manual work, faster decisions and a clearer view of every customer, vehicle and opportunity.

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

Evolution DX

Evolution DX is a dynamic and scalable dealer management system from Gemini Systems, designed to meet the growing demands of the



It starts with a spark.

A moment is just a moment, unless you make it more. You did. You turned a spark into a livelihood. But in the systems and processes of your day-to-day, it's easy to lose sight of why you started. That spark's still there. You just need the right solution. Watch the video and together, we can bring it back.

Watch the film →

keyloop™

What auto runs on.

modern automotive retailer. Harness the power of data with advanced business intelligence tools, including customisable dashboards to provide real-time business information.

Compare live market and competitor insights to facilitate data-driven decision-making and gain the competitive edge. Take advantage of a bi-directional live API to integrate external systems and partners, eliminating dual keying and providing a seamless end-to-end user experience.

Evolution DX enhances efficiency in all departments by streamlining processes and reducing errors. Its scalable design grows with the dealership, whether managing a single site or a much wider enterprise, and it provides an intuitive interface and robust aftersales support.

www.gemini-systems.co.uk

Fusion automotive retail platform

Keyloop's Fusion is an end-to-end ARP that 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 dealer management system sits within 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 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.

<https://keyloop.com/fusion-arp-retailers>

IgniteRetention

IgniteRetention is an automotive business intelligence solution from RWA Automotive that transforms DMS sales data into actionable insights regarding customer loyalty.

Key features include a group-wide dashboard that tracks 'true return-to-buy' behaviour by analysing at least five years of historical data rather than relying solely on finance renewals.

It monitors month-by-month trends, new-to-used switching patterns, and time-to-change behaviours, while specifically exposing 'cross-site leakage' where customers migrate between different branches within the same group.

For motor retailers, the primary benefit is the ability to identify hidden revenue opportunities, potentially unlocking an additional £100,000 in profit per branch. By establishing a credible loyalty base-line, retailers can shift from reactive management



to proactive, data-driven retention strategies.

The technology allows businesses to optimise marketing spend by targeting customers most likely to purchase at the ideal time. Ultimately, it empowers dealerships to protect lifetime customer value and improve profit margins by identifying exactly where loyalty is won or lost across their network.

<https://www.rwaautomotive.com/retail/solutions/igniteretention/>

Indicata used car pricing data platform

Indicata is Autorola's business intelligence and analytics solution for used car operations. Indicata enables OEMs, dealers and fleet operators to turn data-driven insights into a competitive advantage and provides strategic guidance to improve operational efficiencies in used vehicle operations.

The real-time solution collects, processes and analyses live used car market data to provide insights on market dynamics including demand, supply, pricing, inventories, etc.

It's a web-based platform that monitors all used cars currently in the market by automatically gathering data in real-time from classified websites, OEM websites, dealer websites, used car retailer websites, etc.

The web-based Indicata dashboard provides real-time KPIs, reports and analysis enabling retailers to instantly measure their market position, monitor the performance of their networks, the supply and demand of their stock and plan strategies to protect residual values and improve sales, optimise used prices and manage risks against ever-changing market conditions.

www.indicata.co.uk

MotorDesk

MotorDesk is more than a traditional DMS, providing an all-in-one platform for stock management, CRM, lead handling, invoicing, accounting integrations, dealer websites, marketing automation, AI-powered

tools and customer communications.

The platform, developed by Chief Mechanic, connects dealership operations into a single system, with live integrations certified by Xero, Sage and QuickBooks, online deal building, vehicle advertising, social media automation and website management. More than 100 new features and updates have been introduced in the past 12 months, reflecting continuous product development and innovation.

MotorDesk helps dealerships reduce admin, improve efficiency and increase profitability by streamlining key dealership processes.

Dealers benefit from stronger online visibility a more professional customer journey and better insight into their business performance

<https://motordesk.com/>

Myles

Myles is AutoBI's new generative AI assistant that lets anyone at a dealership ask questions about their business performance in plain English – and get instant, accurate answers drawn from their own data. The assistant ships with a curated set of questions covering the metrics dealer groups review most frequently.

Users can also ask anything they need to understand trends and dive deeper into performance metrics and specific verticals.

Myles' insights can be accessed through chat or delivered in a range of formats, including written summaries, board packs and daily audio or video briefings tailored for senior leaders on the move.

Myles democratises analytics across the whole dealership, empowering every user to make faster, smarter decisions, without needing specialist data skills.

AutoBI, part of Bumper Group, is now inviting forward-thinking dealer groups to join its advanced pilot programme and help shape the future of AI-driven performance insight.

<https://www.autobi.co/>

The smarter way to drive profit through part-exchange

How eVA Valuations & Appraisals is giving dealers the confidence to value, appraise and remarket smarter, from a single platform

The frustration of a stalled, or even lost, sale because of challenges with part exchanges is a feeling many retailers know well. Without the right system in place, you can be left with too much switching between systems, too little certainty about what the vehicle is really worth, and a deal that either costs you margin or the sale.

Today's car buyers complete extensive online research before making contact, arriving at the forecourt already aware of what their car is worth. Retailers who can't match that confidence at the point of appraisal are starting at a disadvantage. eVA Valuations & Appraisals, a Cox Automotive brand, helps close that gap, giving your team the data and tools to value, appraise and remarket with the same confidence your customers bring through the door.

One platform. Every stage of the part-exchange journey.

eVA is a web-based, condition-led valuation, appraisal and disposal tool that works on any device, covering both cars and LCVs. It connects directly to multiple live data sources, including Cox Automotive's own wholesale data, ensuring every valuation is accurate and current.

Valuations are maintained by a dedicated team of specialists who continuously benchmark eVA's algorithm against real auction and retail prices. They're valid for 7 or 14 days and fully configurable through a custom rules builder, so you can set the part-exchange



parameters that suit your business.

When you're ready to move a vehicle on, eVA offers three clear routes: retain it in your own stock, push it to Manheim physical auction, or list it via Dealer Auction, all without leaving the platform. Collection can be arranged through Manheim Logistics in just a few clicks.

Winning business earlier in the buying journey

The eVA Online Valuation add-on embeds directly onto your website via an easy-to-integrate API, letting customers complete an instant, accurate part-exchange valuation at the early stages of their research. This flows seamlessly into the deal, online or in-store, creating a qualified lead before the customer has even stepped through the door.

For longer-distance sales, eVA Self-Inspect lets dealers send a guided inspection link directly to customers, who complete a structured, photo-evidenced appraisal from wherever they are, whenever suits them. The result? Better qualified leads and more confident offers, without geographical blockers.

The intelligence to price it right

With eVA Market Insight, the platform draws on Cox Automotive's preferred retail valuation partner, Autotrader, to surface live retail and wholesale prices

alongside the eVA guide price at the point of appraisal. This gives your team everything they need to make an informed decision without switching between systems - helping you protect margin on every part-exchange.

Straightforward to implement. Backed by experts.

Cox Automotive's customer success team manages onboarding from requirements capture through to go-live, site by site. Integration with third-party DMS systems is available via eVA Connect, and physical appraisal training, including live auction observation, is offered through eVA Training Academy.

Thousands of vehicles have been pushed to auction through eVA over the last year, supporting millions of pounds in vehicle sales. In a market where the UK's used car sector saw almost 7.8 million transactions in 2025 (SMMT), getting part-exchange right is where profit is made. For dealers looking to turn part-exchange from a friction point into a profit opportunity, the question isn't whether eVA can help, it's how much margin you're leaving on the table without it.



 **Valuations & Appraisals**
COX AUTOMOTIVE

Visit cox.auto/uqLuf to find out more.

PriceTrack

The strongest signal of what you'll sell at a profit tomorrow is what you've sold at a profit before. PriceTrack, built by AutoBI with AutoTrader, brings that signal to every used-car buying and pricing decision. PriceTrack integrates with the DMS, so on every valuation and every stock decision dealers see their own historical sales of the same vehicle, how many they've sold, the prep cost incurred, the days it took to sell and the margin delivered.

Combined with AutoTrader market data, competitor listing, ranking against the field and predicted days-to-sell, users have one screen showing both the live market and their own track record.

Used car markets move daily, and price expectations move with them. PriceTrack ranks every car in stock against live retail data, flags those drifting out of position, and points to the action so the team can respond quickly and confidently.

<https://www.autobi.co/products/price-track>

E

ELECTRONIC ADMINISTRATION AND MANAGEMENT

Transport Management System (TMS)

Logistics tools were not built for the automotive sector, which means dealers typically track vehicle movements using T-cards, spreadsheets or by bending generic systems. Jigcar's Transport Management System (TMS) was designed for dealer groups, OEMs and rental companies, using AI to intelligently plan routes and loads across trade-plate drivers, single- and multi-car transporters and transport providers.

The AM Award-winning centralised TMS platform monitors movements from purchase and prep to sale and disposal. It ensures vehicles are moved quickly and effectively, improving operational efficiencies and reducing transportation overheads while enabling full group-wide visibility of cost, speed and performance.

Automotive-specific planning tools are used to reduce empty miles and streamline administration. TMS is fully integrated with Movex, delivering the analytics groups need to make more informed decisions about vehicle movements across multiple sites and turn unnecessary costs into bottom line savings. Dealers utilising Jigcar's TMS include Hendy, Glyn Hopkin, Barretts of Canterbury, Steven Eagell, Thurlow Nunn, Perrys, LSH and Big Motoring World.

<https://jigcar.com/>

I

IT, CONNECTIVITY AND COMMUNICATIONS

CitNOW Conversations

CitNOW Conversations is a unified communication platform that enables retailers to connect with



customers across multiple messaging channels, including WhatsApp, live chat, email, and social messaging. By bringing all interactions into one central platform, it provides a single view of every conversation, improving efficiency and ensuring consistent communication across both sales and aftersales. Customers can engage through their preferred channel, making it easier to start conversations and progress enquiries.

Built in automation and AI chatbots help qualify leads, schedule appointments, and handle enquiries, reducing manual workload and supporting 24/7 engagement. The platform also enables proactive communication, with automated invites, reminders, and updates that help drive bookings and keep customers informed throughout their journey. CitNOW Conversations has integrated analytics dashboards providing insight into performance and lead generation.

<https://www.citnow.com/conversations>

CitNOW Sales

CitNOW Sales is a mobile-first video solution that enables showroom teams to create and share personalised video content. It allows sales teams to respond to enquiries with personalised vehicle walkaround videos, building trust and creating a more engaging experience beyond the showroom. It has features such as two-way messaging, live video, and customisable branding, and performance dashboards and customer feedback tools also provide valuable insight into engagement and team performance. CitNOW Sales helps increase enquiry conversion, improve appointment show rates, and deliver a more consistent, high-quality customer experience.

<https://www.citnow.com/sales>

The Autonomous Dealership

The Autonomous Dealership is Nexbotix's AI platform built for automotive retail. It automates the processes that run through a dealership's whole vehicle lifecycle – used car sourcing, sales administration, invoice processing, accounts and vehicle data management.

It connects to dealers' existing DMS and CRM without replacing them. AutoBuy scans auctions and private listings around the clock, checks real-time Cap HPI values and bids on dealers' behalf. AutoAdmin and AutoAccounts handle the sales and finance admin cycle. AutoCleanse keeps vehicle records and data accurate. AutoNIAH gives users a single dashboard to see and control everything.

Dealers typically see an ROI within six months. Document processing time drops by up to 80%, manual data entry errors are eliminated entirely, and used car buying teams process significantly more stock without adding headcount. Buying costs reduce by up to 50%. Sales admin saves a minimum of £20 per vehicle processed.

www.nexbotix.ai

ViHub

Autofinity's vehicle management and marketing publication platform ViHub creates a rich data source for a 'single view of the truth' of each vehicle in group stock. Automating updates to integrated online marketing channels drives efficiency, accuracy and compliance.

Make a change in ViHub and automatically update everywhere else. Manage and market used cars, group vehicles including courtesy and employee vehicles, and new pipeline cars in one place. The newly launched dashboard ViHub Insights provides real-time decision-making information that impacts

Beyond Finance Renewals: How 'Return-to-Buy' Metrics Protect Your Dealership's Group Profitability

For years, UK dealership groups have relied on PCP and HP renewal cycles as a proxy for customer loyalty. But finance data doesn't tell the full story. It fails to show who quietly defects to competitors or how buyers shift across a multi-site network. By relying solely on these cycles, retailers risk overestimating retention and missing substantial, repeatable revenue.

The Bottom-Line Impact of the Retention Gap

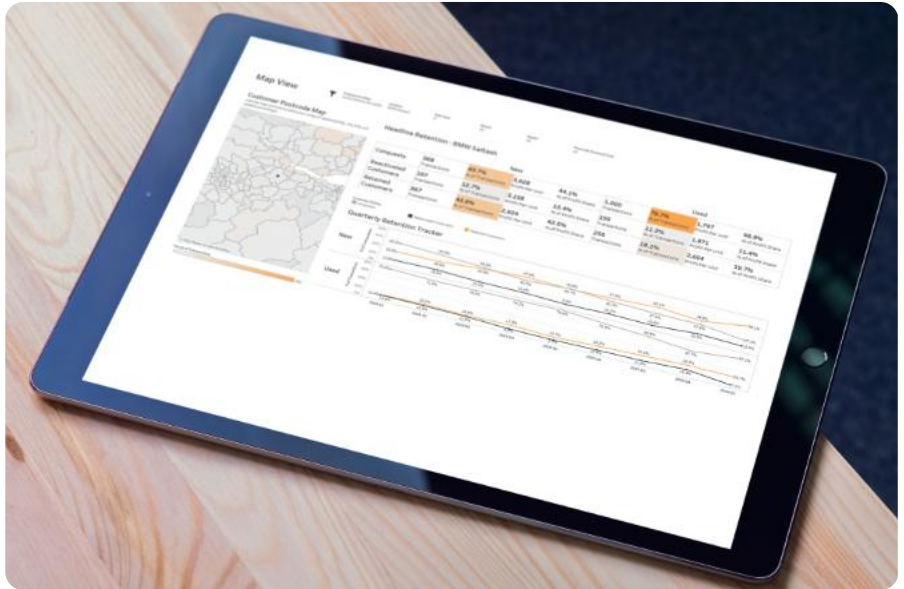
Industry benchmarking highlights the scale of this visibility gap. While the average used-car retention rate sits around 25%, groups that actively manage true return-to-buy behaviour achieve closer to 40%. This 15% performance gap isn't a result of market conditions. It comes down to data visibility.

When executives lack a true loyalty baseline, marketing spend is diluted on low-yield campaigns, sales teams intervene too late to save deals, and customer lifetime value leaks out of the business.

Turn DMS Data into Active Profitability

IgniteRetention by RWA Automotive solves this operational bottleneck. Designed specifically for complex, multi-site groups, the platform automatically cleanses and analyses years of historical Dealer Management System (DMS) sales data to map authentic repeat purchase patterns.

For leadership teams, this means moving from guesswork to certainty. IgniteRetention answers the critical "so what?" by delivering clear operational benefits:



1. Maximised Marketing ROI:

Stop casting an expensive, wide net. Pinpoint high-potential branches and target buyers based on actual purchase history, significantly lowering customer acquisition costs.

2. Proactive Churn Prevention:

Intervene earlier in the buying cycle. Identify precisely when and why customers switch between new and used, migrate across franchises, or transition from ICE to EVs.

3. Higher Profit Per Unit:

Even a modest lift in used-car retention delivers predictable, compounding gains across sales volumes and F&I penetration.

Streamlined Network Control

IgniteRetention is engineered to make group management simpler. Managing directors and operations leaders gain a single, unified view of loyalty across the entire business, while local dealer principals can

immediately see where customer leakage is happening and fix it. This eliminates manual tracking, saves administrative hours, and gives management teams a consistent, groupwide structure to replicate success across every site.

In a market where every margin counts, understanding real customer behaviour is a core strategic advantage. Some of the UK's leading automotive groups are already securing performance well above the market average by managing retention proactively.

Quantify Your Retention Opportunity

To help you evaluate the financial return, RWA Automotive has developed an interactive ROI Calculator. By inputting your group's own operational data, you can instantly see the tangible profit lift a stronger focus on return-to-buy metrics will deliver to your bottom line.

the bottom line.

Regular details such as make, model, mileage and price sit alongside vital information such as days in stock, the last price adjustment and Autotrader price ratings. The dashboard automatically creates a 'to do' list highlighting issues such as overage stock, price discrepancies, lack of images and when OEMs are about to take payment for new cars. ViHub together with Insights is another step towards an integrated hub where retailers can manage tasks in one place irrespective of supplier.

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

Viova AI voice assistant for dealerships

Viova is an AI voice assistant purpose-built for automotive dealerships. It handles inbound calls around the clock, including peak service hours and after hours, resolving customer enquiries, routing callers to the right department through natural conversation rather than interactive voice response menu trees, booking and rescheduling service appointments directly into the dealership's DMS, and scheduling sales appointments and calls back.

Viova was designed from the ground up by automotive retail professionals. It integrates with any DMS or CRM, fitting within existing workflows without a new interface for advisors or a platform overhaul for IT.

Viova suits any size of operation, from independent dealers to large multi-franchise groups. For fixed ops teams, it captures service demand that would otherwise fall to voicemail. For variable ops, it delivers an organised callback queue rather than a stack of missed calls. Every call is logged so principals can track demand and missed opportunities.

<https://viova.ai/>

L

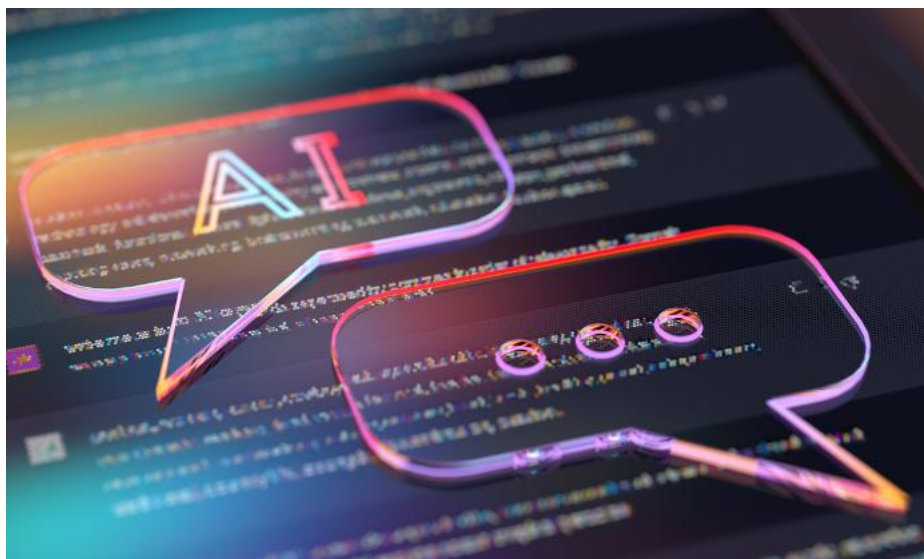
LEAD MANAGEMENT SOLUTIONS

AIME

AIME is an automotive-specific AI communication platform that eliminates missed leads, slow responses and out-of-hours gaps, by connecting dealers to customers 24/7 across web, marketplaces, SMS and WhatsApp. AIME searches inventory, quotes finance, values part-exchanges and books appointments, delivering a human-like experience across both sales and service. Every enquiry receives a response in seconds, at any hour, reducing sales abandonment, improving the online experience and freeing up staff to focus on where people add real value such as closing deals.

AIME is embedded into dealer websites and on any inbound lead channel. It was launched by Motortech.ai which was acquired by Keyloop in April 2026. AIME now sits within Keyloop's Automotive Retail Platform (ARP), Fusion. Keyloop claims retailers using AIME have seen a 2.6x increase in web sales and a £25.45 return on every £1 invested.

www.keyloop.com/aime-request-demo



Buying Signals

Autotrader's Buying Signals solution helps dealers understand buyer intent and preferences, so they can focus on the leads most likely to convert and deliver a more efficient, personalised buying experience.

It is made up of two core components.

Buyer Intent shows how likely a customer is to convert, based on their behaviour and interactions on Autotrader. This helps dealers prioritise leads, tailor communications, and have confidence in their pricing.

Buyer Preferences highlights what customers are actively looking for, based on their recent activity (past seven days). This includes details such as vehicle type, body style and colour, helping users personalise their approach and give a great customer experience. More than 7,000 retailers are already using these insights.

www.autotrader.co.uk/partners/retailer/buying-signals

Dealerweb React

Dealerweb React is a cloud based lead management platform and mobile app designed to capture, manage, and convert every online enquiry. It centralises all customer leads into one system, enabling retailers to respond quickly, consistently, and with greater personalisation. With real time alerts via desktop, email, and mobile app, sales teams can act on new enquiries instantly, reducing response times and improving conversion rates.

Dealerweb React supports 100% lead capture and enables faster, more effective follow up across every stage of the sales journey. Guided workflows help teams deliver consistent, high quality responses while maintaining a personalised approach. The platform also enables more engaging communication, with personalised emails and relevant content to keep customers engaged from first enquiry through to sale.

<https://www.citnow.com/products/dealerweb/>

Dealerweb Showroom

Dealerweb Showroom is a purpose built sales and enquiry management platform designed to help automotive retailers manage leads, streamline processes, and maximise conversion. Acting as a central hub for sales operations, it enables teams to capture, manage, and track all enquiries in one place, ensuring faster responses and more consistent customer engagement.

With an intuitive interface, sales teams can create personalised offers, manage vehicle orders, administer finance, and plan outbound activity, supporting a more efficient and structured sales process. A comprehensive real time reporting suite provides full visibility across the sales funnel, from enquiry levels to conversion rates and profitability, helping retailers identify opportunities and optimise performance.

Through extensive integrations with DMS, finance, compliance, and third party systems, Dealerweb Showroom reduces manual processes and creates a connected ecosystem, improving efficiency and delivering a seamless customer experience.

<https://www.citnow.com/products/dealerweb/>

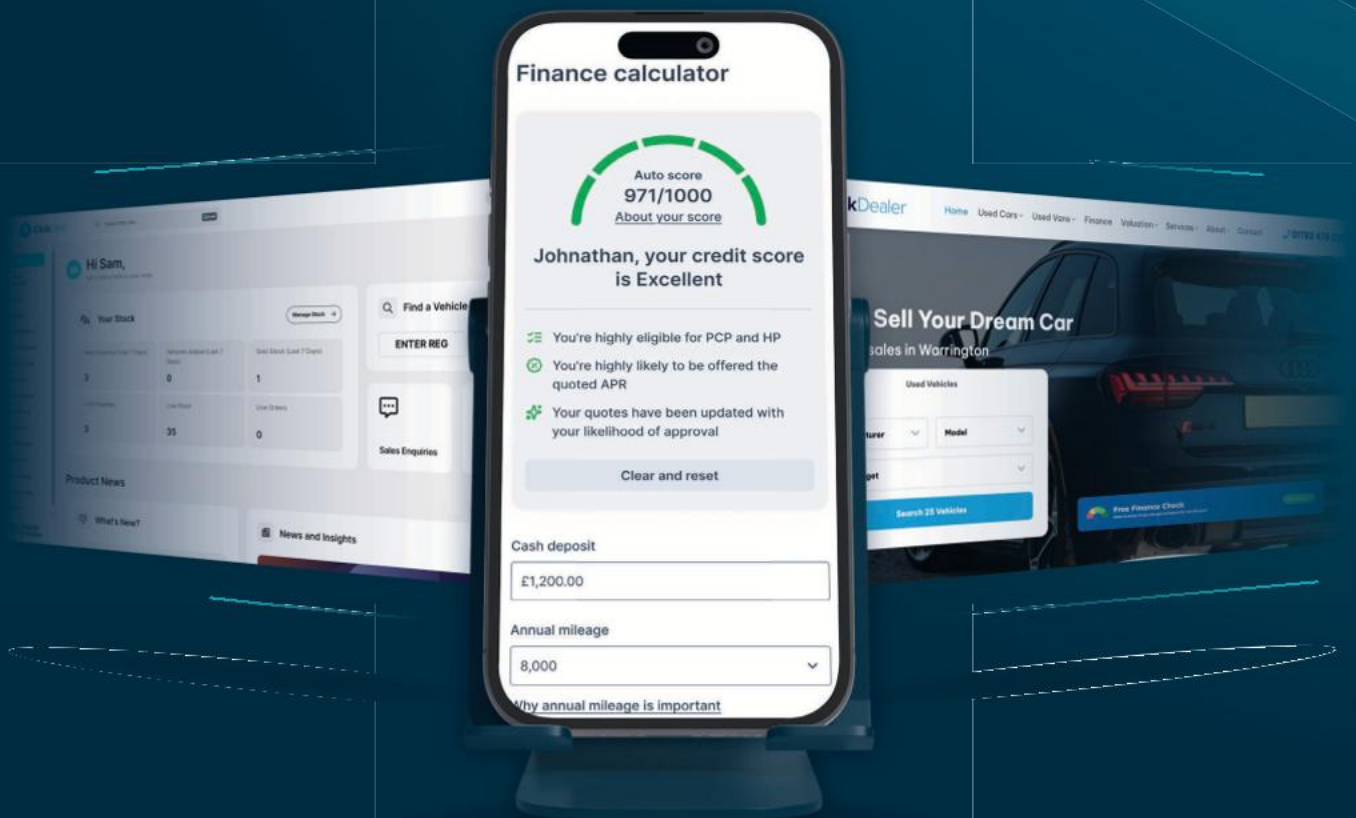
EasiChat

EasiChat is a hybrid AI-human SaaS platform for enhanced online customer engagement and workflow efficiency. Adopting a best-in-class approach, the AI is customised for the specific requirements and workflows of individual automotive retailers, rather than a generic bot. Highly compatible and easy to integrate with OEM/dealer software with an API, EasiChat offers flexibility, providing automation when it's wanted and (human) control when needed.

Benefits include enhanced lead generation, greater efficiencies and better digital experiences for the customer, with swift and helpful responses driving client loyalty and superior outcomes. Retailers regularly achieve up to 50% conversion to qualified sales leads while also enhancing aftersales opportunities.



More Leads, Easier Finance, Bigger Profits *One Powerful Platform*



The first **all-in-one** digital retail, finance and compliance solution for **growing dealerships**.

"Since introducing Dealer in a Box, our finance penetration has increased from 15% to 35%. It's helped turn the website into something that genuinely drives finance."

Staverton Garage



Innovation
Award
2026

Car Finance Awards



A contact centre agent can handle up to 10 conversations at once, prioritising qualified leads. Easi-Chat's AI helps boost productivity, empowering retailers with an out-of-hours service that can operate 24/7 nurturing online conversations with human-like responses.

<https://easichat.co.uk/>

Eskimo lead management

Eskimo helps users 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 marketing spend with ease.

The system enables users 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 partners using the Eskimo suite of APIs, a partner's API, FTP file sharing, email parsing and more.

eskimo-software.com

MiLO

MiLO is an AI-powered digital assistant developed by Connectivity CX specifically for the automotive retail industry. Unlike a chatbot, MiLO integrates seamlessly with a dealership's existing systems to present accurate, up-to-date vehicle listings and information about specific vehicles to a prospective buyer. MiLO can book sales appointments 24/7, providing omnichannel communication via live chat, SMS, and WhatsApp. Conversations can be picked up across different days or multiple channels and can be automatically referred to a human agent at key points in the customer journey.

MiLO engages with customers 24/7 across their preferred channels, achieving a 65% customer engagement rate without requiring additional staffing overhead. With every conversation, MiLO moves an enquiry closer to a sale. Confirmed sales appointments are delivered directly to a sales executive's inbox, empowering staff to focus on closing deals.

<https://connectivity.cx/milo-digital-assistant/>

Ombox AI

Ombox AI is an AI-native DemandOps platform for car dealerships, built around two core products: Capture and Convert.

Capture helps dealerships answer every enquiry 24/7 across phone, WhatsApp, SMS, email and web channels. The platform uses conversational AI to handle inbound calls, qualify leads, route conversations to the correct department and provide live transcripts and summaries to dealership teams, helping retailers reduce missed demand during out-of-hours periods, peak traffic and staff overflow.

Convert helps retailers follow up with and



reactivate existing leads through AI-powered outbound conversations and automated workflows.

Together, Ombox helps dealerships improve response times, recover missed opportunities and create a more consistent customer experience without increasing headcount. The platform is designed to integrate into existing dealership operations while giving teams greater visibility into customer conversations and lead performance.

<https://ombox.ai>

ProAct

ProAct from JudgeService can present dealers with hot leads of people who have been in touch but not bought and are still in the market to buy a car.

With ProAct, JudgeService contacts the customer from a customer service perspective and, because it is independent, they share the truth, even down to what car they want and what held them back.

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

<https://judgeservice.com/industries/car-dealership/turn-around-lost-sales>

Reydar data analysis reports hub

Reydar, powered by Reynolds and Reynolds, is an advanced data reporting hub developed for the automotive retail sector. It offers seamless integration with all major CRM and dealer management systems, catering to OEMs, dealer groups and automotive professionals.

The platform delivers comprehensive capabilities, from advanced lead management to detailed CRM and enquiry solutions. By centralising data across CRM, DMS and showroom systems, Reydar provides actionable insights and ensures streamlined compliance and operational efficiency. When paired with Claro Showroom or integrated with third-party systems, it offers visibility into dealer network activities. It enables efficient lead transfer and

reduces administrative tasks, such as double keying. Completed actions communicate back to the manufacturer, simplifying customer journey tracking.

<https://www.reyrey.co.uk/en-gb/solutions/reyardar>

Sales AI

Impel is the enterprise-grade AI operating system purpose-built for automotive retail. It helps dealer groups and OEMs create faster, more connected and more consistent customer experiences across the entire sales journey. Impel's Sales AI works alongside dealership teams to engage, nurture and convert leads 24/7 through intelligent conversations across email and SMS. It delivers instant responses, structured long-term follow-up, automated appointment booking and seamless CRM handovers when human judgment matters most.

Impel helps retailers manage rising enquiry volumes, out-of-hours engagement and increasingly complex customer journeys without adding headcount. In the UK alone during 2025, Impel AI supported more than 335,000 leads, generated 3.6 million customer messages and drove 11,000-plus booked appointments. More than 30% of engagement happened outside business hours, while 55% occurred via SMS. Trusted by more than 8,000 retailers and OEMs across 50-plus countries, Impel combines automotive-trained AI, deep dealer system integration, enterprise-grade security and hands-on automotive expertise to help retailers scale engagement without compromising customer experience.

<https://impelai.uk/>

V-Connect

V-Connect is a lead reactivation and call handling solution from Visitor Chat designed to help motor retailers maximise every sales opportunity.

Through personalised outbound communication, experienced UK-based operators reconnect with lapsed and inactive leads using tailored phone calls

DIGITAL PRICING INSTALLED AT MULTI- SITE IN DUNDEE

200 Rallye Digital screens installed across 6-acre site

Rallye Digital has completed its largest multi-site installation to date, fitting digital price boards to over 200 vehicles at John Clark Motor Group's multi-franchise Volkswagen Group site in Dundee.

The 6-acre site is home to Volkswagen, Seat, Škoda and Cupra, with Rallye Digital replacing every printed price board on the pitch using their wireless displays.

Each screen shows the vehicle's price alongside a fully FCA-compliant PCP/HP finance example, updated remotely the moment a price changes in the dealer's stock system.

For a forecourt of this scale, the operational shift is significant. With more than 200 vehicles on site, a single repricing exercise previously meant sales executives walking the pitch, removing and replacing boards car by car.

That job has now disappeared entirely, reclaiming hours of time, which can be put to better use.



"It saves us an awful lot of time"

"It saves us an awful lot of time," says Tom Hail, Head of Business at the site. "We've got over 200 vehicles on site, and automatically, all of the prices can be updated without any of the sales execs having to go out and update price boards."

Accuracy was the other driver behind the project. In a market where vehicle prices and finance rates move constantly, printed boards are out of date almost as soon as they're displayed, a potential compliance risk as much as a customer experience problem.

"First of all, it gives accuracy for all of our customers," Tom explains. "With the automatic updates of all the pricing, it means that at any given time, the price and PCP quote on the car is accurate."

Tom highlights in his verdict on the finished install:

"All in all, it looks fantastic, it's on brand, gives accuracy for our customers, and saves time."

The Dundee installation joins Rallye Digital's growing portfolio of deployments across the UK, with leading dealer groups and OEMs now running digital pricing across their forecourts.

www.rallyedigital.com

RALLYE®
DIGITAL

SMARTER PRICING.
FASTER SALES.



to reignite interest, answer questions, handle objections and move customers back into the sales journey.

V-Connect also supports inbound enquiry handling. When dealership departments are unable to answer calls, enquiries are routed to the V-Connect team, where customers are professionally assisted, qualified and passed back to the dealership for follow-up.

Acting as an extension of the dealership team, V-Connect provides consistent customer follow-up through a human-led approach that improves engagement and ensures opportunities are not missed.

For motor retailers, V-Connect helps increase lead conversion, recover missed opportunities, reduce pressure on internal teams and improve overall sales efficiency through consistent, proactive communication.

<https://visitor.chat/>

M

MISCELLANEOUS SYSTEMS

Easee One

CA Auto Finance, in partnership with Easee, is enabling dealers to offer a fully integrated home charging solution designed to deliver a seamless, end-to-end customer experience.

The proposition combines vehicle financing with an electric car charging solution, eliminating complexity and ensuring a simple, future-ready set-up.

Customers benefit from the award-winning Easee One charger (recognised by Autotrader New Car Awards, What Car? and Auto Express), which blends Scandinavian design with high performance.

The package also includes the Easee Equalizer for intelligent load balancing, professional installation, and smart charging control via the Easee app. By integrating vehicle and charger into a single financing plan, this solution simplifies EV ownership.

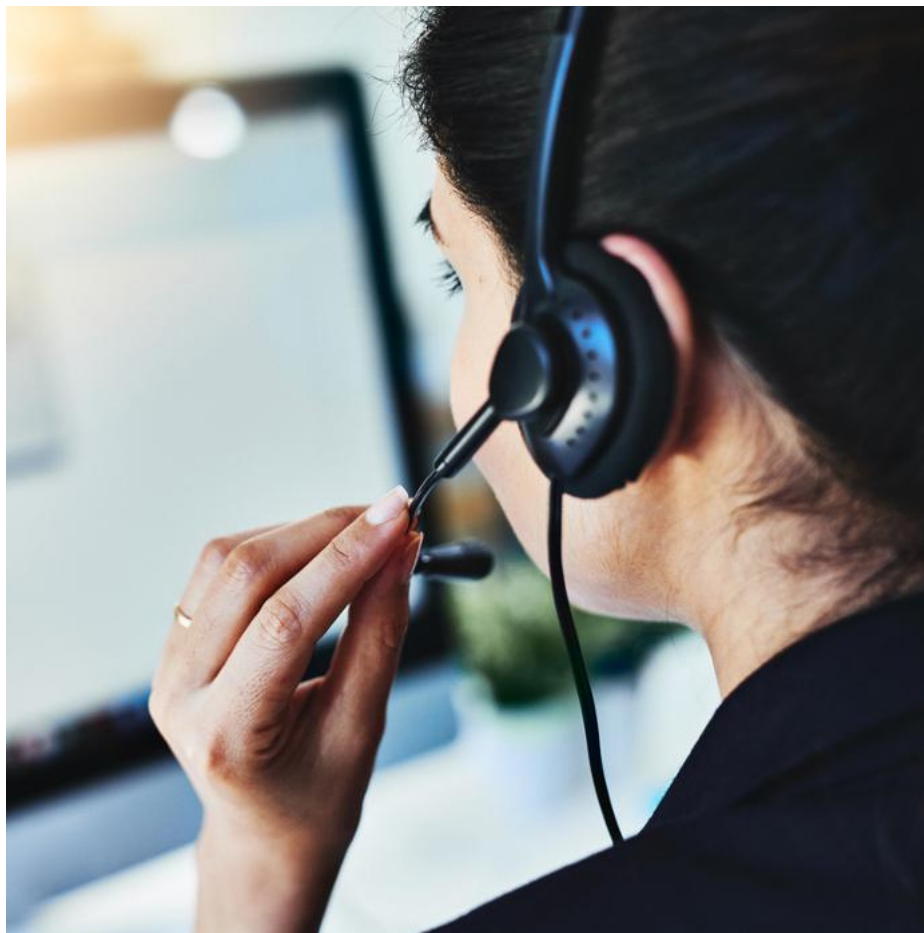
<https://www.ca-autofinance.co.uk/news/ca-auto-finance-partners-with-easee/>

Loop

Loop helps automotive OEMs manage how their dealer networks operate and perform.

Built specifically for OEM-dealer networks, Loop brings the sales, aftersales and network data together so every team always has the full picture. From dealer onboarding and lifecycle management to scorecards, visits, bonuses and incentives, Loop gives OEMs, field teams and dealers a shared system for managing network activity and improving performance.

OEMs get a clearer view of network activity, dealer progress and where support is needed across every market. Dealers get one place to track performance, see bonus progress, manage actions and focus on the areas that can help them improve results. Used



by 72,500-plus users across 45,000+ dealers in 155+ countries, Loop is trusted by 25+ global brands including Volkswagen Group, Honda, Hyundai, Suzuki, AION and MAN Truck & Bus.

<https://loop-software.com/>

Road Angel Dash Cam

For motor retailers, Road Angel Dash Cams can add valuable extra profit to each vehicle they sell. With a retail price, including installation, of £399.99 (inc VAT), a Road Angel Dash Cam can add more than £150 profit to each vehicle sold or through the service team.

A customer will feel more confident buying Road Angel from their trusted dealer, when they buy or service their vehicle. Road Angel products are being sold now by vehicle retailers up and down the country with an attach rate of 40% when a vehicle is sold. Dash cams can be sold within existing finance packages for a low monthly cost.

www.roadangelgroup.com

Tracker stolen vehicle recovery

Tracker can help dealers fill revenue gaps in a challenging market with its stolen vehicle recovery (SVR) solution – a high-margin, non-regulated added-value product. With no FCA permission

required, it's quick to implement and easy to sell, enabling dealers to deliver genuine peace of mind while generating profit without the red tape.

For example, a dealer selling 100 cars per month, with a realistic 30% penetration, could generate up to £126,000 in additional annual profit.

It's a simple, scalable way to strengthen bottom-line performance while supporting aftersales and customer retention.

As the only stolen vehicle recovery provider with a formal nationwide relationship with UK police, Tracker is backed by more than 30 years of recovery success and trusted by OEMs and insurers alike.

www.tracker.co.uk/business-solutions/dealerships

P

PART-EXCHANGE APPRAISAL AND MANAGEMENT

APPraise AI

APPraise AI from Dragon2000 is an AI-powered vehicle appraisal mobile app solution that helps motor retailers appraise vehicles in minutes. Using a quick walk-around video, it automatically identifies dents, scratches and wheel scuffs, produces instant

The connected dealership: How Codeweavers turns disconnected systems into faster sales

As automotive retail continues to evolve, dealers are under increasing pressure to do more with less. Selling faster and operating efficiently, all while delivering seamless customer experiences across every channel. For retailers, the question is no longer whether to invest more in digital transformation, but when to invest.

Codeweavers connects every stage of the vehicle sales process on a single platform, streamlining the buying journey from the first click to the final handshake. From managing vehicle imports, powering the full retail and checkout journey, finance integration and more, Codeweavers' solutions enhance both the customer journey and the internal workflows behind it.

Turning connectivity into quicker sales

For many dealers, disconnected systems remain one of the biggest barriers to efficiency. Tools and platforms that should work together often operate in silos, forcing staff to re-enter data, switch between systems, and manage processes manually.

Codeweavers addresses this by integrating directly within the systems dealers already rely on, including DMS, CRM and lender platforms, creating a single workflow. The result is an end-to-end journey where information flows from vehicle selection through to finance



approval and deal completion, without the manual handoffs that slow things down. For customers, that means a more consistent, lower-friction experience. For retailers, it means quicker conversions and a shorter path from enquiry to sale.

A platform built for the whole buying journey

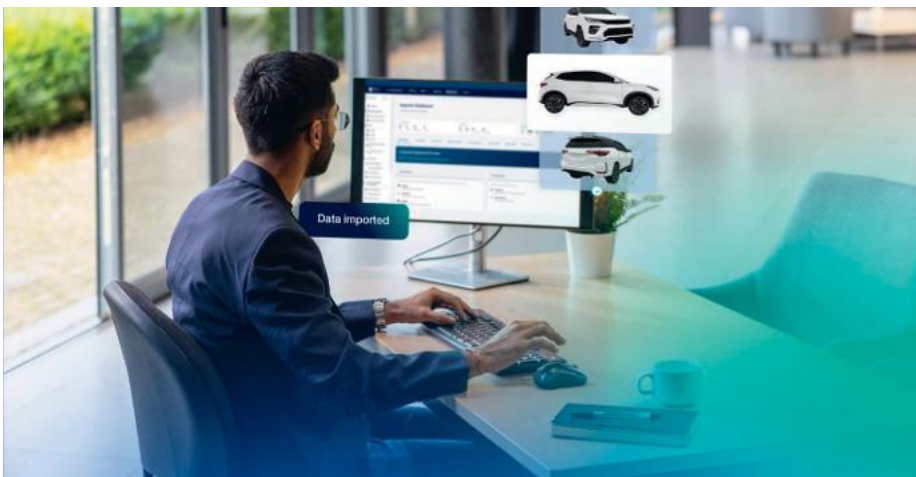
From inventory, tracking stock and syncing listings across third-party sites, to powering intelligent search, discovery, reservations and payments, Codeweavers' product suite creates one single retail experience. Finance workflows and back-office operations are also covered, giving dealers one central system to manage sales and leads.

One of Codeweavers latest products, Lender Switch, further the real value of a connected platform, enabling dealers to resubmit declined finance applications to an alternative lender without re-entering customer data. By removing duplication and keeping the customer journey moving, dealers can maintain momentum at a critical point in the sale. What would traditionally result in delays, frustration or even lost business becomes a quick, efficient transition to another suitable finance option.

Why it matters for dealers

For dealers evaluating new technology, outcomes are what matter; faster sales, lower operating costs and better customer experiences. Codeweavers demonstrates how connectivity can deliver on all three.

By bringing systems together, automating processes and enabling seamless data flows, the Codeweavers platform reduces administrative overheads and accelerates the journey from enquiry to purchase. In a market where margins are tight and customer expectations keep rising, these efficiencies are not just beneficial, they are essential.



To find out more, visit cox.auto/uqLue

itemised repair estimates, supports before-and-after comparisons, and generates clear, shareable reports. It can also integrate with dealer management software for a seamless workflow. For motor retailers, APPraise AI delivers faster trade-in decisions, more consistent appraisals across every site, and greater confidence in every valuation.

By reducing missed damage, unexpected reconditioning costs and customer disputes, it helps retailers protect profit, improve efficiency and build trust. The result is a faster, fairer and more scalable appraisal process that enhances the customer experience while giving dealerships tighter operational control and stronger margin protection.

<https://www.dragon2000.co.uk/appraise-ai>

CitNOW Appraise

CitNOW Appraise is a fully digital vehicle appraisal solution that simplifies the part exchange process. Customers can submit vehicle details, photos, and video through a simple browser based journey, with no account creation or app download required. This enables retailers to review appraisals remotely, saving time and reducing the need for physical inspections. Guided customer journeys, including tailored questions, capture more accurate and structured information, allowing retailers to provide fast, confident valuations with greater consistency. Custom branding and communication templates ensure a seamless, on brand customer experience, while helping retailers keep part exchange activity in house.

With automated workflows and integrations with products such as CitNOW Sales, CitNOW Appraise streamlines the appraisal process.

www.citnow.com/appraise

S

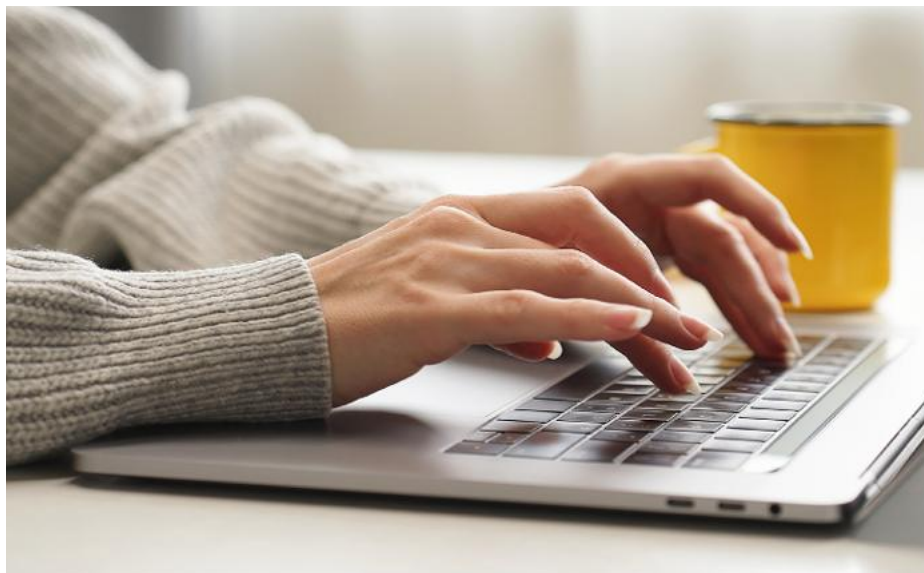
SALES SUPPORT SOLUTIONS AND ONLINE RETAILING

Acquisition Hub

Keyloop's Acquisition Hub is a complete digital retailing solution designed to help retailers manage the entire omnichannel car-buying experience.

Key components of Acquisition Hub include scalable and fully connected websites, industry-leading search capabilities, and a range of consumer-facing tools for reserving stock, creating part-exchange valuations and processing finance applications and agreements.

Acquisition Hub operates as a cloud-based software-as-a-service (SaaS) solution and is fully future-proofed to allow customers to self-serve as much as 100% of the purchase journey, according to their preferences. Pilot sites have noticed a reduction in cost per lead, as well as improved lead conversion rates and strengthened customer retention. Acquisition Hub currently supports 5,500 dealer locations globally; in 2025 it handled more than 14 billion interactions and processing 64,000-



plus reservations and e-payments.

Acquisition Hub sits within Keyloop's Automotive Retail Platform (ARP), Fusion.

www.keyloop.com/acquisition-hub

Car Care Plan e-commerce support

Car Care Plan's E-commerce platform enables vehicle retailers to present warranty and insurance products to prospective buyers in a consistent, compliant, and sales-focused manner. Designed to integrate seamlessly into the dealership journey, it ensures customers receive clear, accurate information that supports confident purchasing decisions while meeting regulatory requirements.

Beyond the point of sale, the platform extends engagement through an agency-style model, allowing manufacturers and dealers to promote and sell additional products after the customer has left the showroom.

This continued interaction strengthens customer relationships and maximises lifetime value. The e-commerce capability also supports ongoing ownership through targeted renewal activity, giving vehicle owners simple access to extend or enhance their protection cover as their needs evolve. By driving repeat purchases and encouraging return visits to dealership service centres, the platform delivers measurable downstream revenue, increased customer retention, and sustained foot-fall, supporting both commercial performance and a high-quality, end-to-end customer experience.

<https://carcareplan.com/business/marketing-and-e-commerce-support>

CitNOW Imaging

CitNOW Imaging is an AI powered solution designed to create high quality, consistent vehicle imagery and video quickly and at scale. In-app AI-driven quality control provides real-time feedback, helping teams meet OEM and group standards while ensuring

every image is consistent and on brand.

Features such as automated environments, 360° imaging, AutoReel video and AutoSpin technology streamline image capture, while integrated stock feeds and APIs enable instant distribution to online listings. A built-in asset management system also gives retailers full visibility of their digital inventory, supporting performance tracking and reporting.

<https://www.citnow.com/imaging>

Co-Driver

Launched with three tools, Co-Driver is an AI toolkit that makes retailing simple for Autotrader customers. AI Generated Descriptions enable dealers to produce accurate, engaging vehicle descriptions in a single click. Powered by Autotrader's advanced vehicle data and AI technology, each description is bespoke to the individual vehicle, saving time without compromising quality.

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

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

Seamlessly integrated into your advertising journey, Co-Driver is available in Portal or through dealers' own systems via Autotrader Connect.

www.autotrader.co.uk/partners/retailer/co-driver

Edynamix Glovebox Studio

Glovebox Studio is eDynamix dealer and OEM website platform, designed to help motor retailers create, manage and connect their digital customer experience. The platform powers branded websites that can connect directly with eDynamix wider exst ecosystem, including vehicle stock, enquiries, bookings, online check-in, customer portals and digital

THE SINGLE KPI DRIVING SHOWROOM FOOTFALL

Why Reputation Score is the New North Star for UK Motor Retail

Managing fragmented feedback across multi-site dealer groups is a costly operational headache. Here is how translating reputation into a single, trackable score unlocks measurable ROI and ensures your business is AI-ready.

For modern UK automotive retail groups, data is rarely the problem; fragmentation is. On any given day, group marketing directors and dealership principals are flooded with siloed data: Google reviews, manufacturer CSAT surveys, and Autotrader ratings.

These dashboards show what is happening, but fail to connect the dots to tell you why. By the time a negative trend is spotted in a specific workshop or showroom, local search visibility and footfall have already taken a hit. To protect margins, dealers must move from a reactive posture to a preventative strategy driven by a single, commercially grounded KPI: **Reputation Score**.

Connecting the Dots from Reviews to Revenue

Reputation Score simplifies operational noise by rolling every customer interaction into one clear measure of trust and performance. Rather than viewing reviews as a static post-sale obligation, the Rep Score framework treats customer sentiment as a direct driver of economic return.

The commercial impact of optimising this score is proven. In the automotive sector, digital management directly correlates with financial performance; for instance, leading automotive retailer AutoNation delivered a **148% ROI** simply by leveraging a managed review response strategy.

Getting Your Dealership AI-Ready

The future of automotive search is changing rapidly. As AI-driven search engines increasingly summarise online sentiment for consumers, traditional star ratings are no longer enough.

This is where advanced Sentiment analysis becomes critical. The Reputation platform utilises AI to analyse the text of every written review to understand tone and underlying themes, looking beyond the star rating to extract operational intelligence. For a digital manager, this means automatically flagging specific bottlenecks—such as delays in the handover bay or communication breakdowns in service—long before they impact manufacturer bonuses.

Reputation is no longer a vanity metric. It is an operational discipline that protects margins, drives local SEO visibility, and captures market share.

"Reputation Score allows dealers to identify negative trends before they impact performance, forcing a shift from reaction to prevention."

With AI search raising the stakes, your reputation is becoming part of the answer buyers see. **AutoNation delivered 148% ROI through managed review response.**

Find Out Where Your Group Stands

In automotive retail, you can't manage what you don't measure. See how your dealerships compare against local competitors and the UK industry average.



www.reputation.com

+44 (0)800 066 4781

emea-info@reputation.com

retail journeys. This allows retailers to move away from disconnected website tools and create a more joined-up experience across sales and aftersales.

Glovebox Studio gives dealers greater control over website content, customer journeys and digital touchpoints, while helping ensure online activity is connected to the operational systems used inside the business.

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

Edynamix myGlovebox

myGlovebox is a customer-facing digital portal that helps dealers keep customers connected to their vehicle, dealership and future opportunities. Through myGlovebox, customers can access key vehicle information, service documents, bookings, repair updates, video content, online payments, surveys and other digital services from one branded environment. It is designed to extend the dealership experience beyond the showroom or service desk.

It gives customers one place to manage important vehicle interactions while giving dealers a stronger platform for ongoing communication, upsell and service loyalty. The portal can support OEM and dealer branding, helping create a more consistent digital journey across ownership, servicing and future vehicle replacement.

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

Imagin.studio

Imagin.studio elevates 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 the 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 perfectly 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.

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

Jato as a Service (JaaS)

Jato as a Service (JaaS) is a vehicle data platform that delivers accurate, manufacturer-aligned specification directly into retailer websites, marketplaces and systems.

Through a single API, dealers and technology partners can access real-time standard and optional equipment data drawn from JATO's global vehicle taxonomy, covering more than 50 markets from one consistent source. JaaS powers digital retailing, vehicle listings, comparison tools and online configurators with structured, trusted data, removing the manual entry and inconsistencies that undermine online vehicle presentation.



It is built to handle today's increasingly complex EV, hybrid and highly optioned ranges, where accuracy is hardest to maintain. For retailers, this means higher-quality listings, richer and more consistent online customer experiences, and the clarity that builds buyer confidence – supporting stronger online engagement, conversion and margin.

<https://www.jato.com/jaas>

Mediahawk

Mediahawk is a marketing attribution and call tracking platform trusted by motor retailers across the UK. It connects every enquiry – from calls and form fills to online chats – and web visit to the marketing activity that drove it, giving dealers a complete picture of what's working and what isn't.

Features including Sales Matching, Speech Analytics, and User Journey work together to track the customer from first click to final sale. Dealers can see exactly which channels, campaigns and keywords are generating high-value leads, and use that insight to reduce wasted spend and improve ROI across PPC, Autotrader and beyond.

mediahawk.co.uk/automotive

Phyron

Phyron's fully automated, AI-driven software 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.

Manually developing studio-quality videos for every used car, uploading them to popular social media channels plus creating and optimising targeted advertising campaigns takes up significant resource. 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.

As dealerships look for faster and more scalable ways to market vehicles online, automation is increasingly being used to produce vehicle videos, optimise listings, and manage large digital inventories. Phyron data shows that ads using automated videos receive on average more than 50% extra views and cars are sold three-to-five days faster.

www.phyron.com

SeezBoost

SeezBoost is Pinewood.AI's AI-powered performance marketing service built specifically for car dealerships and OEMs. Combining proprietary automotive AI tools with a dedicated team of marketing specialists, Boost continuously manages and optimises digital advertising campaigns across Meta, Google, TikTok, Snapchat and other channels. The service dynamically generates ads from live dealership inventory, supports real-time personalisation, and uses CRM, behavioural, demographic and geographic data to improve targeting and lead quality. It also provides AI-powered spending



Drive sales with proven protection

Coverage options to meet every need

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

www.carcareplan.com



Car Care Plan
An AmTrust Financial Company

analysis, campaign testing, budget optimisation, and clear performance reporting. For motor retailers, Boost from Pinewood.AI removes the guesswork from digital advertising while improving efficiency and ROI. Dealers have increased lead qualification rates by 50%-60% while reducing cost per lead by 40%-70%, dependent on the market. An auto group generated 15,000-plus leads with a 50% year-on-year increase, while another delivered more than 70,000 leads through AI-optimised campaigns. Boost helps dealerships generate higher-quality leads, improve conversions and maximize marketing spend.

<https://pinewood.ai/boost/>

Sales Hub

Keyloop's Sales Hub is a web-based solution that supports every stage in the omnichannel sales process, connecting people, processes and data to improve conversions, reduce cost and maximise operational efficiency, while maintaining OEM compliance. It introduces highly automated, end-to-end sales workflows that help managers cut response times and improve team productivity. Covering every stage in the sales process, Sales Hub can be used to tailor offers for a customer or prospect, build a deal, manage part-exchanges and finance applications, share quotations via the customer's preferred channel(s) – including email, SMS, WhatsApp and the dealer's own sales portal – and capture and store digital deal signatures.

The solution captures details, preferences and behaviours to make communications more personalised and relevant, and to create actionable insights that can be used to shape offers and campaigns. Sales Hub sits within Keyloop's Fusion ARP.

www.keyloop.com/sales-hub

VoiceBox Sales

TekCor4's VoiceBox Sales is a digital marketing platform that automates personalised communication across email, SMS and social media to improve lead generation and maximise conversions. VoiceBox Sales incorporates three key AI-driven solutions: Stock Alerts, Lost Sales and Social.

Stock Alerts sends automated messages to those leads that have not yet converted to sale, showcasing up-to-date stock that closely matches the recipients' original enquiry criteria.

Lost Sale re-engages any prospects previously designated as 'lost' in the retailer's back-office systems. The solution sends automated, hyper-targeted follow-up messages to draw prospects back into the sales funnel, requiring minimal intervention from sales teams.

Retailers using a combination of these automated communications have seen an uplift of £10.5 million in profit across Q1.

Social uses tracking pixels from the retailer's website to target prospective customers with automated, highly relevant social media adverts. Enquiries and sales can be attributed to help the retailer tune their social media ad spend.

<https://marketingdelivery.co.uk/voicebox-sales/>



STOCK ACQUISITION AND MANAGEMENT

Autorola Marketplace

Autorola's UK Marketplace is an end-to-end online wholesale auction platform developed over more than 20 years, connecting professional motor retailers with a large, consistent supply of used vehicles.

The platform typically features 1,500-plus vehicles available for bid and purchase, supported by more than 2,000 active buyers and sellers. It combines advanced digital auction technology with dedicated account management, ensuring a tailored approach to stock sourcing and disposal. Autorola manages the entire transaction process, including price negotiation, secure payment handling and coordinated vehicle collection and delivery through its integrated logistics network.

For motor retailers, this delivers a secure, efficient and low-risk way to buy and sell stock. Dealers benefit from trusted counterparties, reduced administrative burden and faster stock turnaround. The fully managed process improves convenience and transparency, while efficient nationwide logistics help ensure vehicles reach forecourts quickly and cost-effectively, enabling retailers to optimise inventory and respond rapidly to market demand.

www.autorola.co.uk

Battery state of health certification

Using its proprietary data platform, Volteras measures battery state of health by comparing real-world charging data against manufacturer-declared capacity benchmarks. By analysing multiple full charging cycles, it provides a robust and accurate percentage score that reflects battery condition.

Certification is downloadable via the Volteras portal, unlike some battery health check certificates which require a manual download from the car's

OBD port. This ensures OEM-grade accuracy, reliability, and full vehicle compatibility and ongoing battery health measurement if required. In a recent trial, Tesla Model 3s sold at auction with a Volteras certificate, of a similar age and mileage, received 20% more advert views prior to the online auction. They also gained 34% more unique advert views, 10% extra bids and 4% more unique bidders than cars without certification.

www.volteras.com

Brego Dealer

Brego Dealer is a web-based valuation, stock analysis and market intelligence platform designed specifically for motor retailers. It provides real-time vehicle valuations powered by advanced deep learning, using market data, historical sales information, vehicle specifications and current trends to support accurate pricing decisions.

The platform also includes stock sourcing and marketplace functionality, franchise analytics, competitor and inventory insights, smart vehicle recommendations and AI-powered advert text generation.

It brings pricing, demand, stock performance and market movement into one place, giving retailers a clearer view of what is happening across their local and national market.

Brego Dealer helps teams buy, sell and trade with greater confidence – supporting stronger pricing strategies, sharper stock acquisition and profitable retail decisions.

Retailers can identify in-demand models, compare inventory against competitors, source vehicles at the right price and create consistent, engaging adverts in less time.

The result is improved efficiency, reduced guesswork and better opportunities to protect margin in a fast-moving market.

<https://www.brego.io/products/dealer>

How much profit leaves your forecourt with your trade stock?

Franchise retailers are under pressure to protect every margin opportunity. Successful retailers are listing trade stock before it leaves the forecourt for auction, increasing speed to sell and maximising profit.

Where profit gets missed

For many retailers, trade stock follows a familiar path. A part-exchange comes in, it's appraised, marked for trade and booked for auction collection.

With operating costs, transport costs and margin pressure all under the spotlight, every vehicle should be given the best possible chance to contribute. Yet many franchise retailers are still sending trade stock straight to auction without first seeing what it could achieve from the forecourt.

Doing what you've always done will usually get you what you've always got. In today's market, that could mean leaving thousands of pounds in trade profit behind.

Rethinking the route to auction

Dealer Auction helps retailers take a digital-first approach to trade stock. Before a vehicle is collected for auction, retailers can list it on Dealer Auction and put it in front of a national network of active trade buyers.

If it sells before collection, the retailer has created an additional profit opportunity from stock already on site. If it doesn't, there's no sale fee and no disruption to the existing auction plan. It's a simple shift in process, but an important one. The vehicle stays on the forecourt, the retailer stays in control, and the stock gets national exposure before it takes the traditional route. That means a chance to sell faster, generate more trade profit and avoid unnecessary movement, all before the vehicle was due to be collected.

Technology built to improve trade returns

This is where Dealer Auction's technology makes a real commercial



"Dealer Auction gives us the ability to turn our trade stock quickly, for more margin and, on our own terms using a process that just fits our business.

The self-service element works seamlessly with the tools and support of the Dealer Auction team, giving us a quick turn-around and everything we need to maximise our trade car profit centre."

Sam Luscombe, Managing Director at Luscombe Motors Ltd

difference. Our intelligent recommendations engine identifies relevant buyers for each vehicle and actively puts stock in front of the retailers most likely to act. It increases visibility, engagement and buyer competition by matching trade vehicles with the

forecourts they're most likely to suit. The results are clear: 50% of recommended stock views become shortlists, and 50% of those shortlists go on to receive bids.

For franchise retailers, that means trade vehicles are not just listed and left to wait, they are being actively matched with the right buyers.

Proof from the forecourt

The commercial case is already being proven by franchise retailers using Dealer Auction today. One franchise group listed 109 vehicles through Dealer Auction and generated more than £99,000 in trade profit. The group also doubled its profit per unit after switching to Dealer Auction, while improving appraisal standards across its sites. That's where the digital-first approach starts to make a measurable difference. Trade stock gets seen by a wider pool of active buyers, retailers keep more control of the sale, and each vehicle has a better chance to sell faster and return stronger trade profit.

So, before the next batch of trade vehicles is collected for auction, hold a few back and let Dealer Auction show you what they could make.

Get in touch with the team:
Email BDM@dealerauction.co.uk



Carcare

Carcare is a business-critical inventory management platform for automotive retailers that replaces fragmented, manual processes and disconnected tools with a single connected, real-time platform. It provides an end-to-end view of every vehicle, job and workflow, enabling automotive retailers to operate from a single source of truth from acquisition through to preparation and handover.

Management alerts are automatically generated when work falls outside agreed parameters, helping teams identify issues early, avoid unnecessary delays and ensure timely approvals.

By unifying workflows and data, Carcare improves communication and supports faster, more informed decision-making across departments.

For automotive retailers, Carcare improves net profit by reducing lead times and accelerating vehicle readiness for sale. Automotive retailers reduce stock days by an average of seven days, increase stock turn by up to 25% and save around 20 minutes of admin time per vehicle processed. By improving visibility and streamlining workflows, the platform helps automotive retailers reduce delays, improve throughput and unlock hidden net profit through faster turnaround and greater efficiency.

<https://www.car-care.co.uk>

Carwow Collects

Carwow Collects is the transport and collection service built into Carwow's daily online auctions, combining on-site appraisal, collection, live tracking and delivery into a single product with built-in financial assurance.

As an integral part of its transport service, Carwow provides a web portal to access high-quality images, detailed appraisal reports, a video of the engine running and documentation prior to completion of the transaction, increasing transparency and reducing risk.

A live map then tracks the vehicle in real time as it moves through collection and delivery.

Dealers choosing to move vehicles via Carwow Collects are protected up to the value of £25,000 covering certain undisclosed mechanical and electrical issues, plus stolen, cloned, clocked or misdescribed vehicles on eligible moves. Combined with Carwow's vehicle document collection service, Carwow Collects removes much of the time-consuming administration that usually sits with the retailer.

www.carwow.co.uk/partners/carwow-collects#ref

Carwow Wallet

Carwow has integrated stock funding directly into Carwow Wallet, its digital payment solution, through partnerships with NextGear Capital and LE Capital, improving the speed and ease with which independent and franchised dealers can fund purchases through Carwow's daily online auctions.

Dealers can apply for a NextGear Capital or LE Capital account and use their funding to make a payment on an auction purchase, including any platform buyer's fees or transport costs. Eligible



dealers with an existing account can have it linked directly within Carwow Wallet.

The integration removes a friction point that has traditionally slowed auction buying: switching between lender portals, bank transfers and platform payment systems to complete a purchase.

Carwow's stock funding integration helps to accelerate stock turn and ease cashflow pressures, letting dealers commit to higher volumes or more valuable stock without having to wait for existing stock to sell.

<https://www.carwow.co.uk/partners/carwow-wallet>

Edynamix Stock Master

Stock Master is eDynamix stock management solution, helping dealers to control, market and manage vehicle stock across the sales journey. The platform connects with eDynamix integrated Enquiries module, websites powered by Glovebox Studio, and AutoPrice, a new tool designed to continuously monitor live margin performance. AutoPrice can automatically adjust vehicle pricing when dealership margin targets are not being achieved, helping retailers react faster to changing profitability across their stock.

By bringing stock, enquiry handling, digital retailing and pricing intelligence closer together, Stock Master helps dealers reduce manual administration and create a more joined-up sales

process. For retailers, the benefits include stronger stock visibility, faster response to customer interest, better pricing control and healthier profitability across vehicle inventory.

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

Generational

Generational is a used electric vehicle retail platform, built on fast, accessible battery health testing that turns battery condition into a commercial advantage across sales and aftersales.

Retailers use the pocket-sized kit and guided app to test any EV in around one minute at appraisal, preparation, sale or handover, with no technician training required. Each test produces a clear battery condition certificate and shareable evidence buyers can trust.

Since launching in 2024, Generational has grown rapidly and works with leading retailers, including Motorpoint, AvailableCar, Carbase, Carsupermarket.com, Perrys, Cambria and Listers.

The platform helps retailers buy stock with confidence, strengthen listings, reduce aftersales risk and create a clear evidence trail around battery condition. Above all, it positions dealers as the retailer consumers trust when buying an EV, turning battery care into a repeat customer-engagement opportunity as the used EV market grows.

<https://www.generationallac/>

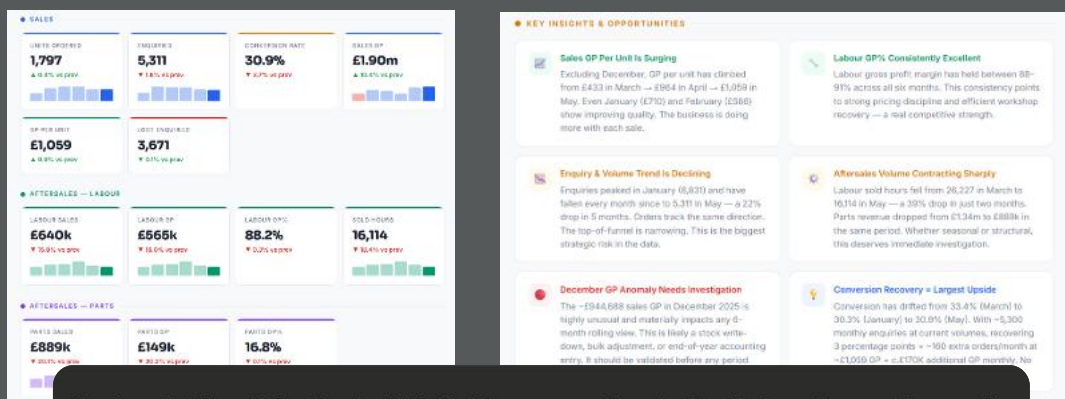
Introducing CitNOW Datahub AI

Where AI meets connected data

An AI-ready data layer that makes insights actionable.
DataHub customers typically achieve 10x ROI.

Instant Insights. Immediate Impact.

citnow.com/data



Create a dashboard showing key KPIs that I can present to a leadership team focussed on results and recommended actions



PlateM8

PlateM8 is a mobile ANPR (automatic number plate recognition) 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 during the check.

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.

<https://www.platem8.io/>

Solera Cap HPI valuations and provenance checks

Solera Cap HPI provides trusted automotive data, valuations and provenance technology that helps retailers make faster, more informed commercial decisions across the vehicle lifecycle. Its solutions combine real-time used vehicle valuations, vehicle history and provenance checks, market intelligence and stock management insight within a single connected platform.

Powered by proprietary automotive data and advanced analytics, Cap HPI helps dealers to accurately value vehicles, reduce risk and improve operational efficiency.

Retailers can identify outstanding finance, insur-

ance write-offs, mileage discrepancies and stolen vehicle alerts while setting competitive retail pricing and managing stock more effectively. The company combines data, technology and expertise to support smarter, safer and more profitable decision-making for UK motor retailers through connected data and technology spanning valuation, provenance, repair and ownership insight.

<https://www.cap-hpi.com/>

vAutoPrep, vAutoTrack and vAutoBots

The vAutoStock toolkit combines robotics, AI and vehicle tracking to automate vehicle preparation with three integrated products – vAutoPrep for automated preparation; vAutoTrack for real-time stock location tracking; and vAutoBots for AI-powered solutions – either as a suite or by module. The software tool vAutoStock oversees vehicle preparation, accelerating the vehicle's journey to retail ready, overcoming issues such as parts delays and poor communication.

The hardware product vAutoTrack utilises ANPR, RFID, GPS or barcode technology, allowing instant location of a vehicle on any connected device, avoiding staff having to scour the site or trawl through systems for 'lost' vehicles.

The AI assistant vAutoBots acts like another member of staff interacting with the DMS, entering data and navigating screens, undertaking repetitive admin tasks including processing invoices with 100% accuracy and speed.

Each product can operate independently but together they eliminate delays in preparing stock, optimise staff productivity, prevent lost sales, streamline dealership tasks and improve the customer experience.

<https://www.vautostock.co.uk/>

Vehicle Hub

Vehicle Hub is an intelligent stock inventory management system from Keyloop that helps retailers track vehicles more accurately, market them more effectively and sell them more rapidly.

It makes it easy to onboard a vehicle from any part of the supply chain, from any source – whether it's new, used, a demonstrator, pre-registered, from a fleet supplier or any other.

Vehicle Hub maintains a unified, real-time view of stock across all interfaces and channels, including the retailer's in-showroom system, designated marketplaces and any shared stock databases used by suppliers and partners. It instantly updates all records with offers, promotions, pricing adjustments and spec updates across all channels. This prevents double selling, where customers can enquire about vehicles that have already been sold, which undermines trust.

Vehicle Hub is part of Fusion, Keyloop's ARP.

www.keyloop.com/vehicle-hub

VINView Pro

VINView Pro from Jato Dynamics identifies any individual vehicle from its VIN (registration number) and returns the exact specification fitted to that car – the actual options, packs and colours, not generic derivative data. Built on Jato's manufacturer-aligned global vehicle data, it delivers standard and optional equipment detail through an API that integrates directly into dealer appraisal, sourcing and merchandising workflows. For retailers, this true build-level accuracy turns stock acquisition into a margin opportunity. When sourcing through part-exchange, auction or trade, dealers can quickly identify higher-specification, higher-value vehicles that generic data would miss, price and appraise with greater confidence, and reduce the costly errors that come from incomplete vehicle information. The result is faster sourcing decisions, stronger appraisals and richer, more accurate listings once vehicles reach the forecourt.

<https://www.jato.com/our-solutions/retail/vinview>

XccelerAite AI Video

XccelerAite AI Video Automation enables dealers and OEMs to automatically create professional vehicle videos from their inventory.

The platform transforms vehicle images into dynamic, branded video content featuring customised logos, colours, fonts, music, marketing messages, and AI-generated voiceovers. It includes advanced functionality such as automatic number plate masking, AI-generated background replacement, synchronised captions and background music.

Videos can be automatically published across dealership websites, online marketplaces, YouTube, Meta platforms, and other digital channels, ensuring consistent and scalable content distribution.

The technology also supports the promotion of insurance products and other value-added services throughout the vehicle-buying journey, helping retailers engage customers at multiple stages.

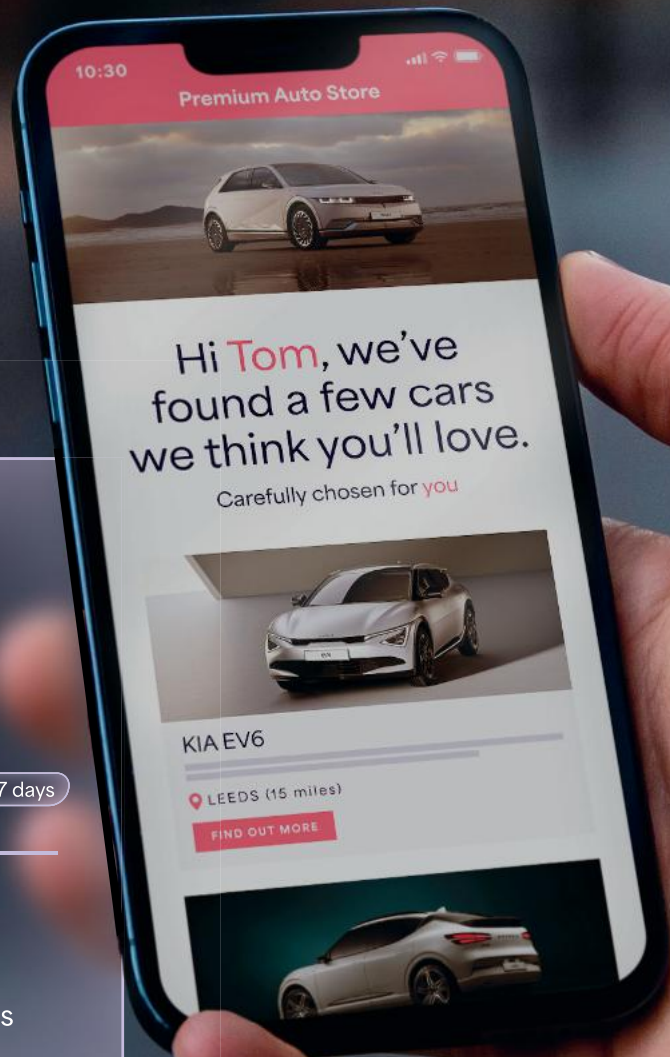
www.xccelerate.ai



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Marketing automation,
behavioural intelligence
and timing precision, built
for automotive retailers.



CONTACT INTELLIGENCE



Tom Lloyd

Intent score: 78

Status: Ready to buy!

Finance expiry: <3 months

Web insights: 10 visits in last 7 days

Vehicle Preferences:



White



EV



Hatchback



Within 50 miles

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Barretts

Citygate



PERRYS

Number
Stoneacre
Motor Group



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