

AM

AUTOMOTIVE MANAGEMENT

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SOARING ENERGY PRICES / P6

Dealerships left in a quandary as the cost of energy escalates

FORD SLIPS / P10

After September, it sits at No 7 among leading OEMs

DEALER TECH GUIDE / P39

Popular kit and software to support dealers' sales and aftersales

'WE CAN GET THROUGH ANYTHING'

CHIEF EXECUTIVE MICHAEL BELL ON AVAILABLE CAR'S ETHOS / P18

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AM LIVE 2021

IN-DEPTH PREVIEW SECTION / P24





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EDITOR'S LETTER

With Automotive Management Live just around the corner on November 11 there's an excited buzz across the broader Bauer B2B division which *AM* forms a tiny part of. It's going to be fantastic to be back at Birmingham's National Exhibition Centre along with many of the biggest suppliers to the UK motor retail industry.

The events department is busy getting dozens of exhibitors up to speed with their stand placements and ensuring the 20+ expert presenters will have everything they need in our inspiration, operational excellence and digital theatres. There'll be seminars that will help to enhance customer engagement, improve finance penetration and increase local market share. And our special guest presenters Kevin Gaskell, Julia Muir and Arturs Smilkstins will ensure you leave full of inspiration for leadership, change management, workforce diversity and winning the transition to electric cars.

And, of course, the NEC venue has kept in place extra sanitation measures even though the coronavirus regulations have been relaxed, such as increased cleaning, hand sanitiser stations and entry checks for proof of vaccination or a negative lateral flow test. All so AM Live visitors can network safely and get the most out of the day.

I hope you'll join us there.

■ Turn to page 24 for full details.



OUR WRITING TEAM



Tim Rose
Editor



Tom Sharpe
News and
features editor

Are you losing one in four customers?



At Startline, we're able to offer motor finance to around one in four potential car buyers who have been turned down by prime lenders.

Some applicants are excellent credit risks but don't quite fit normal lending conventions. The fast-moving pace of recent events mean that there are more of these individuals than ever before - and our belief is that they deserve products, service standards and terms comparable to any leading motor finance provider.

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startline
MOTOR FINANCE

CONTENTS

Automotive management LIVE

24

AM Live
preview

UP FRONT

- 06 News insight
- 08 News digest
- 10 Market intelligence
- 16 Opinions

SHOWROOM

- 82 Peugeot 308
- 84 Long-term report

TALENT

- 85 People on the move
- 86 Eight questions to...
master technician
David Weston of Snows
Kia Guildford

INSIGHT

18 Face to face: Available Car

Chief executive Michael Bell reflects on how tough it was to get through the worst of the pandemic and the ethos of the used car supermarket group as it progresses.

AM LIVE PREVIEW 2021

- 24 Automotive Management Live is back at Birmingham's NEC this November 11 with a great array of presenters and exhibitors.

**Automotive
management
LIVE**

The AM DEALER TECHNOLOGY GUIDE

- 39 A 43-page guide to the high tech services and suppliers that are ready and willing to make the business of running a dealership a whole lot smoother

SOARING ENERGY PRICES PUT DEALERSHIPS IN QUANDARY

'I feel pretty powerless,' says one; another says £40,000 has been added to group's energy bill while a third describes Government's energy strategy as 'catastrophic'



Car retailers could be compelled to turn out the showroom lights and accelerate decarbonisation as energy price rises start to impact margins, *AM* has been told.

The cost of gas has quadrupled this year and many businesses whose energy contracts expire this winter could now face an increase in energy costs of up to 125% as values continue at peak levels throughout the winter months.

But, after Treasury sources recently responded to a Sky News interview with Business Secretary Kwasi Kwarteng to suggest that there was no planned support for businesses – which already go without the protection of a price cap – many were left to reflect on the long-term impacts of the new-look energy market.

DM Keith director Angus Keith revealed that a recent re-arrangement of the expired energy tariff at new group acquisition, Ringways Group, had borne the full brunt of recent energy price rises.

He said: "We needed to renew, and it fell at just the wrong time. Within

the space of a week, we saw around £40,000 added to the cost of the group's energy.

"The cost of electricity went up from around 15 pence p/kWh to 23.9 pence p/kWh and there was very little manoeuvring room."

He added: "Thankfully, the rest of the group is tied-in to its energy deals for some time to come."

One concerned single-site independent car retailer told *AM* that his business was just a fortnight away from the end of their energy tariff renewal and was already anxious about the prospect of a 100% increase in costs.

"I feel pretty powerless. All I can do is try to recoup the costs elsewhere," he said.

FIXED-IN PROTECTION

At the other end of the spectrum, Vertu Motors chief executive Robert Forrester said his business was fixed-in to its energy tariffs – protecting it from an immediate impact – but he expressed concern about the future.

"The situation we find ourselves in now is a culmination of a catastrophic energy strategy from UK

Government over the past 15 years," he said.

"When the UK has its coldest temperatures in the middle of winter we always have cyclonic conditions. Clear skies and no wind.

"If it wants to go away from coal and, now, away from gas, then it has to pursue a nuclear strategy.

"As it is, we have a catastrophe looming in energy."

Forrester said Vertu was already exercising extreme caution with its levels of energy usage. He added: "We measure our energy usage across the group every half an hour and we even run checks at two in the morning to ensure that everything that can be is switched off.

"It's all good for the environment, but the reality is that there are many factors at play that dictate we should be using energy as an increasingly scarce source."

Forrester told *AM* the current energy crisis in the UK, and its impact on businesses, was being exacerbated by the push towards electric vehicles (EVs).

Devonshire Motors dealer principal Nathan Tomlinson has also expressed concerns.

"With energy prices so high, the idea of having demonstrators and customers cars lined up on charge, at a premium rate, is quite worrying," he told *AM*.

"It's not like petrol or diesel, where customers might be satisfied with half a tank. You can't charge a battery to a third full and hope that's acceptable. A full charge is expected."

Electricity pricing is likely to impact consumer confidence among potential car buyers, as additional monthly costs eat into households' disposable income.

And while many market commentators suggested the recent rush on petrol and diesel, and associated queues at the petrol station forecourts, may have caused many to lean towards an EV in future, uncertainty about energy prices could have a counter effect.

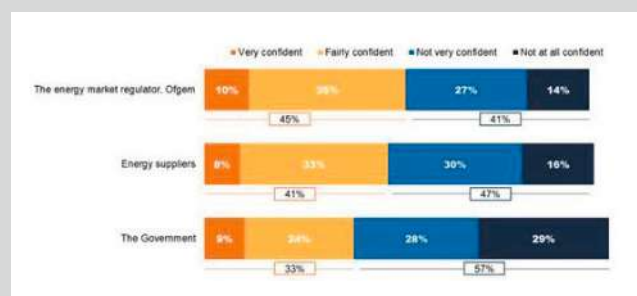
A new survey by Ipsos MORI showed only one-in-three people in the UK believe the Government will take the steps needed to deal with issues facing the energy market, such as a global gas shortage causing an increase in wholesale energy prices.

Anthony Landau, managing director



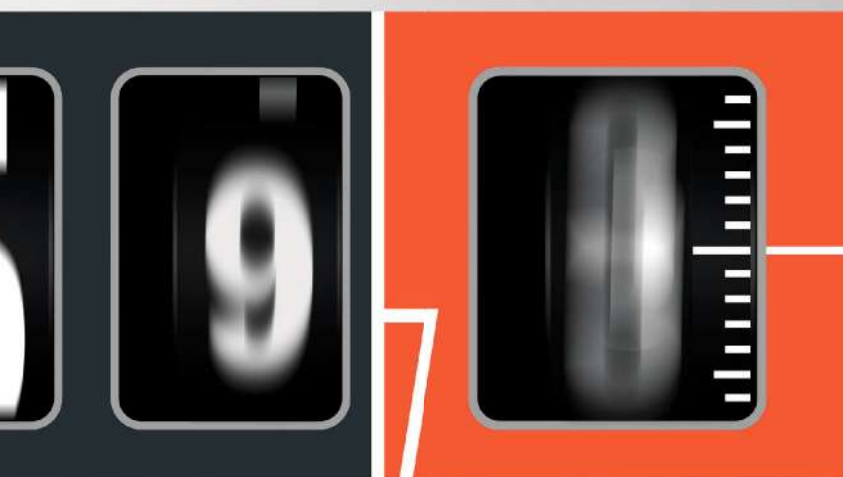
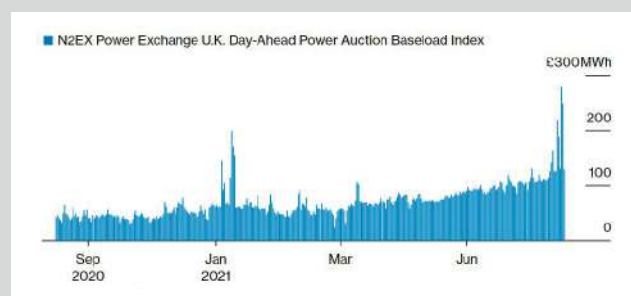
IPSOS MORI SURVEY FINDINGS

Source: Ipsos MORI



UK'S WHOLESALE ENERGY PRICES

Source: Bloomberg



ISTOCK.COM/ANDRIANO_CZ

at automotive sector energy broker Purchase Direct, said 2021 has been an "unprecedented year" for the energy markets.

He told *AM* that some retailers may have been caught out by an inability to renegotiate their contracts in 2020 due to energy firms categorising the sector as "high risk".

Landau said those forced to renew in the past few weeks have seen electricity prices up between 60% and 80%, with gas up "into the hundreds of percent".

"A lot of people pay around two pence p/kWh for gas, but we've seen prices go up to 11p at the peak," said Landau. "With electricity, anyone paying less than 20 pence p/kWh is doing very well right now. We've seen prices in excess of 30p."

Landau, whose business sources energy for around 50% of the AM100, said that energy management was key to any business with hopes of making savings in the short-term.

He said "visibility" of dealerships energy usage was key, particularly out of hours when it's harder to identify equipment left running.

Nigel Morris, tax director at MHA, suggested that high energy costs

were unlikely to abate quickly without intervention.

RENEWABLE ENERGY

Morris said that the return on investment (ROI) presented by renewables such as solar power and wind turbines at car dealerships had improved as a result. However, the situation could accelerate the shift to carbon-neutral business.

"In the past it's always been the case that car retailers would look at these things and compare them with the price of a new ramp in the workshop – or something similar," he said.

"As the rising cost of energy persists, it transforms the ROI for those items, though. Solar panels that may have delivered an eight-to-10-year ROI might now be back to, say, four to six."

Landau said the ROI on solar panels could be as little as five years on larger arrays, facilitating the sale of electricity back to the national grid.

Simon Gallagher, managing director at energy infrastructure business, eSmart Networks, agreed with Landau. He said: "Ultimately reducing energy consumption will save costs – things like LED lighting,

insulation etc. are a quick, easy win.

"Solar panels can be a good investment, but work needs to be done to see if the building is suitable, and what the payback period will be."

Morris said that it was unfortunate that energy-related business premises improvements were not subject to Government's 130% super deduction tax break.

Sheena McGuinness, partner and head of renewables, corporate tax, at RSM UK, noted: "Investing in solar panels on the roof of their dealership may seem like a good idea in theory, but, at the moment, this could increase business rates – so approach with caution."

"When it comes to investment in solar and wind power, the ongoing maintenance of the assets needs to be considered, unless space is leased to a developer."

McGuinness added: "There is a big question across all of retail as to how much they can pass the price rises on to the consumer."

"I don't know where this lands for car retailers specifically, but the thinking more generally is that luxury brands likely can to some extent, but others will struggle."

PRICE REDUCTION MUST COME

The National Grid recently released a report looking at the UK's energy supply as the country heads into winter and concluded there was enough electricity to avoid any major power outages this winter, but the risk has increased.

The report showed that the risk was the highest it has been in five years, however, and that the amount of reserve electricity supply that could be called upon was expected to be 6.6% of demand but could fall as low as 4.2%.

Landau said that, whatever the UK's outlook, it was imperative that wholesale energy prices decreased.

"They have to," he said. "There are industries like steel and fertiliser production that have to close their doors as a direct impact of high energy prices and those closures will have a knock-on effect."

He added: "It's an uncertain time for car retailers trying to make the best choice going forward, in terms of short- or long-term energy contracts. "All we know for sure is that prices are high right now, and there's a long way to come back down."

TOM SHARPE

ADVERTISING FEATURE

What is driving the current buoyancy in the used car market?

By Stuart Pearson COO BCA UK



Strong levels of demand in the wholesale market from professional buyers continue to drive average used car prices to new heights. The market has seen record price increases over the last few months supported by sale conversion rates

reaching historically high levels for the time of year.

Sold values continue to outperform guide price expectations, despite some significant adjustments being made by guide publishers in recent months.

Changing market conditions are a fact of life and the used vehicle sector responds very quickly to shifts in supply and demand. The used car market has proved to be remarkably robust throughout the pandemic and the improving economic outlook has generated a lot of positivity in the used vehicle sector.

The current situation has undoubtedly been driven by issues around new car supply, which directly generates demand in the nearly-new sector with more competition – and rising average values – for these younger used cars. This demand can quickly shift with the same ripple effect being felt down the value chain as buyers chase stock that may be typically older than they would usually buy, pushing prices up.

BCA sales remain exclusively online, giving our customers the easiest access to the widest choice of stock in the wholesale market with thousands of vehicles available to purchase daily. We've continued to see record numbers of customers logging in and buying online – typically up to 10,000 logging on via bca.co.uk or the BCA Buyer app during the month to bid for stock – and average values outstripping market expectations by a significant margin.



THIS MONTH'S NEWS HIGH

SEP

16

CINCH SAYS MOTORPOINT RUMOURS ARE UNFOUNDED
Constellation Automotive's cinch online car retail platform strongly denied it was lining up an approach to acquire Motorpoint. Suggestions it could emulate Cazoo's acquisition of Imperial Cars to establish a network of physical sites, were dismissed as "far-fetched and completely unfounded".



17

WBAC FINED FOR SENDING 'NUISANCE TEXTS'

We Buy Any Car (WBAC) was fined £200,000 by the Information Commissioner's Office (ICO) after sending 191 million emails and what the ICO described as 3.6 million "nuisance texts". The ICO said the car buying platform sent the communications "without fully satisfying the requirements of the soft opt in", resulting in 42 complaints over 12 months.

27



PRAISE FOR COVID RESPONSE

Arnold Clark chief executive Eddie Hawthorne praised the "passion and grit" of employees after its 2020 financial results showed a pre-tax profit up 33.7% at £156.5m. Hawthorne said he had been "humbled by how

people responded with passion and grit" to the challenges posed by COVID-19.

28

REVENUES UP 521%, BUT CAZOO STILL POSTS A LOSS

Cazoo's H1 financial results revealed a £69m adjusted EBITDA loss. Despite revenues up 521% to £248m and a 9ppt uplift in gross margin it failed to achieve profitability in the period to June 30. Vehicle sales rose 401%, to 20,454, as its retail gross profit per unit reached £315 – up £670 year-on-year.



30

SYTNER REPORTS PRE-TAX PROFIT OF MORE THAN £100M

Sytner Group 2020 financial results showed a 39.8% rise in pre-tax profits. The AM100-topping group credited support from Government and OEMs and the "determination, skill and overall excellence of its colleagues" as it reported PBT of £100.4m against the backdrop of a near-17% decline in turnover to £4.9bn.



BIG-GER MOTORING WORLD

Big Motoring World kick-started a UK-wide growth plan with the acquisition of SW Car Supermarket. The two-site Peterborough operation increases its footprint to five facilities. SW founder Anton Khan (pictured)

becomes chief operating officer and is lined up to become CEO when Peter Waddell assumes the role of chairman.

JCT600 FOUNDER DIES AGED 86

JCT600 mourned the death of founder and chairman Jack Tordoff OBE, at the age of 86. The business announced "with great sadness" that he "passed away peacefully on Sunday, October 3, following a lengthy illness". Tordoff – the father of JCT600 chief executive John Tordoff – was inducted into the AM Hall of Fame in 2018.



THREE GROUPS MAKE POSITIVE FORECAST REVISIONS

Marshall Motor Group was the first car retail PLC to upgrade its 2021 underlying profit before tax forecast after a strong Q3, raising its expectations 25% to "not less than £50m". Minutes later Lookers stated 2021 would be "materially ahead" at a level estimated by Zeus Capital to be 33.9% up at £81.4m. A day later Pendragon said its figure could be up almost 17% at £70m.



INSPIRING WOMAN AWARDS

DeAnna Avis, Solus Accident Repair's national customer experience lead, was named Inspiring Woman of the Year at the Automotive 30% Club 2021 Inspiring Automotive Women awards. Five others received headline awards: Mercedes-Benz Retail Group CEO Angela Shepherd (pictured) received the Inclusive

Leader Award; Jardine Motors apprentice Jade Price won Trailblazer of the Year; Motorpoint chief people officer Catherine Moseley won the HR Director Game Changer Award; Sibelle Reina, Volkswagen Group UK's group customer insight manager, was Diversity Champion of the Year; and Lucy Yiasoumi, an Auto Trader social media executive, was named Rising Star.

MARSHALL ACQUIRES MOTORLINE

Marshall Motor Holdings secured the £64.5m takeover of 48-site Motorline from the Obee family. The acquisition adds immediate scale representation with Toyota, Lexus and Hyundai and significantly increases its representation of Nissan, Peugeot, Volkswagen, Audi and Škoda. Marshall says its brand coverage now amounts to 85.4% of the market.



OCT

1

4

6

8

14

ADVERTISING FEATURE

Gaining new insight into why finance applications may fail

By James Tew, CEO, iVendi



Do you ever wish you had more information about why a motor finance application might fail, in order to make the changes needed to improve its chances of success?

Technology being introduced by iVendi means that when a customer tests their likelihood for credit approval online – an option already offered by more than 900 of our motor retailers – a report covering any rejections is sent to the dealer.

Eligibility Summary provides a two-part analysis.

First, a credit score and an applicant score related to the vehicle, each based on iVendi's own algorithms, output the strength of the applicant as a whole, shown as a percentage figure.

Second, a product-by-product assessment highlights where the applicant stands based on the criteria of each member of the dealer's lending panel. These include policy rules on the vehicle and loan-to-value, information from the consumer's credit file and specific lender product rules for the applicant's personal details.

The report enables dealers to gain a deeper insight into why an application may fail a lender's underwriting criteria, something currently unavailable to them. Also, it provides specific guidance to the customer on how to improve their chances of success by taking appropriate steps – which could range from increasing the deposit to opting for a different product altogether.

Eligibility Summary will help retailers be more efficient by identifying the best products based on the make-up of the entire transaction, driving efficiencies for them and for the lender, while meeting customer needs more exactly. Ultimately, it transforms online leads into highly qualified prospects that can quickly be turned into deals.

■ Eligibility Summary works with any eligibility checks made through iVendi's CONVERT product, part of the company's Connected Retail range. Visit www.ivendi.com, e-mail tellmemore@ivendi.com or call 0330 229 0028.



FORD SLIPS TO SEVENTH IN LEAGUE TABLE OF TOP MANUFACTURERS

Blue oval brand does not have a single model in the top 10 for the month

ISTOCK.COM/WF30

The worst September since the double plate change was introduced in 1999" was what we said in September 2020, and little different can be said about September 2021.

The market was down a further 34.4% for the month and 5.9% for the year. Only the reasons for the decline have changed somewhat – the COVID-19 situation has improved, but the chip-related shortages have grown far worse.

Before looking at the numbers in detail, it is worth mentioning one caveat.

Sales are not influenced solely by supply, so it is worth bearing in mind that some movements in market share may be influenced by customer demand, or the lack thereof.

Nonetheless, most shifts in sales reflect long-term trends, which suggests that current market shares predominantly reflect underlying demand.

At a manufacturer level, the big story was Ford. September was an appalling month for the blue oval, with the company recording a series of firsts (or possibly lasts) that would have seemed unimaginable a few years ago. Incredibly, Ford did not have a single model in the top 10 for the month, and slipped to seventh in the manufacturer table.

That means it is all but certain that Ford will lose its top spot for the year as a whole – the first year since 1976 that Ford has not been the best-selling car manufacturer in the UK. It is now more than 1.6 percentage points behind VW with only three relatively small registration months to come. Unless chip shortages suddenly stop production of RHD VWs, it is very hard to see how VW can fail to finish the year on top.

It is not that VW has massively increased market share – 10 years ago, VW was actually on exactly the same market share of 9.2%. However, in the same year, Ford was on 13.8%. VW is unique in being the only Western non-premium brand that has not lost share to either the Koreans or to European premium brands. In part, that reflects VW's unique status as a semi-premium brand, which has insulated it from the pressures crushing mainstream European brands in the UK market.

Behind VW and Ford, the notable change has been that third, fourth and fifth places are no longer taken by the three German premium brands. Mercedes-Benz has fallen sharply this year, and has just been overtaken by Toyota.

However, this is unlikely to be a trend: Mercedes is waiting for the important new C-Class and,

traditionally, the three German brands do whatever it takes to keep within touching distance of each other. It would be a brave person who bets against Mercedes recovering market share.

Behind Mercedes is Kia. Among the top 10 brands, only Kia's parent, Hyundai has grown faster. However, Kia's achievement is probably greater, as it is growing from a high base, rather than recovering from a trough. Kia's long-term plan a decade ago was to get to 5%/100,000 cars per year in the UK. It has now got well past 5%, and only the current slump in the market is preventing it exceeding 100,000 units.

Meanwhile, Hyundai seems to be getting back on track after a couple of poor years, and the growth of electrified Ioniq models bodes well for the future.

Sandwiched between Kia and Hyundai is Vauxhall (another observation that would have seemed very unlikely not so many years ago). Vauxhall's precipitous decline in market share since PSA bought it has now bottomed out, and it will be interesting to see if the new Astra can lead to a recovery.

PSA clearly gave up on inherited GM models such as the Astra and Insignia, and the current Astra is being outsold by relatively niche models like the Mini Countryman and Nissan Leaf. If the next Astra

SPONSOR'S COMMENT



By Richard Jones,
managing director,
Black Horse

The challenge of writing a monthly column for AM is trying to put yourself into

the mind of the reader in three to four weeks' time, when the magazine is out. A theme I regularly return to here is the pace of change we face. If I'd been writing this article last Monday I certainly wouldn't have had panic buying on the petrol forecourts at the front of my mind!

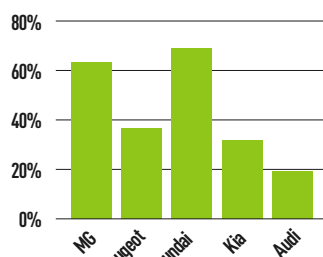
And by next week this latest big event will hopefully be receding, as plans are put in place so that confidence in supply begins to return. This is a simple sentence to write, but as I write it the government and oil companies will be thinking and implementing outside the box, to get back to a stable position. And the pace will be frenetic.

As the car market continues to face its own supply and demand challenges, we are all familiar with the ongoing need for agility and ingenuity in dealing with circumstances over which we have little real control. The industry has shown it can be highly effective in this type of environment. And going forward we must continue to instil and build on these attributes, in our businesses and in ourselves.

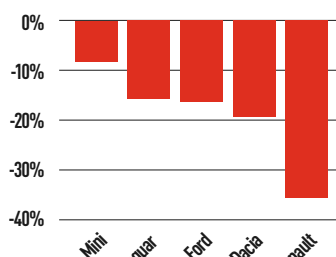
This leads me to the importance of consumer confidence in all markets. The current fuel supply issues are driven by customer feelings rather than actual real shortages. This is a powerful lesson. The level of authenticity in all of our customer interactions has a direct impact on their level of faith that they can rely on us.

It may not feel like it right now but the ground for growing ingenious and authentic customer solutions and relations is at its most fertile. Now is the time to build forward better and stronger.

➤ BEST PERFORMING MAJOR BRANDS* YTD SEP



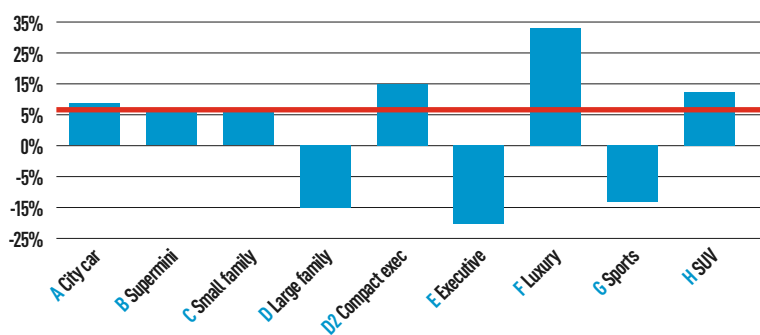
➤ WORST PERFORMING MAJOR BRANDS* YTD SEP



* Brands with at least 1.0% market share YTD 2021

➤ 2021 YTD SALES INCREASE BY SEGMENT

MARKET SEGMENT



can climb back into the top 10 in its segment (let alone top 10 in the overall market), it could push Vauxhall market share back to 6.0%-plus.

Rounding out the top 10 is Nissan, which has been having a hard time over the past few years, both globally and in the UK. The Juke is now a distant second to the Ford Puma, while the Qashqai is a much closer second to the Kia Sportage. If Nissan is going to get back towards the 5.5% market share it enjoyed in the mid-2010s, it will need the forthcoming, Sunderland-built electric crossover, Ariya, to be a big success.

Among the mid-sized brands, the stand-out performance has come from MG. Registrations are up by a remarkable 61.2%, and market share is now ahead of Honda and just 400 units behind Renault (incidentally the worst-performing mid-sized brand).

A couple of years ago, the concern was that MG was forcing cars down dealers' throats in a short-term dash for growth. However, dealers are currently reporting that electric MGs are flying out of the showrooms. If MG can keep prices competitive as others reduce the

cost of EVs, it will be a strong player in the UK.

At a segment level, the main story is the apparently inexorable rise of crossovers. For the first time, they took a majority of total C-segment (small family cars) outselling hatchbacks, saloons, MPVs and estates combined, with 50.6% of total segment sales. In the B-segment (superminis) they "only" took 42.5% of total sales – however, if the current rate of growth continues, crossovers will take 50% of supermini sales in 2023 or 2024.

Not unconnected to the rise in crossover sales, sports cars and coupes fell below 1% market share for the first time on record – and probably since the first MGs in the 1920s. Today, a crossover fills the same role of saying the driver is "active and dynamic" as a Ford Capri did in the 1970s. Hence there is only one sports car/coupe currently on sale for less than £30,000 – the Mazda MX-5. In future, coupes seem destined to be the preserve of the wealthy, who can afford to spend £50,000 plus on an indulgent second car to go with the luxury SUV.

DAVID FRANCIS

NEW CAR REGISTRATIONS

Disappointing month for new registrations, but zero-emissions cars are on the up

The number of new cars registered in September was half that of the same month in 2016, the most recent peak in the new car market.

But one-in-five of the September cars was zero-emissions capable, being either a battery electric vehicle or a plug-in hybrid.

The ongoing shortage of semiconductor microchips continues to impact vehicle availability, the Society of Motor Manufacturers and Traders says, with the 2021 performance down some 44.7% on the month's pre-pandemic 10-year average.

Private demand was down 25.3%, but fleets deals declined by 43.1% – supply for rental and Motability has been cut, AM understands.

The result means that year-to-date (YTD) registrations are now just 5.9% ahead of 2020 figures, and 29.4% down on the average of 2010 to 2019.

1 TOYOTA

It celebrated a record market share of 5.19% at the end of 2020, so just look where Toyota is now. Sales of its Yaris supermini are up 45% YTD, and its C-HR and Rav-4 SUVs have double-digit growth percentages too. Corks will pop at the Epsom HQ this December.



2 RENAULT

A 49% drop in September looks horrendous, but the worst of that was in the fleet sector. Private registrations dropped just 23% to 3,088 units. Still, Mégane registrations totalled 69 units.



Marque	September					Year-to-date				
	2021	% market share	2020	% market share	% change	2021	% market share	2020	% market share	% change
1 Toyota	16,940	7.87	19,671	6.00	-13.88	83,128	6.31	73,067	5.88	13.77
Kia	16,661	7.74	14,896	4.54	11.85	74,096	5.63	57,155	4.60	29.64
Volkswagen	16,434	7.63	27,328	8.33	-39.86	121,286	9.21	110,668	8.90	9.59
BMW	15,747	7.31	21,225	6.47	-25.81	93,361	7.09	84,611	6.80	10.34
Audi	12,325	5.72	21,893	6.67	-43.70	96,107	7.30	80,435	6.47	19.48
Hyundai	12,256	5.69	11,645	3.55	5.25	52,931	4.02	37,847	3.04	39.86
Ford	10,786	5.01	28,252	8.61	-61.82	99,256	7.54	117,783	9.47	-15.73
Vauxhall	10,619	4.93	19,614	5.98	-45.86	72,241	5.49	72,036	5.79	0.28
Nissan	9,880	4.59	14,600	4.45	-32.33	52,265	3.97	53,905	4.33	-3.04
Mercedes-Benz	8,783	4.08	23,522	7.17	-62.66	78,252	5.94	84,693	6.81	-7.61
Peugeot	6,807	3.16	10,513	3.20	-35.25	46,263	3.51	41,875	3.37	10.48
Škoda	5,939	2.76	10,892	3.32	-45.47	46,515	3.53	43,728	3.52	6.37
MG	5,452	2.53	3,668	1.12	48.64	22,951	1.74	14,236	1.14	61.22
Honda	5,389	2.50	5,953	1.81	-9.47	22,548	1.71	22,458	1.81	0.40
Land Rover	5,352	2.49	11,444	3.49	-53.23	46,075	3.50	44,840	3.61	2.75
2 Renault	5,291	2.46	10,454	3.19	-49.39	22,978	1.75	35,126	2.82	-34.58
Seat	4,982	2.31	7,138	2.18	-30.20	37,612	2.86	34,998	2.81	7.47
Mazda	4,500	2.09	6,117	1.86	-26.43	21,903	1.66	18,796	1.51	16.53
Citroën	4,307	2.00	5,471	1.67	-21.28	24,262	1.84	22,107	1.78	9.75
Mini	4,118	1.91	9,095	2.77	-54.72	30,852	2.34	33,826	2.72	-8.79
Volvo	4,084	1.90	9,147	2.79	-55.35	36,421	2.77	32,184	2.59	13.16
Dacia	3,867	1.80	5,263	1.60	-26.52	13,267	1.01	16,434	1.32	-19.27
Fiat	3,800	1.76	4,391	1.34	-13.46	16,059	1.22	15,745	1.27	1.99
Suzuki	3,089	1.43	5,424	1.65	-43.05	17,915	1.36	16,509	1.33	8.52
Lexus	2,941	1.37	3,693	1.13	-20.36	12,024	0.91	11,341	0.91	6.02
Jaguar	1,844	0.86	4,006	1.22	-53.97	15,590	1.18	18,362	1.48	-15.10
Cupra	1,328	0.62	0	0.00	0.00	5,428	0.41	0	0.00	0.00
Jeep	893	0.41	843	0.26	5.93	3,839	0.29	3,348	0.27	14.67
Porsche	752	0.35	1,576	0.48	-52.28	8,036	0.61	8,653	0.70	-7.13
Subaru	622	0.29	272	0.08	128.68	1,636	0.12	672	0.05	143.45
DS	536	0.25	474	0.14	13.08	1,726	0.13	1,768	0.14	-2.38
SsangYong	373	0.17	391	0.12	-4.60	1,124	0.09	1,288	0.10	-12.73
Abarth	306	0.14	578	0.18	-47.06	2,021	0.15	1,851	0.15	9.18
Polestar	256	0.12	218	0.07	17.43	2,425	0.18	252	0.02	862.30
Alfa Romeo	253	0.12	331	0.10	-23.56	1,154	0.09	1,533	0.12	-24.72
Bentley	190	0.09	263	0.08	-27.76	972	0.07	1,010	0.08	-3.76
smart	123	0.06	320	0.10	-61.56	1,094	0.08	1,030	0.08	6.21
Maserati	115	0.05	77	0.02	49.35	538	0.04	436	0.04	23.39
Mitsubishi	40	0.02	1,242	0.38	-96.78	5,125	0.39	7,457	0.60	-31.27
Genesis	27	0.01	0	0.00	0.00	87	0.01	0	0.00	0.00
Alpine	23	0.01	10	0.00	130.00	144	0.01	83	0.01	73.49
Other British	255	0.12	308	0.09	-17.21	1,767	0.13	1,443	0.12	22.45
Other Imports	7,027	3.26	5,823	1.78	20.68	23,340	1.77	18,067	1.45	29.19
Total	215,312		328,041		-34.36	1,316,614		1,243,656		5.87



Whatever's next, let's do it together

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FINANCE OFFERS

OEMs step off the gas as year draws to close

Many manufacturers have either paused marketing spend or scaled back activity during Q4 due to the lack of new vehicle availability.

But, while the industry might have assumed a bit of a holding pattern for a quiet end to the year, there are still offers available.

Mike Hawes, Society of Motor Manufacturers and Traders (SMMT) chief executive, says that, while new car supply has stalled, particularly from Asian manufacturers, customers should continue to expect "attractive offers on a range of new vehicles".

Looking at the top 10 best sellers in what was a disappointing September, there are only a few deals that particularly stand out as retailers look to close out the year.

The inherent popularity of these vehicles obviously means car manufacturers don't need to push too hard to entice customers.

However, Kia's e-Niro is available in Q4 with no deposit and a £2,000 discount to carry the momentum toward Christmas.

The Sportage continues to be supported in the final three months of 2021 with a 0% deal too. Additional support continues for the Korean brand in the shape of its Scrapage Allowance campaign, which offers up to £2,500 off the Stonic, Picanto and Rio.

While Kia is offering the biggest deposit contribution out of the top 10 most popular models in the UK, the Vauxhall Corsa and BMW 3 Series, both from the top three, are also supported with £1,750 and £1,817 discounts respectively.

Looking at the other end of the growth chart for 2021, Renault has been struggling with volumes this year, so it's interesting to look at how the brand has reacted in Q4 with its retail offers.

It has continued its blanket 0% campaign across the model range from Q3 into the final quarter and every finance offer can be configured to factor in zero deposit for customers that either don't have a part exchange, or don't want to put down any money for their new Renault.

When comparing Renault's representative examples in Q4 with Q3, AM's data shows that average affordability has improved slightly across the range, with monthly payments dialled back by around £8.

The French manufacturer has also nearly doubled the level of deposit contribution support for customers in Q4 to more than £1,000 on average across its range, so it is putting more money on the table to help support dealer networks.

Looking at the year as a whole so far, the latest data from the Finance and Leasing Association (FLA) shows new business volumes dropped by 20% over the first seven months of 2021.

While volumes are down, the FLA is still expecting growth by value of 17% for the full 12 months,

TOP 10 BEST SELLING VEHICLES IN SEPTEMBER 2021

Model	Finance type	Deposit	Term	Monthly payment	Final payment	APR	Offer ends
1. Tesla Model 3	PCP	£6,000	48	£515	£15,166	4.90%	31/10/2021
2. Vauxhall Corsa SRI Edition 1.2 (130PS)	PCP	£3,572.25	48	£260.46	£8,322	3.90%	31/12/2021
3. BMW 320i M Sport Saloon	PCP	£4,499	48	£419	£14,082.20	2.90%	31/12/2021
4. Toyota Yaris Hatchback Design 1.5 Petrol Hybrid Platinum White (Pearlescent paint)	PCP	£4,996	42	£189	£9,405	0%	31/12/2021
5. Nissan Qashqai 1.3 DIG-T 140 PS Mild Hybrid N-Connecta	PCP	£5,000	37	£310	£14,379	3.99%	16/12/2021
6. Kia Sportage 'GT-Line S' 1.6 Turbocharged Petrol manual	PCP	£6,372	25	£466.35	£14,295.60	0%	31/12/2021
7. VW Polo Life 1.0 80PS manual	PCP	£3,894.72	48	£205	£6,826.50	4.90%	31/10/2021
8. Toyota Aygo 5-Door Hatchback x-trend 1.0 Petrol (72PS) Pure White (solid paint)	PCP	£4,569.50	48	£129	£4,702.50	0%	14/12/2021
9. Kia e-Niro MY21 '4+' 64 kWh EV Automatic	PCP	£0	37	£692.78	£17,214	4.90%	31/12/2021
10. VW Golf 8 Life 1.5 TSI 130PS manual	PCP	£5,990.60	48	£205	£10,162.80	4.80%	31/10/2021



TOP FINANCE DEALS FOR RETAIL BUYERS

Model	Finance type	Deposit	Term	Monthly payment	Final payment	APR	Offer ends
Renault							
Zoe Iconic R110 EV 50 Rapid Charge	PCP	£4,411	37	£249	£13,970	0%	30/11/2021
Clio Play TCe 90	PCP	£4,201	24	£179	£7,653	0%	30/11/2021
Clio Iconic E-Tech Hybrid 140 Auto	PCP	£4,838	24	£199	£11,436	0%	30/11/2021
Captur Iconic TCe 90	PCP	£3,213	24	£229	£11,091	0%	30/11/2021
Captur S Edition E-Tech Hybrid 145 Auto	PCP	£4,400	24	£244	£14,494	0%	30/11/2021
Captur S Edition E-Tech Plug-in Hybrid 160 Auto	PCP	£6,250	36	£279	£13,401	0%	30/11/2021
Kadjar Iconic TCe 140	PCP	£5,717	24	£299	£11,807	0%	30/11/2021
Mégane Iconic E-Tech Plug-in Hybrid 160 Auto estate	PCP	£5,887	36	£309	£12,984	0%	30/11/2021
Arkana S Edition TCe 140 Auto EDC	PCP	£6,595	24	£249	£15,029	0%	30/11/2021

although this is slightly lower than previous expectations.

There is a more positive outlook for 2022, although this is dependent on supply issues improving.

Geraldine Kilkelly, director of research and chief economist at the FLA, says: "The consumer car finance market is expected to grow by a further 14%

in 2022 as supply constraints gradually ease and strong consumer demand continues."

TOM SEYMOUR

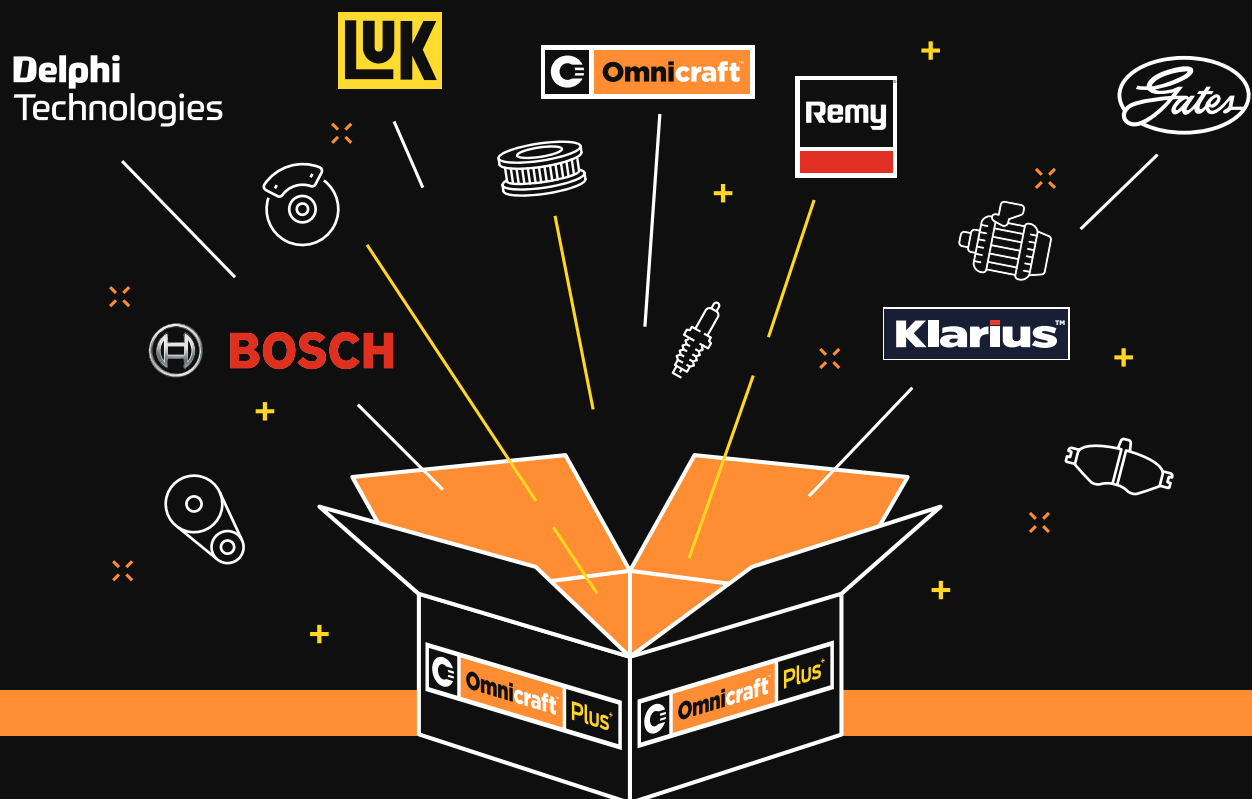


SEARCH FOR FINANCE OFFERS

For a searchable list of manufacturers' finance offers, go to am-online.com/offers

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VIEWPOINT



SANITISED KEYS AND CUSTOMER SERVICE

PROFESSOR JIM SAKER is director of the Centre for Automotive Management at Loughborough University's Business School and an AM Awards judge. He has been involved in the automotive industry for more than 20 years



If there is one thing that the pandemic has taught us, it is that people and businesses that are prepared to evolve and change will survive. Having been a

judge on the AM Awards for several years I have always been impressed with the resilience that the sector has shown in responding to challenges.

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Want to transform your manual sales processes into a *fast, efficient,*

VIEWPOINT



THRIVING IN A WORLD WITHOUT THIRD-PARTY COOKIES

DAVE HENDY is regional sales director, Fanplayr



To succeed in online vehicle retail, companies need data to understand what their customers are looking for and how

to best interact. We've all heard that big browsers are axing third-party cookies, which used to fuel personalisation for years. Apple, Safari and Firefox have already stopped

supporting them and Google Chrome, which currently accounts for 60% of browser visits, will do the same in 2022.

The good news is that we have seen new tools and technologies, such as real-time customer segmentation, interaction, and personalisation, enter the market.

Driven by AI, they provide a smart level of interaction and an effective way to guide shoppers towards a purchase without the need to rely on third-party cookies and without being pesky.

With so many elements of car buying that customers can directly personalise themselves, OEMs can leverage technology to understand their preferences and online behaviour quickly and completely.

In segmentation solutions, AI-driven tracking monitors each customer's activity in respect of these elements whenever they visit an automaker's website.

By deploying first-party cookies to store a visitor's unique ID, automakers will not be affected by the third-party cookie ban or privacy restrictions.

The first-party cookie remembers each customer and their visit. As they move around the website, the technology registers what the customer is interested in and spots when their behaviour indicates they are close to buying, or when they're about to leave.

With in-the-moment insights, automakers can intervene with a timely notification or graphic,

A number of companies have continued to prosper, reflected in their refunding of furlough money received from the Government. Different ways of working have been tried, the drive to do more online has been achieved by most, and customers seem to feel safe to come back into the showrooms and aftersales service areas.

Having visited a range of dealerships over the past month, and having spoken to several customers, the impression that I am getting is that the pandemic has actually improved the perceived level of customer service that is being delivered. I am not saying that the level of service was that poor before, but in a bizarre way the COVID safety

protocols that have been put in place appear to have shifted the focus more onto the customer.

With the pandemic there was a need to rethink the process and how customers would feel coming back into showrooms. The safety measures needed for COVID required staff to concentrate on how customers were treated and how they interacted with them. I know that the processes that were put in place were to protect both staff and customers, but the overall impression was that the staff were genuinely caring and attentive to what was happening. It may sound stupid but having someone clean your car keys before handing them back to you gives the impression that they

“THE SAFETY MEASURES NEEDED FOR COVID REQUIRED STAFF TO CONCENTRATE ON HOW CUSTOMERS WERE TREATED”

are taking care of both you and your property. Prior to the pandemic I never noticed such care taken with my keys! The fact that after a service I was assured that the car had been sanitised and wiped down (the steering wheel was still slightly sticky) again gave reassurance that a level of care had been undertaken. Now I still don't know whether the quality of the actual car service was any good, but throughout the process the focus appeared to be on me. Having spoken to customers

from other dealerships the consensus was that the dealerships were trying hard to ensure that customers were safe and as a result felt that the overall service quality had improved from before the pandemic. It has always been acknowledged that customer service quality is difficult to measure but it is slightly bizarre that a liberal application of hand sanitiser can have such an impact on how customers rate their car service. If only we knew this before.

ales and service digital workflow?

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increasing the likelihood a customer will book a test drive, visit a showroom, or complete the purchase. The data collected can also be used to personalise any follow-up marketing communication, such as emails, making them less easy to ignore.

Despite the growing trend of seamless online shopping, we're still seeing customers who visit a manufacturer's website simply to book a showroom visit. Many still value a test drive and want to inspect the car before making their final decision.

Either way, automakers need to use segmentation and behavioural tracking technology to personalise the experience and ensure the customer journey is

“WITH IN-THE-MOMENT INSIGHTS, AUTOMAKERS CAN INTERVENE WITH A TIMELY NOTIFICATION OR GRAPHIC”

travelling towards a sale.

Companies can see from the metrics how segmentation and interaction technology raises conversion rates, even if customers opt to buy offline.

This is because when customers visit dealerships or showrooms, the sales assistants are informed of any barriers to the sale and the customers also have a clearer idea of what they are looking for.

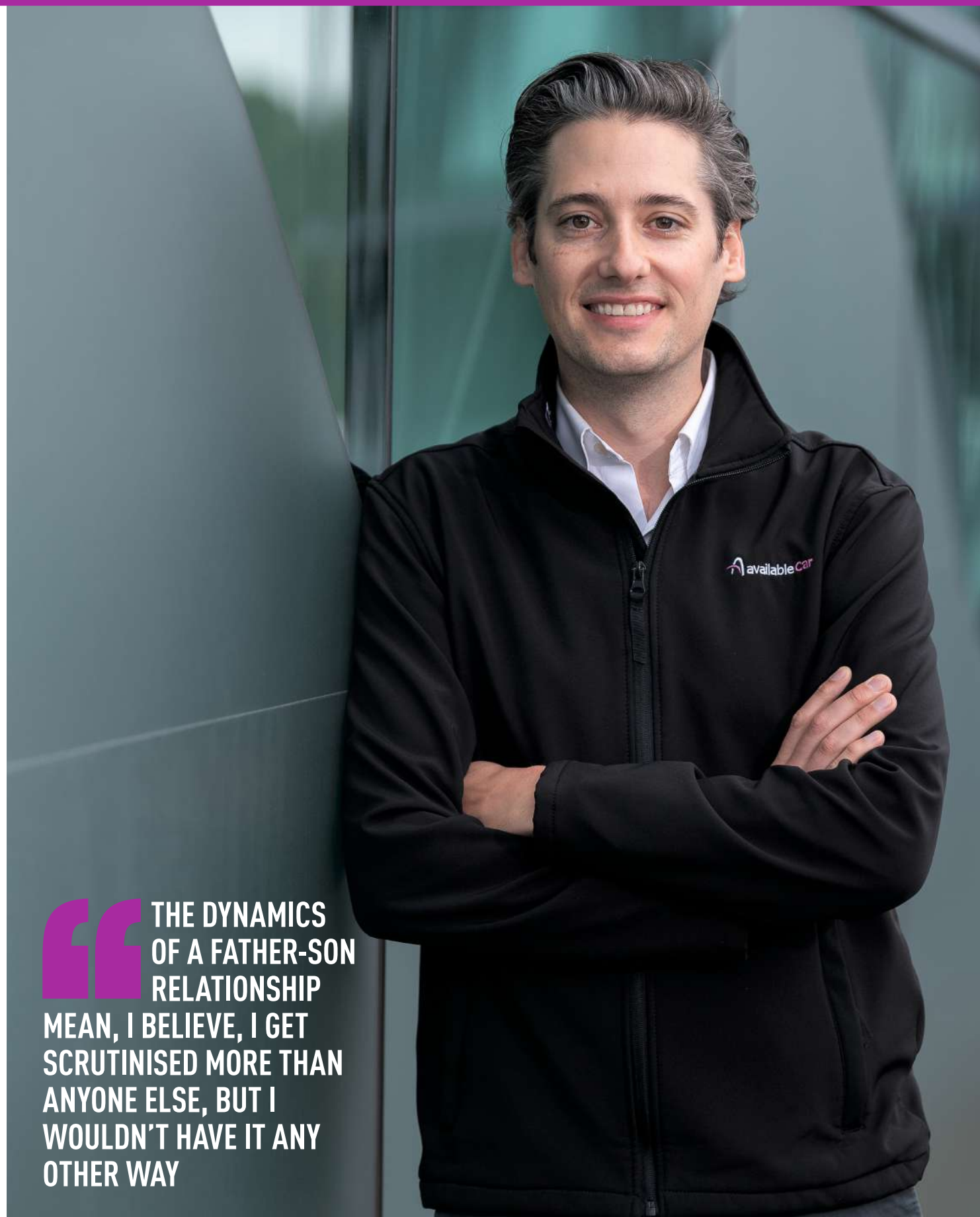
Our British automotive industry has reached yet another mile-

stone in the evolution. New technologies and customer expectations continue to drive change. To remain competitive and offer personalised experiences in a world without third-party cookies, automakers need to adopt more advanced solutions.

AI-driven behavioural tracking and real-time segmentation will help car-buyers make the best online purchase that meets all their needs, helping automakers succeed on their digital journeys at the same time.

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“THE DYNAMICS
OF A FATHER-SON
RELATIONSHIP
MEAN, I BELIEVE, I GET
SCRUTINISED MORE THAN
ANYONE ELSE, BUT I
WOULDN'T HAVE IT ANY
OTHER WAY

FACE TO FACE: AVAILABLE CAR

'WE CAN GET THROUGH ANYTHING'

Chief executive Michael Bell reflects on how tough it was to get through the worst of the pandemic and the ethos of the business as it progresses. **Tim Rose** reports

When Michael Bell took the chief executive's chair of the family business, Available Car, in 2019, he could never have anticipated quite the baptism of fire that was coming. Well past the 2016 peak of new car sales, his first year at the helm tackled used car stock challenges and continued work on Available Car's digital infrastructure and IT investment. And then 2020 became the year of coronavirus lockdowns and the biggest challenges for business leaders since the 2008 global economic collapse.

"It's probably the most challenging 18 months we've ever had," says Bell. "As a family we've been doing this for so long, but being thrust into the limelight, it was an interesting period."

"I remember being sat with my old man in the boardroom and he was saying 'well, if we can get through this we can get through anything.'"

Bell is a third generation motor retailer. His father, Graham, founded Available Car near Derby in 2001, and his grandfather William Vernon Ford diversified from dairy farming into car sales in 1959, in Cheshire, to create what became today's two-site Fords of Winsford car supermarket group.

Graham, still chairman of Available Car and a shareholder in Fords of Winsford, which is run by Bell's uncle Paul Ford, now leaves day-to-day operations to the respective management teams.

But he's far from distant, and still attends board meetings to help shape the strategy when he's not on his farm in Yorkshire.

"As long as I can deliver the results for him he doesn't need to get involved too much," Bell says. "The dynamics of a father-son relationship mean, I believe, I get scrutinised more than anyone else, but I wouldn't have it any other way. That helps you strive to be better. And we know how to separate work from business in the 20 years I've been working with him."

In 2019, Available Car invested in tech-

nology across the business, including a new website with increased functionality, workshop equipment, a Traka vehicle/key tracking system and a new dealer management system, Drive, from Keyloop.

While it seemed externally that it was business as usual, the behind-the-scenes work on adoption and integration kept the management team busy.

Technology will support the company's efficiency drive, but a customer should notice very little.

"The ethos has always been about family and customer, about looking after the people that come through the door. Our core values have stayed the same. The differences are some slight changes in the flow for the customer, to make the customer journey smoother and to try to remove as much paperwork as possible. We're not fully there yet, but we're on that journey. Our utopia is that the consumer can have the experience they want."

An example is integrating the vehicle tracker into its website, so a customer can speedily find the car they're interested in once they're on the premises. Doing so smooths the customer's experience and also helps make the staff more efficient.

His aim is for customers who want a quick journey to be able to self-serve and self-collect as they desire, but in a personal way, and those who prefer to spend an afternoon test-driving several cars before making a decision to get the support they need on-site too.

That desire for efficiency also applies to back-of-house processes. "We want to touch the car as few times as possible, move the car as little as possible. Each

moment we waste means we can't get another car through the system," says Bell.

With consumer demand strong, how effectively a business buys, prepares and markets its cars is crucial.

Bell has put much focus on vehicle preparation as part of Available Car's growth strategy for the coming year, adding "we all know we can only sell as many cars as we can prep". Currently, each of its car supermarkets has its own prep centre, with numerous inspection ramps, paint booths, SMART repair facilities and valeting bays.

"We have always built the sites to be self-sufficient, to maintain the quality standards within that site and to remove some of the logistical challenges," he says.


In the pipeline is a larger 'prep factory' at the group's Cannock site, which will expand in the medium term from 15 acres to 22 acres to become the largest car supermarket north of London.

Its new workshop will then be capable of preparing 800-to-1,000 cars per week for that branch. He says: "There's a lot of work to get done to gear up for that, but it's a couple of years project, so we'll get there."

Among the advantages of on-site prep are that a customer can look at the car from day one, he says, plus it negates the risk of damage during transport and the cost of repeated vehicle movements.

"Stock turn is critical. With every car we buy from auction, from the day we own it, it goes on sale and the customer can buy it," says Bell.

A customer may see a vehicle before it has gone through the preparation centre, but he says he is not afraid to show the refurbishment that Available Car does with its stock.

In fact, its website dedicates a whole page to telling consumers about its multi-point vehicle inspection, repairs to upholstery and bodywork imperfections, and that its inspection reports are available to view. Any car with less than 

FACTFILE

TURNOVER: £254 MILLION (2020)

STAFF: 640

SITES: 4

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⬅ six months' MOT will get a fresh test. And, when volumes of used electric vehicles (EVs) increase, the website will also educate customers about the real practicalities of EVs, including their lower running costs which help to counter the higher purchase price, says the Audi e-tron-driving Bell, whose wife is the beauty vlogger and influencer Fleur De Force.

Transparency for staff is also important for the business. It conducts regular anonymised surveys to monitor their satisfaction. Available Car also has an uncapped profit-related pay scheme, which pays out in time for Christmas, because the Bell family wants the staff to do well when the business does well.

Bell says the management team is considering taking the commission structure out of the showroom in the long term. He wants staff to explain the products and benefits, but not push them onto customers or feel driven to sell any particular thing.

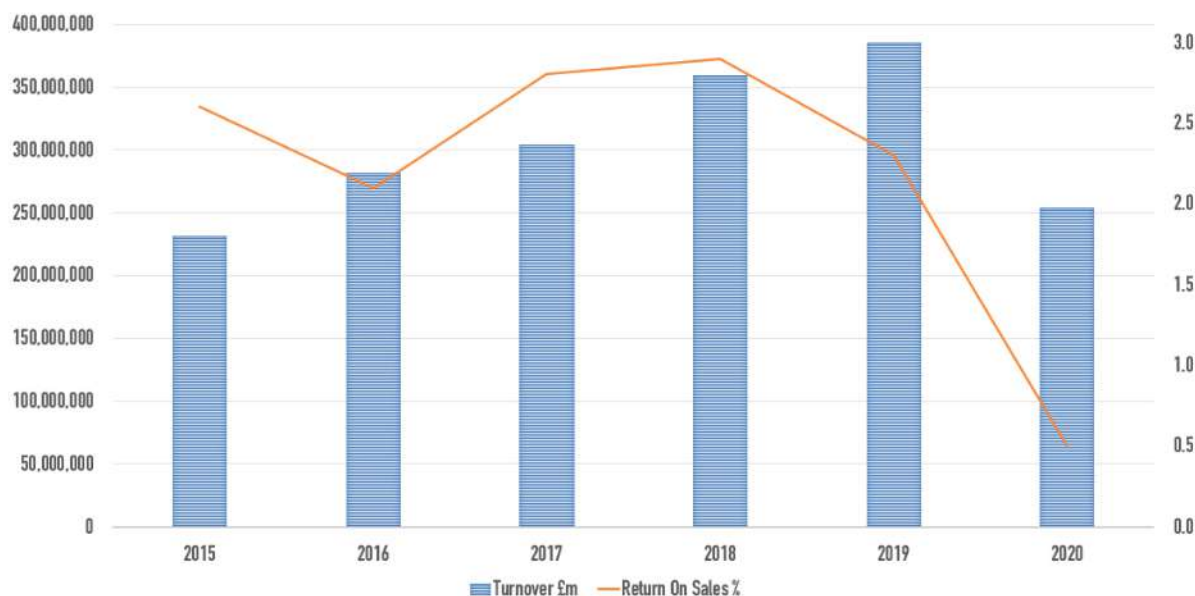
"It will be interesting to see how well we succeed with it, and, hopefully, the industry will follow in the long-term, because I think that not everyone needs to be targeted by daily or weekly standards," says Bell.

Good performance over a prolonged period can be rewarded, he says, and that brings more stability and consistency to employees as they'll know what will be in their pay.

Individuals are paid a good basic salary, and receive a review against a ➡



↘ AVAILABLECAR TURNOVER AND RETURN ON SALES



A sustainable approach to growth is evident in the solid profitability of Available Car. Robust foundations ensured it remained in the black even through the pandemic's turmoil.

Digital remarketing leads to quick sales – and more forecourt space

Five ways digital remarketing solutions empower dealers to be more profitable

With used car stock volumes down, it's more important than ever to maximise profit on each vehicle.

Here are five reasons why savvy dealers are leveraging digital tools to dispose of unwanted stock quickly and profitably. Could you be missing out by not taking advantage of a digital remarketing solution?

1. Quicker listings, faster sales

Being able to advertise unwanted, overage or duplicate vehicles as soon as they're inspected and imaged is key to ensuring a quick sale. Dealer Auction enables you to sell straight from your forecourt. Upload a vehicle in a matter of minutes and sell in a matter of hours – getting cash back in the bank and making room for more profitable vehicles.

2. Access the biggest pool of buyers

Listing vehicles quickly is one thing, but you also need to make sure you're advertising to as many of the right buyers as possible. A digital platform gives you a better chance of a quick turnaround by connecting you with thousands of trade buyers in one go, without needing to rely on the right buyer being in the auction hall. Dealer Auction attracts a huge pool of franchise, independent and supermarket buyers.



3. Give your buyers confidence

By harnessing the power of digital, you can give prospective buyers the confidence to click 'bid'. We're the only platform that provides supply and demand data for a retailer's local market, such as the AT Retail Rating – meaning the buyer will bid knowing that your vehicle is going to perform well for them. In short, just because a vehicle may not be in demand in your location, it doesn't mean it won't be elsewhere!

4. Let them find you

Digital platforms do the hard work in finding the right buyer and connecting them to your stock. We've sent out over 8.6 million alerts so far this year, instantly notifying buyers the second the vehicle they are looking for hits the platform. Those are your vehicles, sent direct to thousands of interested buyers every day.

5. The price is right

With lower volume, increased profit per unit is an absolute must. Dealers are receiving a 4% higher return* per vehicle (on average), and saw 106% on reserve in August on Dealer Auction.

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Speed to sale is a crucial part of any remarketing strategy, especially when navigating the current challenges.

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*On average vs physical auction

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performance ladder every six months. They'll sit within a certain bracket in that ladder, which determines how their bonus is calculated.

It's a start towards removing commission from the business.

"We believe you don't put in the effort every day. Every single person puts that effort in. Taking that pressure away makes people perform better and makes the customer experience better. And, if the customer experience is right and the product is right, everyone can sell cars – that's what our ethos is driving to."

Management infrastructure and training is vital in supporting this transition. Available Car's policy is for managers to oversee no more than six-to-eight direct reports, so they can support their team properly and spend time coaching each individual to give their best.

Modern companies such as Netflix and Apple have shown that staff motivation doesn't have to be all about more money, says Bell; other incentives, a nice work environment, career development and a better work/life balance are all things people want.

"It's for us as an industry to learn how we can get the best out of that going forward and it will help staff retention and, certainly, diversity," he adds.

An attitude of 'that's just how we do it' won't cut it any more and, although people are still needed in dealerships, that shouldn't prevent flexible solutions being found for the long-term benefit of the industry, he says.

"We sometimes get a bad rep and I don't think it's just. Colleagues in the industry are all working on similar things,



“YOU CAN GET OBSESSED WITH UNITS AND NUMBERS RATHER THAN WE’RE ALL IN IT TO MAKE A BIT OF PROFIT AND LOOK AFTER EVERYONE. IF I BURN EVERYONE OUT, WE’D GET A GREAT YEAR, BUT THEN CRASH

MICHAEL BELL, AVAILABLE CAR

that right ethos, to move forward. Hopefully, as we promote that long-term, the industry will get the reputation it deserves. It's a great employer, looking after a lot of people and families. The old archetypal Arthur Daley is not really around anymore."

Available Car has expanded into a new site roughly every five years since it began at Castle Donington near Derby – the last time being a 2015 takeover of a 11.5 acre site in Leeds which was previously part of the collapsed CarCraft group. Before that came Cannock in 2013 and Sutton-in-Ashfield in 2007 – both former Motorhouse 2000 sites.

Asked whether the company will acquire again soon, Bell said those previous deals were great opportunities at the right time, but, for now, its focus is on the Cannock expansion and organic sales growth.

"We don't need 75 sites across the country. We firmly believe anyone should be able to experience Available Car, but in a sustainable way." By expanding its existing sites Available Car has grown efficiently to increase its sales opportuni-

ties in its core area, he said, and it remains controllable – crucial for a business that promises high standards. The internet will help ensure within the next decade or so that any UK customer who wants to buy a vehicle from Available Car can do so.

He says 2020 was a difficult year for a business which thrives on footfall through its doors and which has a high proportion of elderly customers who still feared venturing out between lockdowns due to the threat of coronavirus.

Although it adapted quickly to online sales and collection or delivery, revenues fell by a third to £254 million and pre-tax profits crashed 86%, although the group stayed in the black with £1.2m pre-tax profit.

Bell expects 2022 to surpass its 2019 figures, putting the business back firmly into growth.

"You can get obsessed with units and numbers rather than we're all in it to make a bit of profit and look after everyone. If I burn everyone out, we'd get a great year, but then crash. We want long-term growth."



The showroom at Available Car's Leeds site

Automotive management LIVE

Brought to you by
AM **NFDA**
NATIONAL FINANCIAL DEALERS ASSOCIATION

2021 PREVIEW

Automotive Management Live is back in person at Birmingham's National Exhibition Centre (NEC) this November.

The show offers a packed line-up of 12 presentations and 17 speakers as part of the packed schedule on the day across three theatre areas, including Operational Excellence, Digital and Inspiration.

AM Live will be an insight-packed event for car retailers – franchised and independent – and manufacturers who want to compare and contrast the latest products and services from the sector's leading suppliers, attend masterclass sessions that focus on specific areas of modern retailing, listen to expert speakers and network with industry colleagues.

Features of the 2021 show will include:

- The Inspiration Theatre (NEW) – home to strategic presentations on leadership, improving diversity within automotive and optimising a future with electric vehicles.
- A fun, interactive used cars feature brought to you by AM and Cox Automotive, with prizes to be won.
- The Innovation zone – hear from the latest technology leaders in the sector.

- Operational Excellence and Digital Theatres – homes to expert presenters on critical topics including aftersales, used cars, motor finance and customer loyalty.
- Exhibition space with almost 50 stands and displays from the industry's crucial suppliers.
- Networking areas, including the AM100 executive lounge, where you can meet your peers and privately discuss the key issues and opportunities you're seeing.





Attend to:

- Meet senior representatives from a range of service providers and suppliers to automotive retail
- Engage in high level discussions with these representatives which will enable faster, better decision-making in managing your business
- Discover the latest technologies presented by innovative solution providers to future-proof your business
- Connect with and learn from your peers – discuss the latest challenges and uncover opportunities together
- Debate the future of the changing retail landscape and where your business is heading
- Hear about the best methods to communicate with the consumer – learning new techniques and skills to balance your workload

Attend AM Live with confidence

As the automotive industry moves forward, we are dedicated to delivering events and facilitating gatherings with health and safety at the top of the agenda.

A series of robust measures will be in place to protect everyone.

Included among the extensive list of procedures are:

- Fogging all toilet blocks pre-show

NFDA at AM Live 2021

Automotive Management Live 2021 is co-hosted by the National Franchised Dealers Association (NFDA), which represents franchised car and commercial vehicle retailers in the UK.

NFDA is the voice of automotive retailers and focuses on lobbying Government and manufacturers on behalf of its members as well as dealing with a number of business-related issues that impact franchised dealers daily.

Sue Robinson, NFDA chief executive, says: "AM Live will provide an ideal opportunity to get back together, network with other dealers and industry experts, and hear all the latest updates from your trade association."

Robinson says dealers can talk to the NFDA about any concerns they may have with their manufacturer and communication. This is vital, particularly as there is a lot of speculation on the future strategy for the sector.

She says: "Also, as Block Exemption Regulations expire in 2022 and 2023, NFDA has been working closely with our European counterparts via the Alliance of European Car Dealers and Repairers (AECDR) to form franchised dealers' position, respond to the relevant consultations and best represent our members' interests. You can visit our stand for more details on this."

The NFDA will also be providing the latest updates on its Electric Vehicle Approved (EVA) accreditation scheme, which plays a key role in supporting and facilitating the transition to EVs.

Following the successful launch in 2019, NFDA now has more than 200 EVA accredited dealers and the scheme will soon reopen.

EVA is endorsed and co-funded by the Government's Office for Zero Emission Vehicles (OZEV) and backed by the Energy Saving Trust, which independently audits dealers to ensure they meet the EVA standards.

ENCOURAGING SIGNS FOR RECRUITMENT

The most recent edition of the NFDA HR survey showed encouraging signs with the majority of



dealers looking to recruit across the end of Q3 and the beginning of Q4 2021.

The NFDA will also be providing an update on its Drive My Career employment initiative, which has received a revamped campaign to support dealers' recruitment strategies.

Robinson says Drive My Career has already redirected thousands of young people to NFDA members' vacancies in the past few weeks and the NFDA will be available to assist in drawing new talent to businesses. She adds: "The recruitment side of the automotive sector has been heavily affected during the pandemic. However, over the past few months, franchised dealers restarted hiring, often looking to attract a differently skilled workforce to suit the rapidly evolving automotive industry."

NFDA WORKING GROUPS

The NFDA runs regular working groups to set the direction of the association's work and support members across key business areas including the transition to EVs, finance and insurance, used cars, IT, HR and aftersales.

Robinson adds: "The vast number of day-to-day operational issues currency affecting retailers must not be overlooked."

"Further discussions take place at the quarterly NFDA regional meetings where dealers have the opportunity to discuss the most topical issues affecting them with other local businesses and provide direct feedback to the NFDA team."

"If you are not familiar with the next NFDA events and dealer meetings, see us at AM Live or contact us directly."

If, in the meantime, you want to find out more about NFDA, visit www.nfda-uk.co.uk

Visit NFDA at Stand A36

- Fogging all enclosed office spaces
- Employing extra janitors in the atrium
- Enhanced cleaning of public areas (including door handles)
- Extra COVID janitors in the main hall
- 620 hand sanitisers across the venue
- Aisle widths have been increased
- Limited touchpoints

In addition, ventilation has been improved in line with NHS requirements after the NEC was assigned as a Nightingale hospital.

The AM events team has already successfully held the AM Awards this year, which included involvement from the relevant

local authorities to ensure necessary steps were in place.

COVID-provisions are being reviewed on a weekly basis and AM is working closely with the Association of Event Organisers alongside other event organisers for industry best practice, while also consulting with the Government.

In line with NEC Group rules, visitors should come to the show prepared to show proof of their COVID-19 status.

Visit www.automotivemanagementlive.co.uk/covid-19-update for more information on safe attendance

Automotive management LIVE

Brought to you by
AM **NFDA**

INSPIRATION THEATRE

Headline sponsor



The Inspiration Theatre is new for 2021 and will be home to three special headline keynote presentations that will transform how delegates think about their business, culture and future strategy.

Each Inspiration Theatre presentation will invigorate delegates and deliver thought-provoking ideas in a unique way, leaving those in attendance feeling inspired and with a fresh perspective on the year ahead.

The key themes for this year will focus on leadership, the electric vehicle (EV) transition and diversity and inclusion – all essential and transformational topics to ensure automotive retail businesses can thrive in the years to come.

Kevin Gaskell will open the Inspiration Theatre on the day with a session focussed on leading teams through change, something that all businesses have had to do during the unprecedented challenges of the last 18 months.

Gaskell has worked as chief executive at four successful world class brands and is now a leading entrepreneur and investor. Winning numerous awards for excellence along the way, the international companies (and teams) he has built and continues to build have created more than £3 billion in shareholder value.

Gaskell says: "My experience of leading companies through the economic disaster zone is that, with different thinking, it is possible to emerge stronger than ever.

"During the most difficult of times the most able leaders will reassess and clarify the vision of success for the organisation.

"They will challenge and redefine the business model and prepare their team for long-term success. Great leaders will step ahead."

EVs present some of the biggest changes to automotive retailing, with a switch to agency contracts on these products and a new approach to aftersales in the medium-to-long term.

Arturs Smilkstins, partner at Boston Consulting, will deliver a session that will inspire and advise dealers of the opportunities presented by the roadmap to zero emission new cars before 2030.

The dealers that smash the EV transition will have well-informed and engaged workforces, will adapt and innovate their services to attract

“MY EXPERIENCE OF LEADING COMPANIES THROUGH THE ECONOMIC DISASTER ZONE IS THAT, WITH DIFFERENT THINKING, IT IS POSSIBLE TO EMERGE STRONGER THAN EVER. DURING THE MOST DIFFICULT OF TIMES THE MOST ABLE LEADERS WILL REASSESS AND CLARIFY THE VISION OF SUCCESS FOR THE ORGANISATION. THEY WILL CHALLENGE AND REDEFINE THE BUSINESS MODEL AND PREPARE THEIR TEAM FOR LONG-TERM SUCCESS. GREAT LEADERS WILL STEP AHEAD

KEVIN GASKELL, ENTREPRENEUR



“ THE PHYSICAL TOUCHPOINT OF THE SALE WILL REMAIN CRITICAL IN THE OVERALL CUSTOMER JOURNEY AND DEALERS WILL BE VITAL IN PROVIDING A BEST-IN-CLASS PERSONALISED SERVICE AS PART OF ANY OMNICHANNEL APPROACH

ARTURS SMILKSTINS, BOSTON CONSULTING



and retain customers, and by 2030 will have established their brand as a centre of EV excellence.

Smilkstins has worked with global clients in Russia, Eastern and Western Europe, the Middle East, and Asia and currently works at Boston Consulting's London office.

He says: "The physical touchpoint of the sale will remain critical in the overall customer journey and dealers will be vital in providing a best-in-class personalised service as part of any omnichannel approach.

"The dealer networks who will be able to provide holistic, data-driven views on customers in a

specific geography, linking it with personalised go-to market approach, will be critical for the OEMs' objective to win market share."

Julia Muir, founder of the Automotive 30% Club and chief executive of Gaia Innovation, will close out the day with a session that asks leaders to "Choose to Challenge".

The automotive industry knows it has a gender bias in leadership positions, but is working to improve this with many dealer groups already pledging to fill at least 30% of key leadership positions with women by 2030.

Muir's presentation will challenge delegates to ask themselves if their business is doing enough

to ensure their organisation is a place where women can thrive.

Muir adds: "The word 'choose' is not used just for a piece of catchy alliteration. We choose to do it because we know it's the right thing to do for the success of our businesses and wider society.

"If you're a business leader, it's your choice whether to lead a culture within which women can feel safe and be successful, or be forced to leave because there's no chance of their skills being recognised, or to escape a hostile environment.

"You must decide which culture is the better reflection of you as a person."



“ IF YOU'RE A BUSINESS LEADER, IT'S YOUR CHOICE WHETHER TO LEAD A CULTURE WITHIN WHICH WOMEN CAN FEEL SAFE AND BE SUCCESSFUL, OR BE FORCED TO LEAVE BECAUSE THERE'S NO CHANCE OF THEIR SKILLS BEING RECOGNISED, OR TO ESCAPE A HOSTILE ENVIRONMENT



JULIA MUIR, AUTOMOTIVE 30% CLUB

Automotive management LIVE

Brought to you by
AM **NFDA**

DEALER MASTERCLASSES

This year's show will feature Operational Excellence and Digital dealer masterclass sessions to provide automotive retailers with proven strategies, actionable insights and forthcoming trends and developments to help forward planning. Segmented into easy-to-access essential topic areas, we have turned to the best in the business, whose speakers draw on their wealth of data and expertise to provide attendees with critical intelligence on developments in the sector.

OPERATIONAL EXCELLENCE THEATRE



COX
AUTOMOTIVE™

Used cars: The science behind producing market-leading vehicle valuations

Paul Humphreys, Cox Automotive International managing director
James Smith, Modix UK country director

The automotive market is constantly fluctuating, so producing a fair and accurate valuation for any vehicle at any time has inherent challenges, especially when no two vehicles are ever the same. This presentation will give delegates an overview of the current fluctuations in values in the used car market and the tools to navigate the best way forward.

In this session, you will learn:

- An overview of how a blend of data-driven automation and human finesse can help with highly accurate valuations
- Best practice tips on acquiring stock
- Advice on using tools and leveraging dynamic research to deliver the best results

Customer loyalty: Driving improved customer loyalty through reputation experience management

Andy Wand, Reputation EMEA director of automotive

The link between customer feedback and how this can drive loyalty will be explored in depth as part of Reputation's session. This session will feature an open discussion to look at how, in an increasingly digital world, retailers and brands can optimise their online presence to both drive loyalty and increase sales.

In this session, you will gain:

- An overview on how customer feedback has changed and how businesses need to have an overall picture, including customer reviews and surveys, to take action
- Tips on how to catch bad customer experiences earlier
- Ideas on customer feedback that retailers can implement in their business the next day



Reputation

Finance: Increase customer acceptance rates and sell more vehicles

Andrew Gill, Codeweavers head of lender products
Mat Stanley, Experian business development director

New technology innovations can help automotive retailers streamline the finance process within the automotive industry, improving lender underwriting efficiencies and increasing customer satisfaction.

In this session, you will learn:

- How new finance eligibility innovations can help customers match with the right lenders to increase acceptance rates
- How eligibility can help with Financial Conduct Authority (FCA) compliance and help with new finance models like rate for risk
- Insights and tangible results from retailers that have been taking a new approach to finance eligibility in their business



Codeweavers

THE AM NEWS SHOW PODCAST

Now available on YouTube, The AM News Show is our new, insightful, upbeat podcast which will constantly tackle some of the current themes in motor retail.

Recorded professionally in the custom-built studio at Armchair Marketing in Northamptonshire, The AM News Show podcast will also bring you fascinating monthly insights into the activities of franchised and independent retailers, their major suppliers and vehicle manufacturers.

The initial one has already been viewed by more than 3,000 people in its first week since Armchair Marketing published it. It features discussions with Julia Greenhough, marketing director of TrustFord, which recently won the AM Award for Best Marketing Strategy, and Callum Wood, head of sales at CitNOW which was selected by AM readers to win the Supplier of the Year award for the second consecutive year.

The **AM**

NEWS SHOW



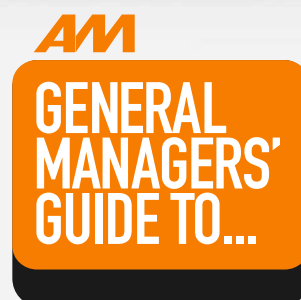
Type **'The AM News Show'** into the search bar on AM-online or on YouTube and watch it now. And then hit 'subscribe' to ensure you don't miss any future episodes.

SIGN UP TO AM'S INTERACTIVE WEBINARS

Planned by the editorial team, they share best practice and useful business insights



In our *AM* Motor Retail Review series of quarterly webinars, held typically in the first week of a new quarter, a panel of the most senior executives in the motor retail industry discusses the latest trends and opportunities of the new and used car markets plus other major strategic developments.



In our General Managers' Guide To... series of monthly webinars you can hear live from other motor retailers about how they're finding new opportunities in many of the critical areas of the business and tackling some of the common problems. Audience Q&As allow you to discuss the subjects further with our experts.

Busy? Watch any of our webinars on catch-up if you can't log into the live broadcast

AM Motor Retail Review (January, April, July and October) | GMs' Guide To... used car preparation
GMs' Guide To... improving customer experience through technology | GMs' Guide To... effective sales enquiry management
GMs' Guide To... staff management and motivation | GMs' Guide To... building your dealership's reputation
GMs' Guide To... enhancing workshop efficiency | GMs' Guide To... improving stock turn

www.am-online.com/webinars

DIGITAL THEATRE

Video and imagery: Defining the ultimate digital customer journey

Alistair Horsburgh, CitNOW Group chief revenue officer



CitNOW GROUP

With digital communications and online channels playing a more central role in the retail strategy for many car retailers, the CitNOW Group is drawing on the breadth of knowledge and experience of the companies under its umbrella to define the ultimate digital customer journey.

In this session, you will learn:

- How your business compares with the industry benchmark on video and imagery
- Tips to help increase efficiency and boost profitability
- How to adapt your business's approach to remain competitive

Digital innovation: Keeping drivers, traffic and partners moving

Ruairidh Roberts, Waze UK country manager
Ulyana Guseva, Waze UK auto industry manager



waze

Brits are opting for more time in private cars than public transport. Drives for leisure, travel and errands far exceed pre-COVID levels to an average of almost 130%. This change in behaviour provides opportunity – opportunity to keep those cars moving freely, and for OEMs and retailers to connect with a relevant driver audience.

In this session, you will learn:

- How OEMs and retailers can connect safely with a community of on-the-go drivers
- New ways to help improve customer journeys
- How to use advertising technology to bring more customers to the showroom and increase customers' familiarity with brands, promotions and locations

Connected retailing: How the right technology can help you compete

James Tew, iVendi chief executive

The past 18 months have seen rapid changes across automotive retail space, with the best dealerships successfully transforming their digital capabilities to meet consumer demand online.

In this session, you will learn:



iVendi

- How the best retailers are using the latest technology to successfully compete and manage the digital sales journey
- Tips on how to increase profitability in the presence of increasing self-service functionality online
- A glimpse into the future of online retailing innovation and what retailers can expect in the next few years

Social media: How the pandemic has changed consumer behaviour for good

Jeremy Evans, Marketing Delivery managing director & Anita Fox, Head of Automotive, Facebook



Marketing Delivery
DATA DRIVEN MARKETING



facebook

Social media is part of the customer journey now and targeting stock through platforms like Facebook is a tried and tested way to find in-market customers looking for their next car. This joint session presented by Marketing Delivery and Facebook UK will look at how the pandemic has changed consumer behaviour permanently and how retailers can adapt with an expertly targeted social media strategy.

In this session, you will:

- Learn from new data on how consumer behaviours have changed and what dealers can now do to capitalise
- Gain an overview of some of the best strategies automotive retailers and OEMs are using in the marketplace right now
- Get practical tips on use of in-market data to intelligently track and market to the right audience with the right offers

Digitalisation: what car buyers and owners really want

Tom Kilroy, Keyloop chief executive

Using customer data from Keyloop's landmark study and report, the seminar will spotlight the areas of dealership operations that will most benefit from rapid digital transformation.



keyloop

In this session, you will learn:

- To better understand consumer expectations and desires during the real-life, virtual and hybrid moments in the car buying and ownership lifecycle
- Where to focus digitalisation efforts to help retailers create a connected consumer experience and maximize profitability
- Take a deep dive on consumer behaviour data that has not previously been shared

Digital communications: How to gain market share in an increasingly turbulent online marketplace

Dan Delderfield, CarGurus/PistonHeads senior national account director
Nathan Quayle, CarGurus/PistonHeads national account director

CarGurus/PistonHeads will dive into the data and consumer insights the business has gathered over the past 18 months. This will include looking at how the COVID-19 pandemic has impacted the way consumers consider their next vehicle purchase and how dealers can better communicate during the customer journey.

In this session, you will learn:

- How to leverage customer data to uncover new opportunities
- Insights from consumer responses collected over the past 18 months
- How to increase share of voice with digital communications



CarGurus

Adapting to the changing car dealership landscape

The automotive industry has certainly been among the hardest hit during the pandemic. But the picture is improving as car dealerships are getting busier

Alex Scott, Automotive Sales Manager for Traka UK suggests that car retailers who are willing to adapt to embrace requirements for a more connected service will reap the biggest rewards.

There is no doubt the pandemic changed the way we approach car purchases with the rise of online buying options and click and collect. It has certainly made many car dealers, large and small, across the UK rethink their business models.

New normal for car buying

The e-commerce takeover that we felt during the pandemic may provide a big benefit to car dealerships.

Those that accept the new preferences for unaccompanied test drives have made necessary security upgrades to accommodate. This is without compromising on the welcoming environment of the car showroom, where consumers can once again touch and feel their potential next purchase.

The critical component is the connection from online. Many consumers will have done their research, but need the extra layer of product expertise offered by dealers to choose between ICE, hybrids, plug-in hybrids and electric vehicles.

Here, car retailers must think differently about service. We must strive to embrace the offer of a safe personal contact, to



entice the consumer, and inspire and build a level of trust in the purchase interest that successfully draws in the enquiry.

Success requires a seamless operation at the car dealership between the online customer journey and physical dealership experience.

Small details make a big difference

For all this to operate together, the most effective route is the use of an automotive key management system to track and secure vehicle keys.

Traka Automotive is working with car dealerships to track and secure vehicle keys. Systems are designed for securing and electronically tracking vehicle keys, and can be created as a scalable solution to grow with dealerships. Keys are logged into the system software and attached to Traka iFobs that are then inserted into slots in the key system's cabinet.

All key usage is automatically recorded and tracked and the system provides the status of every key as well as full accountability for who has or had which key and for which vehicle.

Vehicle keys can only be accessed only by pre-authorised users after entering their PIN, access card or biometric credential. Once the information has been verified, the key cabinet can be opened and the required keys removed

By having full visibility of keys, it allows



teams to not only focus on their role to 'innovate, delight and create stronger ties with customers', but also minimise broken links from the initial online viewing to car purchase completion. It shows an understanding of the new car retail landscape.

To see Traka Automotive systems live, please visit Traka Automotive on Stand C50 at Automotive Management Live on 11 November 2021.

For more information, please visit www.traka.com.

Phone: +44 (0)333 355 3726 Email: automotive@traka.com
Website: www.traka-automotive.com

AM LIVE
STAND C50

traka
ASSA ABLOY

Automotive management LIVE

Brought to you by
AM **NFDA**
THE NATIONAL FINANCE DEVELOPMENT ASSOCIATION

EXHIBITORS

Automotive Management Live's exhibition hall plays host to dozens of automotive retail suppliers, enabling delegates to compare and contrast products and services under one roof in one day. With many companies choosing Automotive Management Live as their launch platform for new products and services, visitors will be among the first to find out the latest developments in the sector. Here, the suppliers reveal what you'll find on November 11.



1LINK TRADE BUYER | V12 VEHICLE FINANCE, P6

1link Trade Buyer and V12 Vehicle Finance are delighted to bring you a new partnership that allows you to source your vehicles and finance your stock in one seamlessly integrated platform. All the choice of a huge network of quality vehicles and vendors from 1link Trade Buyer, plus all the power of V12 Vehicle Finance (V12VF) – helping you find the right stock plan and supporting your cashflow. Now together in one seamless package, you'll find stock buying simpler, faster and fuss-free. 1link Trade Buyer gives you exclusive access to a massive range of vehicles from some of the biggest names, all with a flat-rate buyer fee of just £99 per vehicle. V12 Vehicle Finance has a range of stocking plans for independent and franchised dealers, allowing you to monitor and control the cost of funding individual units.



AUTINO, P16

Autino is a fast-growing collection of experienced and passionate people backed by BP, on a mission to create exceptional consumer experiences in automotive. Driven by extensive market research, CustomerLounge provides the easy, fast, digital communication that 72% of consumers are asking for today while creating secure audit trails, automatically driving additional sales and giving back time to busy dealership aftersales teams. It enables customers to chat with service advisors in real time, receiving answers to queries faster and improving customer satisfaction. With great new features being added all the time, like EMaC service plans, animated explainer videos and automated marketing campaigns, CustomerLounge has been proven to reduce inbound calls by 30%, drive up NPS scores by +40 points, and generate upsell opportunities of up to £10k per month.



BUMPER INTERNATIONAL, A32



CARGURUS PISTONHEADS, B30



CITNOW GROUP, C10

The CitNOW Group is a global market-leading provider of software for the automotive industry created to leverage innovation and help retailers and manufacturers deliver an outstanding customer experience. Driven by the vision to transform the way the automotive world communicates, the group is made up of CitNOW, digital communications specialists; Dealerweb, sales opportunity management experts; and Tootle, an online part-exchange appraisal solution. With digital communications and online channels playing a more central role in the retail strategy for many car retailers, the CitNOW Group is drawing on the breadth of knowledge and experience of the companies under its umbrella to define the ultimate buying experience for customers and efficiency for retailers. Visit us on stand C10 to understand how to effectively use each platform available in the CitNOW Group to help you succeed.





CODEWEAVERS, B32

At Codeweavers, we create software solutions for the automotive industry. Our wide range of solutions helps you fill the gaps in your digital offering giving you the freedom and flexibility to build and design your commerce journey using our unique and latest technology. At this year's AM Live event, we will be showcasing the Codeweavers Commerce Platform as well as introducing an exciting new solution in the industry alongside Experian. The Codeweavers Commerce Platform forges lasting connections between automotive manufacturers, retailers and lenders to help customers buy vehicles more easily and help clients sell more cars, more efficiently. Since March 2021, we have been proud members of the Cox Automotive family. Please feel free to visit our stand to catch up with our team and learn more about how our solutions can help your business.



CREDICAR, A22

CrediCar was founded in 2018 by serial entrepreneur, Amar Rana, with the vision to maximise customer satisfaction in the

automotive finance space. Since 2018, CrediCar has meticulously developed an AI-driven pre-approval credit decision engine for consumer and SME finance. Long gone are the days in which a pre-approval credit decision engine served merely as a lead generation tool, as its engine generates hyper-personalised finance quotes for automotive customers 24/7. In 2020, CrediCar was awarded Digital Innovation of the Year at Motor Finance Awards Europe 2020 and later shortlisted as a finalist at the Credit Strategy Car Finance Awards 2020. It's clear that CrediCar has been making waves in the automotive finance world before it has even launched to market. Fast forward to 2021 and as it prepares to launch into the FCA Sandbox in late November, CrediCar is on the verge of changing the way automotive finance is sold forever.



DIAMOND CUT REFINISHING, P48



DIAMONDBRITE, C42

Diamondbrite is delighted to announce the launch of Ceramic Performance Paint Protection, a new, state-of-the-art product that takes all the good things about the firm's renowned and award-winning dealer-level two-stage paint protection and improves upon them for a better performing, more durable product. Now a simpler, single-stage application, Diamondbrite's Ceramic Protection, a reactive amino-functional propriety solution, produces a harder and more durable coating on paintwork with increased hydrophobicity. This tough, permanent barrier provides unbeatable protection from harmful UV rays, acid rain, tree sap, insect fluid, road salt, traffic film, tar and extreme temperature cycles, while also giving the paint an extremely glossy, stunning finish that is easy for the owner to maintain. Boasting cross-linking properties and non-water soluble, this detergent-resistant and strongly hydrophobic protective coating not only enhances the paint's colour and protects against UV fading and harmful contamination, it means the customer never has to polish again.



DP PUBLICITY, A20



EDYNAMIX, B36



EMAC, C24

EMaC is the UK's leading aftersales partner, with a portfolio of clients including 15 leading vehicle manufacturers and thousands of motor retailers, all of whom already benefit from EMaC's constantly evolving, technology-led product range to drive consumer retention. We drive an aggregated £250 million of aftersales revenue into the UK network, annually, through our range of solutions. Working in partnership with dealerships and service providers allows EMaC to deliver tailored solutions that meet the needs of each individual business. We

constantly invest in innovation, driving wider aftersales opportunities to increase revenue for dealers. EMaC. All taken care of.



ENGINEIUS, P28



FORCE24, P10

Force24 is the next generation of automotive marketing automation that offers free training and support on a two-minute SLA, for life. UK-built and managed, the GDPR-compliant technology is packed with powerful features and supported by Force24's team of passionate, strategic marketing pros. The result? Intelligent campaigns which look the part and generate qualified leads, and skyrocket your ROI.



GARDX, B4



GTECHNIQ PLATINUM, B10

Manufacturer of advanced ceramic paint protection and detailing products.



HONCHO MARKETS, P42

Honcho is the new name in end-customer motor insurance and we're revolutionising the industry with our integrated driveaway and full-year motor insurance products exclusively for the automotive trade. Launched in 2019, Honcho is unique in the market thanks to its platform that has been built from the start to be integrated into the digital journeys of automotive





businesses of all sizes. From simple tracked links to full API-powered integration, it is straightforward and quick to introduce road risk insurance to your customers. Honcho is authorised and regulated by the FCA, and can provide the required regulatory oversight for businesses who are not already FCA- authorised for insurance distribution. After visiting your showroom or website, your prospects will be searching online for motor insurance, which, in turn, triggers targeting from your trade competitors. Mitigate the churn risk, and drive incremental revenue, by embedding Honcho into your sales journey.



CARPASSPORT, C20

CarPassport is a consumer app that provides you with a direct and live window to all your customers. Works with any make or model and with any DMS. CarPassport can be automated or manually driven to communicate any reminders or sales programmes you can think of with amazing unique targeting that is always fully relevant to the receiver. At the receiving end, for consumers, CarPassport is a very useful and desirable tool as it provides everything they need to look after their

motoring needs in one place. From warnings for tax, MOT and insurance to intelligent predictive maintenance, service histories, remote booking and much more. Already a success in its Dutch pilot market with more than 70,000 users, CarPassport is being launched in the UK at AM Live, opening with no contracts nor monthly charges.



IVENDI, C2

Founded in 2009, iVendi is an award-winning software company, providing an integrated sales platform for vehicles and financial services in the UK and internationally. Our innovative digital solutions make it easier for retailers to sell and consumers to buy vehicles online and in the showroom. Used by vehicle retailers, finance lenders and vehicle manufacturers, iVendi's connected retailing solutions provide a complete customer journey from vehicle search to purchase with a focus on ease of use, compliance and data security. The company's products engage with more than five million consumers every month, generating highly qualified finance leads for more than 10,000 dealership users, which translate into

more than £3 billion of vehicle sales every year. iVendi is based in Colwyn Bay, North Wales.



KCS AUTOMOTIVE, P12



KEYLOOP, A10 & A2

At Keyloop we understand that automotive retailing is about more than just sales, it's about people. What customers experience when they walk through your doors or visit your website is what determines success. Your teams provide the essential human touch. Our job is to provide the technology to support you. Now and for the future. We help you make your customer's path to buying and owning a car simple, smooth, personal and reliable. From researching to buying, maintaining to upgrading, we're with you every step of the way. Discover more about the solutions we recently welcomed to the Keyloop family, including Lead Manager, enquiryMAX, iDealFile and iServiceFile. We'll also be showcasing Voice Connect, Invoicing and ePayments, so feel free to pop along for a demo or a catch-up with the team.

Marketing Delivery
DATA DRIVEN MARKETING

MARKETING DELIVERY, B34

Marketing Delivery is an innovative eCRM and social media agency operating exclusively in the automotive sector. Using data from the dealer's DMS, showroom and aftersales systems, Marketing Delivery creates and distributes personalised, carefully timed, mobile-optimised customer communications – including email, SMS and social media messages – that improve conversion, satisfaction, retention and reputation. Dealers use Marketing Delivery solutions and technology to engage with customers and prospects throughout the buying and ownership cycles. Tailored eCRM sales and aftersales campaigns are deployed





via mobile-responsive email and SMS, reaching a wide audience in a highly productive, cost-effective and measurable way. For customer communication via social media channels, Marketing Delivery can provide tactical, campaign-specific support, or a fully managed outsourced service encompassing everything from researching and publishing content, to training dealership staff on what and how to post.



NFDA, A36

The National Franchised Dealers Association (NFDA) represents franchised car and commercial vehicle retailers in the UK. There are more than 4,500 franchise outlets in the UK and 500,000-plus people working in the automotive retail sector. We lobby on behalf of our members to ensure the voice of the dealers is heard and we support them with a number of issues that impact automotive retail businesses on a day-to-day basis. These include retailers' relationships with their manufacturers, policy and legislation changes, and industry issues in key areas such as EVs, HR and recruitment, used cars, finance and insurance, aftersales, marketing and IT.



PIB MOTOR TRADE PRACTICE GROUP, P4

Driving performance through innovation and insight, PIB's unique Motor Trade Practice Group is a collaboration of experts from three key areas of its business. Together, this group of experts delivers tailored solutions to the automotive sector. Cooper Solutions is well-known in the automotive industry for providing analytics and insight to improve processes and drive performance and profitability. Developed exclusively for UK franchises, your business will have technology and innovation in one place. PIB Risk Management Access to face-to-face consultancy and online solutions to enhance how risk is managed across your business, PIB Risk Management is suited to organisations of all sizes across single or multiple locations. PIB Insurance Brokers: delivering the right protection at the right price, supported by claims management, trend identification and remediation. Together, the group works with clients to deliver key sector insights, help manage existing and emerging risks, and maximise profits.



REAL WORLD ANALYTICS, C4

RWA has built a cloud-based business intelligence (BI) solution for franchised dealer groups. It is the one place they go to manage their whole business. By bringing all their data together and delivering actionable insights to different levels in the business, everyone has the right information at the right time to do their job efficiently. The management will be presented with executive dashboards where they can drill down to the necessary details. Managers in the branches will get reports such as DOCs delivered to them automatically. RWA provides unique modules for sales of new and used vehicles, stock management for vehicle and parts, aftersales service and management accounts. RWA's BI solution is now integrated with the AutoTrader Accelerator programme, helping dealers to correctly price their used cars stock based on the desirability – adding an extra £300 per vehicle on average to their margins and reducing their days to sell.



REPUTATION, C40

Reputation helps companies delight consumers at every touchpoint by helping them to get found, get chosen and get better. If you're not proactively soliciting, consolidating, promoting, and acting on feedback at every stage of the journey, buyers will take their business elsewhere. That's why we're dedicated to building the only integrated SaaS platform that helps companies foster lasting loyalty. Your reputation is the pulse of your brand, in today's feedback economy, you need to have a 360-degree view of your online brand to ensure you stay on top of the narrative and connect effectively with your customers. Reputation's platform enables brands to manage their entire customer journey and CX from within a single platform. We operate globally from our seven offices and employ more than 500 people who are experts in what we offer. Our customers include BMW, Kia UK, Toyota, Arnold Clark, Inchcape, Lookers and more.





REYNOLDS & REYNOLDS, B2

We're a world-leading developer of software solutions for automotive retailers and OEMs, providing a range of innovative, integrated retailing and management solutions. We offer our clients a single dealership-wide system that eliminates multiple entry, reduces errors and increases efficiencies.

- DMS Software, connecting every department by sharing data and reporting in real-time and accurately from a single data source, creating seamless workflows.
- Contact Advantage's Claro, a comprehensive CRM and lead management tool for retailers and OEMs to manage the entire sales funnel providing full transparency of sales enquiries, FCA integration, appraisal tools and marketing suite. It is much more than a CRM system.
- Integrated Telephone System, providing important customer data alongside each call, helping staff prioritise delivering personalised communications rather than seeking information. Our retailing tools improve dealership efficiently, employee effectiveness and customer experiences, with the added benefit that all our solutions are connected.



SALESFORCE, A46



SOCIAL TAP, C14



SOUNDMARKETING

SOUND MARKETING, A40

Visit Sound Marketing at AM Live to get three months free when upgrading your showroom

with bespoke audio. And try your luck at winning six months free on our sound wall. Sound Marketing was founded in 1997 and is one of the country's leading suppliers of audio marketing solutions for dealerships across the UK. From our inception, our focus has been to exceed expectations. We believe that audio and visual branding are equally important; and we are on a mission to help dealerships transform their customer experience by delivering innovative, high-quality audio tailored directly to their audience, so they can build a trustworthy and recognisable audio brand that will increase sales and improve client retention. Give your dealership another competitive edge in customer experience. If you'd like to schedule a meeting or for more information, please visit: www.soundm.com or call 01225 701600.



SPM, C32

System Plate Manufacture is a leading designer and manufacturer of number plate components and number plate printing systems. With distributors worldwide and branches throughout Europe, our ethos is quality, value and first class service. Our success has allowed

us to design and produce the most innovative and ergonomic range of print and assembly systems available in today's market.



Delivering the digital customer journey

TJEKVIK, C46

Tjekvik provides innovative digital service reception software that allows a customer the choice to check in and out from home or at the dealership. Using the Tjekvik software the dealer can provide a tailored customer journey with dealer-specific added value items, questions and customer feedback on their service appointment. Tjekvik has been active in the Nordic markets for more than five years and the UK market for the past two with 500-plus active sites. Trusted by the top automotive brands such as Toyota, BMW and Volkswagen and representing several of the AM100 dealer groups, so far in 2021 30% of customers chose the Tjekvik check-in at home and 40% the in-dealer key drop, with more than 300,000 using the software and selecting £1.45m of added value items, an average of £1,876 per dealer per month. Clearly demonstrating that 'digital hands' deliver an immediate return on investment for the dealer.



TRAKA, C50

Traka Automotive is the global leader in intelligent key management solutions for the automotive sector. We design and manufacture a range of bespoke automotive hardware and software solutions to give automotive customers a world-class platform for managing keys and vehicles.



VAUTOSTOCK & AUTOFINITY, C23

vAutoStock automates, measures and improves your preparation process. Taking a feed from your dealer management system, we link all departments and processes to make it simple and seamless. We have now launched vAutoTrack, an RFID vehicle tracking system, which can now automate your preparation process even further. Our live stock tracking ensures your staff spend less time looking for vehicles and more time working on them or selling. Now partnering with Autofinity's ViHub to give you complete control of your stock. Make the best purchasing decisions, be the quickest to market and enjoy improved stock turn and margin.



VEHICLE VISION, C28

You buy any car with Vehicle Vision Assist. Get on top of the used car conundrum with specialist software that helps you complete more part exchanges with confidence. Pioneers of personalised video software in the automotive industry, it'll showcase its latest innovation, Assist, and demonstrate how you can take on the used car supermarkets and get your hands on critically in-demand used cars. Vehicle Vision, with its range of video products – Assist, Aftersales, Sales and Protect – enhances customer trust every day and is the only automotive video platform dedicated to advancing your business reputation. As part of its 'brand first' ethos, Vehicle Vision designs and develops white-label software systems that seamlessly integrate into your business, enhancing your customer's experience. Familiar brands powered by Vehicle Vision including Audi Cam, ServiceCam, MyToyotaView, MyLexusView and Mitsubishi Insight.



VEHICLES IN VIDEO, P2

We shorten the sales process, enabling you to concentrate on increasing sales and engaging with your customers as soon as they express an interest. Personalised, instant and intuitive videos of your stock can be sent in an instant, reducing the potential of a customer losing interest and browsing on a competitor's site. Make a positive impact. Fast.



WAZE, P8

In 2009, we created a crowd-sourced navigation app that would make it easier to circumvent literal and figurative bumps in the road. We were founded on the simple belief that by working together, we can help everyday people improve the worst part of their daily routine: their commute. Waze draws on its powerful community of drivers, volunteer map editors, city partners and advertisers to keep journeys, traffic and businesses moving.



XEROX BUSINESS SOLUTIONS INCORPORATING ARENA, PLATINUM AND MSTORE FOR AUTOMOTIVE, B20

Arena, now a Xerox Business Solutions Company, features the proven mstore for automotive platform for digital transformation dealership-wide. It is joined this year by automotive specialists Platinum, offering an opportunity to explore how technology delivers solutions for a wealth of sector challenges. We're here to help you free up time, improve margin, increase production, reduce costs and more.

Want to attend? There is still time to register, just visit
automotivemanagementlive.co.uk

AM
AWARDS : 2021



CitNOW chief executive Alistair Horsburgh (centre) collects the award from AM news and features editor Tom Sharpe

**SUPPLIER
OF THE
YEAR**

AND THE WINNER IS... **CitNOW**

It's been a year like no other with all that COVID has thrown at us, the rise in the used car market and the semiconductor chip shortage. It is also a year where CitNOW is honoured to have won Supplier of the Year for the second time in a row.

Having won this accolade the first time just before the pandemic hit us in full force, to say we were delighted is an understatement. We then entered the unprecedented time of COVID. During that first lockdown when car showrooms were closed and workshops only open to key workers, we quickly suspended our monthly subscription charges while actively encouraging retailers to use their CitNOW solution to engage with customers in a safe and contactless way.

We wanted to support our customers and the industry in the most challenging of circumstances.

To further support motor retailers in adapting to the changing conditions and help them continue to sell cars remotely, we launched a range of new features that were offered as part of existing subscriptions. These included the accelerated launch of Live Video, which

replicated face-to-face interactions with customers remotely.

We also launched a new screen-sharing platform, Desktop, to help replicate the in-showroom experience, and an industry-first audio enhancement, Clarity powered by Dolby.io, to boost the audio quality of videos and ultimately improve the customer experience.

Our efforts were not limited to product features – we also moved our Academy learning services online to support our customers when they needed it most and ceased charging for it. We've delivered over 1,300 virtual sessions since 2020 with a satisfaction rating of 4.8 out of 5.

Our drive during the pandemic, and beyond, has been to support our customers in every way we can. The product feature releases and online training were a big part of this, but we also doubled our efforts with regular informative articles and How2CitNOW videos to encourage retailers to embrace video. We also got creative and worked with customers to utilise their video purposes and the beginning and end of CitNOW videos to effectively communicate sanitation and new lockdown-related processes.

We pride ourselves on working closely

with retailers to help them use digital communications to enhance the customer experience. Research conducted by us last year found that 79% of industry professionals valued video as their most important digital tool during 2020! This was reflected in the 2021 AM Awards where we are honoured and delighted to have been named Supplier of the Year again. Thank you to everyone who voted for us – we will continue to support our customers and the industry and put you at the heart of everything we do.

One of the best things about working in the automotive industry is that it constantly forces us to learn and adapt. As customers increasingly return to the showroom, CitNOW is here to support your business in developing a hybrid approach to communicating with them. Our platforms help your customers start their purchase journey wherever and whenever they want, and help build trust and transparency that will ultimately improve the chances of customer retention and service work approval. A seamless online to offline experience is possible when CitNOW is used effectively; we're here to help you transform the way you communicate with your customers.





The **AM** DEALER TECHNOLOGY GUIDE

Sponsored by

carwow

RAPID RTC
keycop

 **Reputation**

Sponsor's welcome



**Sepi Arani, Commercial Director,
carwow**

carwow

With the mission of creating the ultimate online car buying and selling experience, carwow helps its nine million UK users discover the best new car for them and buy directly from trusted dealers, brokers and brands.

In 2021, it launched sell your car following the acquisition of Wizzle, meaning dealers can also buy stock directly from carwow's users with the lowest buying fees on the market.

Having started life as reviews aggregator, carwow has also become one of the most influential names in consumer car media with the biggest automotive channel on YouTube fronted by Mat Watson that has more than six million subscribers.

Dedicated to helping the car industry embrace the online world, carwow offers a suite of data-driven tools and services, including lead generation, stock sourcing, brand building, e-commerce training, marketing and advertising.

Headquartered in London, carwow employs more than 300 people in the UK, Germany and Spain with the backing of some of the most prestigious technology, marketplace and automotive investors.

For more information visit dealers.carwow.co.uk or call 0333 150 0777, for the latest reviews and videos, subscribe to the carwow channel on <https://www.youtube.com/carwow>

Sponsor's welcome



**Glen Demetriooff, Chief Innovation
Officer, Keyloop (former president
and CEO of RAPID RTC)**

RAPID RTC
keyloop

RAPID RTC is part of the Keyloop family of businesses and is a digital communications company that specialises in automotive, serving retail and manufacturing clients around the globe. We focus on improving business' digital communications and customer engagement practices by seamlessly connecting online shoppers in real-time, at the optimum time and via their preferred channel. Our brand promise is to bring value to our clients by placing their customers at the core of everything we do. Through the right mix of technology and human interaction, we ensure a premium omni-channel customer experience throughout the online purchase journey. Together with Keyloop, we are on a mission to make everything about buying and owning a car better and to eliminate the points of friction in the car-buying journey. We are excited to be part of a growing retail ecosystem that is transforming the car-buying experience, connecting dealers with consumers like never before. RAPID RTC is headquartered in Winnipeg, Canada.

**For more information on our products:
Visit www.keyloop.com • Email: int.pr@keyloop.com
Twitter: @KeyloopAuto • LinkedIn: Keyloop**

CONTENTS

AFTERSALES SUPPORT SYSTEMS	44	IT, CONNECTIVITY AND TELECOMS SYSTEMS	61
CONSUMER FINANCE AND COMPLIANCE	45	LEAD MANAGEMENT SOLUTIONS	62
COURTESY CAR AND DEMONSTRATOR MANAGEMENT	48	ONLINE VEHICLE RETAILING	63
CUSTOMER RELATIONSHIP MANAGEMENT	48	PRICING MANAGEMENT SYSTEMS	69
DEALER MANAGEMENT SYSTEMS AND ACCOUNTS	49	REPUTATION MANAGEMENT SYSTEMS	73
DISPLAY TECHNOLOGY	54	SECURITY AND CYBER SECURITY	76
ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS	57	STOCK ACQUISITION AND TRADE-IN DISPOSAL	77
EV CHARGERS AND INFRASTRUCTURE	60	VIDEO SYSTEMS	81
FINANCE PROPOSAL PLATFORMS	61		

Sponsor's welcome



Andy Wand, EMEA Automotive Director,
Reputation



Hello and welcome to the 2021 Dealer Technology Guide from AM. For those of you who I haven't met, or maybe haven't read my columns and articles published on AM-Online, my name is Andy Wand, I'm the EMEA Automotive Director for Reputation.

Reputation, creator of the Reputation Experience Management category, is changing the way the automotive sector gathers and acts on customer feedback to drive decision-making and enhance Customer Experience (CX) programmes. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that brands use to learn from and grow. Thousands of brands and hundreds of dealerships, dealer groups and OEMs globally rely on Reputation as their CX platform of choice, and use the patented algorithms behind Reputation Score X™ to provide a reliable scoring index of brand performance in order to make targeted business improvements.

Enjoy the guide, and on a personal note, I hope to meet many of you at November's AM Live 2021. I'll be exhibiting with the Reputation team, and hosting a live workshop. See you there!

For more information, call 0800 066 4781
or email contact-uk@reputation.com

A portrait of Sepi Arani, a man with dark hair and a beard, smiling. He is wearing a dark blue button-down shirt. The background is a blurred indoor setting with blue and white elements.

The move to online has been 'transformational'

Sepi Arani, carwow's Commercial Director, reflects on the impacts of the pandemic on car retailing and says digital shift 'won't hold back'

Q To what extent did the carwow platform benefit from the pandemic-prompted shift online among car buyers (in terms of enquiries/reach)?

A Lockdown has accelerated the shift to online research and retailing which, for a service built on capturing and guiding consumer demand, has been transformational.

In 12 months, total enquiries registered with carwow have been up 57%, with a healthy balance across factory orders, stock vehicles and leasing brokers.

Importantly, we've been changing carwow for the better. Moving to a cost-per enquiry commercial model has levelled out pricing, with our dealer partners now using the platform proactively with a huge drop in discounting.

This has brought us closer to our partners – establishing stronger and more collaborative relationships focussed on improving lead handling with partners on both premium and volume brands often converting more than 30% of carwow leads.

2021 has been big for direct-to-consumer (D2C) business and developing our role in consumers' research and transactional journeys. We launched a successful partnership with Tesla to deliver enquiries to their advisors which has driven significant incremental sales despite having a fixed-cost model. The forward thinking and collaborative approach of the UK management has clearly contributed greatly to the Model 3 topping the UK SMMT charts.

We've also supported Care by Volvo, converting masses of consumers on carwow who weren't even aware of the service prior to taking out subscriptions. Again, praise goes to the innovative management teams in the UK and

Sweden to engage and innovate.

Consumer-wise, the importance of price has diminished, with more focus on service and location. It means we can now reward dealers that best engage with prospects vs. those who lead with price. While this can also be attributed to the growth of 'fixed price' offerings, it proves consumers want great experiences and relationships with brands and dealers online or on the forecourt.

When it comes to reach, monthly visits are up 80%, year-on-year, driven by demand for honest advice and entertainment – especially for EVs. Mat Watson's team has incredible drive, growing our YouTube channel to more than six million subscribers, cementing its position as the world's largest automotive channel.

The team has established some extraordinary benchmarks, attracting more than a million views in the first 24 hours for most videos. Our most viewed video, in partnership with Redbull Racing F1 team, hit a million views in less than three hours, trending in the top 10 across the UK for a couple of days.

The important thing is the influence of this content not just in growing our user base, but we can track how model-specific enquiries to dealers can increase by in excess of 35% following a YouTube review.

Q Tell us more about the free e-commerce training and coaching offered by carwow. What results/feedback has it delivered?

A We've focused massively on helping our partners learn the new skills they've needed since lockdown. Every client can now have monthly sessions where we look into every single carwow lead and help implement improvements or build bespoke sales performance plans.

This boosts transparency, helps margin and decreases cost per sale. We've just helped a team convert 44% of enquiries – proof dealers have nothing to fear from omnichannel sales.

Q Carwow has sought to address car retailers' current – and likely ongoing – stocking issues with the acquisition of Wizzle. What has been the immediate impact of that deal on the wider offering?

A Adding stock sourcing to carwow is about using our nine million engaged users to help partners overcome challenges – in particular their access to used vehicles.

In three months since acquiring Wizzle,

THE BEST PERFORMERS WILL BE THOSE WHO BEHAVE LIKE NATIONWIDE BRANDS ONLINE

SEPI ARANI, carwow

we've quadrupled stock volumes, surpassing the 7,000 listings and in a recent survey, nine out of 10 dealers said we had the best supply of stock of all their partners.

Our next aim is to open up the platform to trade sellers including fleet owners and rental companies, for whom we can offer lower costs and a much quicker stock turn than traditional auction houses.

Q How do retailers/groups/OEMs benefit from carwow platform data?

A Any partner can harness our data to ensure their strategy is based on a validated view of marketplace dynamics and buyer behaviour. From a marketing perspective, more brands than ever have worked directly with us across media, marketing and joint retailer programmes to ensure they have a direct route to the consumer from research to purchase.

Q What are carwow's market expectations for the six months ahead and what is its key advice for car retailers?

A The shift to digital sales journeys won't hold back, so understanding where, when and how buyers are behaving online is key. The best performers will be those who behave like nationwide brands online.

Understanding consumers' needs for EVs is the big one. We've prioritised EV education and have out-performed the market, but anyone selling EVs must get the messaging right.

For example, using range as a leading message actually perpetuates objections around range anxiety.

Instead, messaging around how EVs fit into daily life in a relatable and credible way is key.

Events like the fuel crisis are speeding up the switch to the extent that combined EV and hybrid sales will be 50/50 with ICE vehicles with plug-in battery vehicles accounting for a third of all new car sales reported on carwow by the new year.

COMPANY PROFILE

Key products: Digital sales, data services, stock sourcing

Key staff: James Hind (CEO), David Santoro (CTO), John Veichmanis (COO).

Founded: 2011

Based: London, Munich, Madrid and Bournemouth

Visit: dealers.carwow.co.uk

Email: dealer.support@carwow.co.uk

Telephone: 0333 150 0777

carwow

A

AFTERSALES SUPPORT SYSTEMS

BookMyGarage

BookMyGarage has been developing its service and MOT online booking tools. The solution is easy to incorporate into a dealer's existing IT system, integrating with existing dealer management systems (DMSs), workshop diaries, vehicle health check (VHC) suppliers and manufacturer service schedules. Automated file uploads also provide full reporting. Multiple booking tools can also be used for segmented audiences, catering for seasonal and special offers, with widgets to view the success of each campaign, per branch or the whole group. In addition, a management console and real-time reporting dashboards provide detailed and customisable information on the booking process, such as number of bookings, proportion of different car makes, and product type (eg full service and MOT).

www.bookmygarage.com

Bumper

Bumper enables drivers to split their repair bills into monthly interest-free payments to spread the cost of keeping their car in good condition. All drivers have to do is enter their vehicle registration number, choose from more than 3,000 of Bumper's partners nationwide and apply for a Bumper Balance of up to £3,000 for repair payments. The Bumper Balance takes less than five seconds to calculate and gives an overview of repayments made and required.

www.bumper.co.uk

Crypton

Crypton has launched a range of MOT bays and automated test lanes (ATLs) to help dealers boost workshop productivity and profitability. The modernised ATLs enable a full MOT to be carried out by one mechanic, freeing up other mechanics to carry out more services and repairs, thus reducing MOT costs and providing a more efficient and higher level of customer service. Products include the Wireless Tablet Driven MOT Bay/ATL, Pit Bay for MOT Bay/ATL, 4-Post Lift, Scissor Lift and Dual Revenue Lift. All come with a three-year warranty.

www.cryptontechnology.com

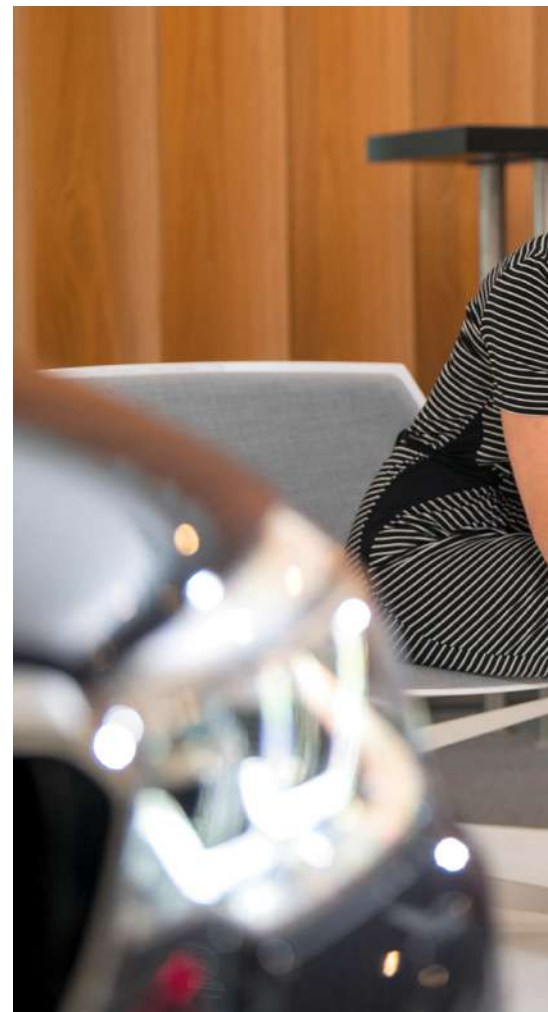
eDynamix

Its AutoPoint lockers provide dealers with an end-to-end self-serve key drop and collection solution that is fully integrated into sales and aftersales processes. Exsto is eDynamix's platform which brings together all the software firm's modules through one login, putting for example its health check, service plans, customer video and follow-up systems directly in front of a user.

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

Everard

The Beissbarth Easy Tread is a new diagnosis system that measures the tread of all four tyres within seconds, allowing dealers to increase tyre and service sales, such as wheel alignment or replacement of tyres. The system uses sophisticated camera and CCL technology to accurately measure the tread depth, while detecting any tyre wear, which can improve customer satisfaction and loyalty. An integrated database allows for a statistic evaluation, with clear information about



the tyre tread depth and wear pattern indicated through a traffic light system, which can be easily displayed to customers. The diagnosis will specify whether the tyres need to be replaced or if the customer needs to book an appointment at a later date, with the customer's safety as a number one priority.

www.everard.co.uk

Gott Technical Services

Gott Technical Services has added the Technique T3314 electric vehicle battery lifting table to its product range. The T3314, specifically designed to enable the easy removal, handling and maintenance of batteries, has a unique self-levelling platform worktop and alignment system for centring and positioning under the vehicle chassis. The worktop is wooden to minimise risk of conductivity when working with battery packs and has carefully designed cut-outs which allow clear access to the battery pack for disassembly. It reaches a maximum height of 2,000mm and a compact closed height of 800mm. Having been tested with great success at OEM facilities, the table has a 1,400kg lifting capacity to handle a



range of different loads.

www.gottservices.com/blog/2021/05/27/the-best-in-electric-vehicle-battery-servicing-equipment/

Hofmann Megaplan

Hofmann Megaplan has launched two battery table lifts designed to provide safe access and make the removal of vehicle batteries easier. Both use electro-hydraulic operations. The first is a single-plane automatic tilting table which uses twin hydraulic cylinders to provide 1,000kg lifting capacity. The second, flagship version, utilises a more powerful hydraulic system to lift up to 1,500kg and incorporates a twin-plane automatically tilting table top.

www.hofmann-megaplan.co.uk/products/electric-vehicles/battery-lifting

Hunter Engineering

Hunter Engineering's Quick Check Drive provides autonomous alignment audits using its award-winning WinAlign software. Utilising 32 lasers and eight cameras, the fully automated system scans a vehicle's wheels as the vehicle is driven through without stopping. It records the vehicle registra-

tion number, and checks the front and rear axle alignment before providing the results and recommendations for action required.

<https://www.rtc-auto.co.uk/realaftersales/>

RTC Auto

Its REALaftersales solution, which can be integrated with many other critical dealer systems, supports aftersales teams through outbound customer contact, service booking, electronic vehicle health checks, tracking work in progress and retention of deferred work. Add-on options include paperless documentation, online booking plus online check-in/out.

<https://www.rtc-auto.co.uk/realaftersales/>

Tjekvik

The digital service reception software provider facilitates contact-free service reception through digital kiosks similar to those self check-in terminals at airports. The kiosks incorporate functions including a locked key drop and self check-in/check-out plus at home check-in through an SMS direct to a customer's mobile phone.

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

C

CONSUMER FINANCE AND COMPLIANCE

Alpha Financial Services

Alpha Financial Services has introduced Alpha Zero, the motor finance industry's first carbon offsetting programme for used hybrid and plug-in hybrid electric vehicles. Alpha Zero enables consumers to buy a used hybrid or PHEV vehicle and offset all its carbon emissions throughout their term of ownership, at no cost to them. Alpha is working with Hampshire-based sustainability experts Carbon Footprint to offset the emissions of vehicles financed through Alpha Zero via tree planting programmes. The company has also launched a cutting-edge online finance and insurance (F&I) excellence training programme for dealers, named 'Funding Essential Skills'. The digital course is designed to help ensure dealers have a solid understanding of finance products and can deliver them to customers in a compliant way.

www.alphera.co.uk

Black Horse

Black Horse's online customer portal provides customers with the flexibility to service their account through the channel of their choice. The portal uses the latest cloud architecture and technologies to enable improved performance, greater automation and enhanced security, which means a more intuitive and broader service offering. Initially launched in July, the rollout of the new platform was completed in early September, enabling almost one million customers to make payments, get settlement figures, view their transactions and amend their personal details at anytime, anywhere and on any device.

<https://customerportal.blackhorse.co.uk/blackhorse/welcome/#/>

Startline Motor Finance

Startline Motor Finance is rolling out a new data product designed to maximise motor finance opportunities across major dealer groups in the fourth quarter. Insights enables dealers to gain a greater understanding of the finance deals that they are processing and helps them to identify new ways of driving their business forward. The product provides a range of information that can be accessed online to help with everything from day-to-day management to major strategic decisions. It allows dealers and introducers to dig down into the motor finance business they write. In addition, it gives an easy, graphical means of visibility over all key aspects of transactions on a daily, weekly and monthly basis as well as offering information about customer credit profiles.

www.startlinemotorfinance.com



Why a **connected** and **personalised** customer experience is essential for dealership success.

Q RAPID RTC was acquired by Keyloop earlier this year. What will change as a result of this?

A We are delighted to join Keyloop and contribute to its mission of creating a vibrant automotive retail ecosystem that transforms the car buying experience, while providing dealers with the best choice of technology for their needs. Although some things have changed, others have not – including our premium products and service offerings.

As we look to our industry's future, within which technology continues to shape the way customers and dealers interact during the car buying and ownership process, the industry must look to create truly connected experiences for both retailers and consumers. By combining Keyloop's leading Dealer Management System (DMS) and applications together with RAPID RTC products, we will be able to develop exciting new lead management and attribution offerings for the industry.

Q How can RAPID RTC support Keyloop's portfolio to help car dealers in their digitalisation transformation?

A Keyloop's mission is to create technology that makes everything about buying and owning a car better. This involves focusing on creating solutions that eliminate points of friction along the car buying journey and to improve the overall customer experience.

Dealers use many different systems throughout the car buying and owning process – our goal is to connect the consumer journey using both Keyloop solutions and those from our valued partners, allowing dealers to stay connected to their customers at every stage of the car buying and ownership cycle.

RAPID RTC's digital communications and lead management suite consists

of five core products: RAPID RTC Lead Manager, Live Dealer, Chat, Text, and Social, all of which play an integral role in the customer purchasing journey. By integrating with Keyloop's portfolio, we continue to empower dealers to build relationships with their customers via the communication channels they prefer, while maximising their marketing spend and boosting sales.

Q Why is a sophisticated lead management system so vital for car retailers and has its importance increased as a result of COVID-19?

A Most dealerships would struggle to understand how a digital lead could go untouched. But the reality is, very few manage to answer them all - our 2020 Mystery Shop revealed that only 31% of leads are being responded to within 90 mins. And even when they are answered, the content of the message may not always be consistently in line with customer expectations and brand standards.

In today's world of on-demand services

and real-time communications, car buyers' expectations have never been higher.

According to Keyloop's international consumer research, 89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle. Dealerships must communicate at the right time, through the right channel, and with the right message. With the decrease in in-person interaction with dealerships and salespeople due to COVID-19, the desire for digital interaction has only increased.

Q How has RAPID RTC supported car retailers, and adapted itself, through the COVID-19 pandemic?

A The advancement and adoption of digital tools within the vehicle retail and aftermarket space has sped up dramatically since the onset of the COVID-19 pandemic.

We continued to support the industry by launching a new product, RAPID RTC Live Dealer, the first fully integrated omni-channel platform providing chat, voice, and one or two-way video. Live Dealer enhances dealership's digital retailing processes by connecting active online customers with salespeople who aren't busy on the showroom floor, allowing a trusted and familiar selling process to take place on the channel they prefer.

Q What are RAPID RTC's latest developments/products and how are they proving their worth to car retailers?

A Some of the latest developments to improve engagement and personalisation for dealership leads include two exciting new features – **Video on the Fly** and **Respond by Text**.

Video on the Fly equips salespeople to capture an on demand short, personalised video as they respond to ensure engaging and relevant replies for every customer.

COMPANY PROFILE

Key Products: RAPID RTC Lead Manager, Live Dealer, Chat, Text and Social

Founded: Keyloop (formerly CDK Global International) was founded on 1st March 2021 and acquired RAPID RTC on the same date.

Based: Winnipeg, Canada

Visit: www.keyloop.com

Email: intl.pr@keyloop.com

keyloop™ **RAPID RTC**

Our Dealer Insights reports a three times increase in engagement when video is included in an email communication.

Respond by Text enables salespeople to send text responses to initial enquiries via the customer's preferred communication method, or follow-up emails or phone calls with a text. According to J.D. Power – 41% of Gen X and Y prefer text as their method of communication and 90% of prospects prefer being texted than called.

Q Is RAPID RTC on a growth trajectory following the Keyloop acquisition and how might this impact existing customers?

A Following the Keyloop acquisition, we've not only gained access to industry-leading international talent and resources within the Keyloop organisation, but we can now offer our solutions to tens of thousands of dealer sites in over 90 countries that already trust and rely on other Keyloop solutions. With a global reach and local understanding of markets, existing customers now have access to more solutions and industry best practices; we've become a one-stop-shop where dealers can buy any digital retailing solution they need.

By joining Keyloop our goal is to be the technology partner of choice for OEMs and car dealers, and to close the loop on a vital gap within our industry – customer experience. Whether virtual or in-person, the ability to thread together each customer's unique journey from beginning to end is an exciting opportunity. In the future, new lead attribution solutions will offer visibility into the customer journey, inform decision making, and facilitate more ways to measure results, analyse channel effectiveness, and provide relevant content. Ultimately, these types of solutions will shape the future of the industry, creating a more connected landscape and cohesive buying experience for both dealers and customers.

Glen Demetrio
Chief Innovation
Officer, Keyloop
(former President and
CEO of RAPID RTC).





COURTESY CAR AND DEMONSTRATOR MANAGEMENT

AX

AX Manage is AX's courtesy car management software. The industry benchmark product includes features such as day-rate insurance underwritten by Aviva, a multi-platform intuitive diary, on-board vehicle telematics, control over Benefit in Kind company car tax, and an integrated DVLA licence checker. It also helps facilitate contactless test drives by utilising paperless technology. The combination of all these features has enabled dealers to continue offering test drives while limiting physical contact with customers. To overcome concerns about the security of a courtesy car or a vehicle loaned out for an unaccompanied test drive, AX Manage integrates with AX Connect and AX Protect to provide on-board telematics and vehicle tracking.

www.ax-uk.com/innovation#ax-manage-section

Cooper Solutions

FullCover is a web-based fleet management system, which tracks all vehicle movements within a dealership. The system manages sales, aftersales and bodyshop loan appointments, while its integrated DVLA licence check validates customer driving licences in real time. It also produces electronic and paper professional loan agreements and its reporting tools monitor vehicle use and provide a cost and revenue breakdown.

www.coopersolutions.co.uk/public/cooper-solutions-products/full-cover/

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Contact Advantage

Contact Advantage has launched Claro, an enhanced version of its Showroom application.

The customer relationship management (CRM) solution provides dealerships and OEMs with a comprehensive tool for managing the complete sales cycle, from initial customer contact and enquiry management through vehicle purchase. Claro uses a brand new dashboard displaying all key enquiry management information and key performance indicators in a single, configurable view, while also speeding up task completion and enhanced diary management for greater efficiency. It enables sales executives and managers to create a tailored homepage using Contact Advantage's widget technology that provides visibility and convenience of access to all enquiry information in one place, saving time and putting sales targets front and centre.

www.contact-advantage.com

eDynamix

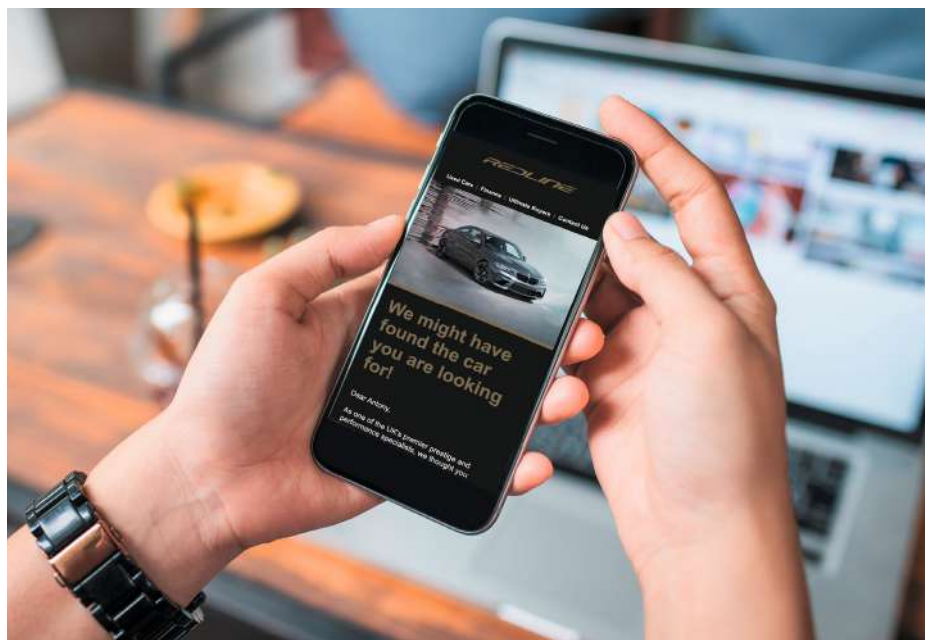
eDynamix's Online Check-In provides a fully inte-

grated digital journey for customers. The platform will automatically send an email and SMS message asking a customer to check-in a few days before their visit. After the customer answers a couple of security questions they are presented with some personal, vehicle and visit details. They can view all current job lines from the DMS job card and request additional work is done without the need to call the dealer. A range of dealer-specific recommended services and accessories are shown to the customer, which can be added to the job card. This ensures all customers are presented with all upsell items every time. Unsold items from the customer's last VHC, together with supporting videos and photographs, are highlighted to the customer, which they can click to add to the booking.

www.edynamix.com

LTK Consultants

LTK Consultants' bespoke Konnect software improves the day-to-day management of dealers' automotive operations, enabling them to build and adapt both customer and employee workflows using a fully blended solution of artificial intelligence and human intervention that helps increase overall performance and productivity, while gaining full visibility and a deeper understanding across the entire customer journey. Konnect links to any DMS and telephony platform, to allow the dealer group to provide a centralised contact centre service or it can be fully outsourced to LTK. Either way, dealers can manage the customer through a fully connected journey within the sales and aftersales process, ensuring that work is not duplicated and transparent to all departments. Konnect's new Sales Lead hub also captures and collates all enquiries, so the customer receives one centralised contact



about all of their enquiries, rather than multiple calls from each dealer location.

www.ltkconsultants.co.uk

Marketing Delivery SmartMail

Marketing Delivery's VoiceBox e-CRM system was deployed within dealerships earlier this year to make marketing more effective and less labour-intensive. The suite of tools within VoiceBox has been developed specifically to cater for dealer contact cycles, introducing customised automation across the business. They help manage customers' preferences, hold data securely, monitor stock across multiple sites and promote it via email, SMS and social channels to the right prospects at the right time. Marketing Delivery's Car Alerts tool automatically generates and distributes tailored emails to potential customers that have enquired about a car, keeping them up-to-date with new stock and any price changes on relevant existing models. The real-time click alert feature can detect when that customer opens the email and clicks to view one of the available vehicles, automatically sending an alert to the dealer with the customer's contact details and the specific model that has been viewed.

www.marketingdelivery.co.uk

Three60 CRM

Three60 CRM, in collaboration with data experts Vital Software, has launched a suite of new solutions to give dealers unrivalled visibility and control of their aftersales performance. Dealer Health Check leads the way, employing advanced lead scoring to quantify available opportunities. The intelligence derived from the tool pinpoints exactly where to invest time, resource and marketing effort for optimal results. An enhanced product portfolio includes highly effective data cleaning, both daily and batch, and intelligent stepped marketing that delivers industry-leading conversion rates with smarter, permission-driven customer engagement. The newly-launched online service booking module integrates seamlessly with aftersales campaigns, providing an exceptional customer experience and removing any barriers to booking. The upgraded single customer view dashboard gives user-configurable visibility of performance and retention in real-time.

www.three60crm.com/#/services



DEALER MANAGEMENT SYSTEMS & ACCOUNTS

Click Dealer

Click Dealer's DMS encompasses an integrated stock and lead management, CRM, and business reporting functions. The DMS integrates seamlessly with additional core services (ClickWeb, ClickEngage and Digital Marketing), providing



dealerships with a one-stop-shop to manage all their business needs. The ClickEngage online buying journey solution was offered free of charge to all dealers in 2020 to help them secure sales remotely. Customers can reserve, part-exchange, pay a deposit, and arrange click and collect/delivery at the click of a button. ClickEngage ensures dealers can provide an omnichannel selling process to meet customer needs. Combine this with the September 2021 launch of Click's advanced search tool to make it easy for buyers to find their next vehicle, by searching for the features that matter most to them, and dealers have a comprehensive package.

www.clickdealer.co.uk/dealer-management-system

Dragon2000

Dragon2000's DMS enables dealers to manage and understand every aspect of their automotive business by bringing it all under one roof. The DMS allows dealers to make more profit, find new opportunities and save time. The system makes it easier to advertise vehicles on dealer and third-party websites and provides real-time sales information via a dashboard and reports. The garage software takes care of the entire workshop process, from estimates, bookings and technician job cards to service invoices and customer reminders, as well as a robust clocking system

that tracks technicians' hours of work. Technicians can also record and send VHC videos straight to the customer by phone or email, thus increasing trust and take-up of red and amber items. The parts inventory enables dealers to more easily and quickly create orders, returns, estimates, service issues and invoices, as well as check stock. The CRM allows dealers to track and automatically pull leads from their website, finance provider, Auto Trader and any live chats they use.

www.dragon2000.co.uk/dealer-management-system/

Gemini

Gemini Systems OSI platform enables its partners to quickly develop two-way integration with its Evolution Dealer Management System, granting access to customer account information, vehicle information, service booking availability, vehicle stock information and more. The platform provides clients with the flexibility to continue using best of breed solutions already ingrained in their business and people, making onboarding more seamless and efficient. OSI is a level of web services that produce an application programming interface (API) for third party partners of Gemini Systems, such as Key Tracker, Manheim Auctions, AutoSLM, Reef Business Systems, 67Degrees, Motordocs and more. The API



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 **REAL**insights

 **REAL**sales

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 **REAL**aftersales⁺

rtcauto.co.uk



REALinsights

REAL insights. REAL benefits. REAL time.

RTC'S NEW BRAND IS DESIGNED TO HELP DEALERSHIPS GET THE MOST OUT OF DIGITAL SOLUTIONS.

Digital specialist RTC has unveiled its new suite of REAL solutions, designed – as the name suggests – to uncover real benefits for dealers, delivered in real time.

RTC has long been a leader in automotive digitalisation, but the new package forms its strongest and most coherent offering yet – linking together every stage in the dealer's digital journey and offering a clear set of business 'wins' from day one.

Six solutions are available as part of the REAL brand, but crucially, they do not stand alone. They integrate fully with each other and with many DMS and third-party solutions, creating a full digital ecosystem managing all a dealer's main functions across showroom and workshop, along with added functionality addressing common pain points, such as document storage.

This makes the REAL suite a 'one-stop shop' for dealers looking to realise the proven benefits of digitalisation, without undue risks or teething problems. For businesses that want to go digital but aren't sure of the next steps, RTC's solutions are the answer.

DATA-DRIVEN DEALERS ARE SUCCESSFUL DEALERS.

The REAL brand also incorporates an all-new feature: REALinsights, an analytics platform that brings 'big data' to dealerships in an effective, intuitive way.

REALinsights works to get data out of separate systems and combine it into one secure, transparent resource, allowing dealers to generate much more – and more accurate – insight.

More than that, it also looks into the future, forecasting the effects of industry trends and predicting the impact of key variables. Previously, working out which areas of the business to focus on might have been a matter of guesswork or gut feeling; REALinsight gives dealers the numbers that can eliminate guesswork entirely. The result is targeted, effective decision-making in real time.

"There has been much industry talk of the 'digital dealership', and our REAL solutions are designed to turn that into a reality," said Richard Robinson, Chief Operating Officer at RTC. "Using 20 years' worth of learnings in the digital sphere, we've focused our solutions on what really matters to dealerships and what enables them to start benefiting from digitalisation more quickly.

"The dealership of the future can forecast future trends, identify hot leads automatically, get jobs booked proactively, manage them paperlessly in real time, and can share data between departments. But why wait for the future? With the REAL suite, it can happen now."



REALinsights

Powerful analytics platform that combines all your data for maximum predictive power and ease of use



REALsales

Lead management software that gives an instant overview of who is ready to convert and when



REALstorage

Go digital and free up space and time with secure, accessible, resource-efficient document storage



REALvhc

EVHC system that tracks vehicles over time and flags up deferred jobs or upsell opportunities



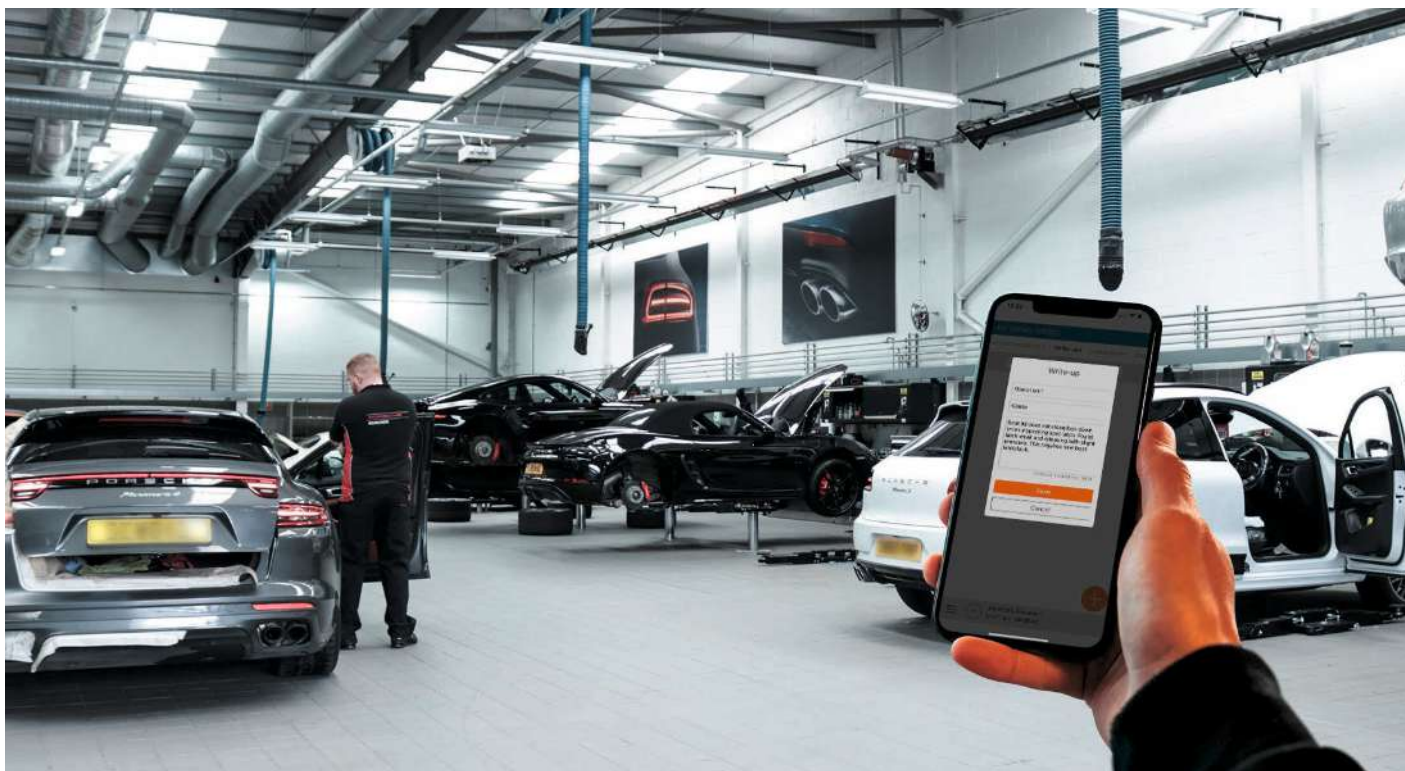
REALaftersales

RTC's full aftersales solution designed to streamline job management, minimise errors, and empower dealers to get more bookings



REALaftersales⁺

Modular system that allows dealership groups to seamlessly add extra functionality in line with their retailers' needs



allows Gemini's partners to get and post data live to and from the DMS, such as new customer records or sales order forms, meaning the two systems are always synchronised, thus reducing administration overheads by cutting down on data duplication and re-keying information.

www.gemini-systems.co.uk

Keyloop

Keyloop has launched several new applications to assist retailers with digitising their key workflows, including ePayments and Invoicing. ePayments is a contact-free payment option powered by Worldpay that provides a dealer's customers with a convenient, online payment method. It also streamlines the main accounting processes involved in managing a transaction. Invoicing is an automated accounts payable solution that speeds up invoice processing for the finance team. It is seamlessly integrated with the Keyloop DMS and its automation capabilities mean that retailers can save time, resources and costs associated with manual, paper-based processes, while also improving accuracy by avoiding errors arising from manual rekeying of data. And because it's a scalable, cloud-hosted solution, it can work for any size of dealership. RAPID RTC's Lead Manager enables sales staff to provide a personalised video or other channel response to a customer enquiry.

www.keyloop.com

Pinewood Technologies

Pinewood Technologies have focused on manufacturer integration and building on their all-in-one dealer management system, ensuring every



ISTOCK.COM/JPOFBA

customer can choose the way they want to interact with the dealership, be it online, in store or a mix of the two. It's easy to prepare warranty claims in Pinewood's Tech+ app with Write-ups. Technicians can add digital notes to jobs on their phone as they work on a vehicle, highlighting any issues found and corrections made. Not only have Write-ups helped with reducing paper in the workshop, but

they also give manufacturers a clear view when auditing for warranty claims. Pinewood DMS is integrated with Bumper finance: offering dealers a built-in tool to boost vehicle health check revenue. Using Pinewood's Tech+ app, technicians can record a video, showing any red or amber work they've identified. This can be quickly sent to the customer for approval, straight



Keep your customers engaged throughout the sales process

89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle.*

Using two simple Keyloop tools, you can offer high quality engagement throughout the entire sales process.

RAPID RTC Lead Manager lets you maximise early engagement with fast, professional responses and personalised content.

enquiryMAX helps you engage car buyers continuously with an interactive showroom experience while on the go.

Better yet, both tools work in sync – giving you complete visibility into your customer's journey at any stage.

Discover more at:

www.keyloop.com



* Source: Digitalisation: An Unstoppable Force in Automotive Retailing and Aftersales, Keyloop/ Frost & Sullivan, 2021

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from the DMS, with the option to apply for finance at the same time with Bumper. www.pinewood.co.uk/overview/

Reynolds & Reynolds

Era-Ignite DMS enables dealers to handle parts maintenance, inventory tracking, accounting and sales operations. The application allows employees to capture and securely store customer data in a centralised repository and generate financial reports for reference. They can also search for transactions by vendor name, account, invoice number, posting status and other criteria. The DMS also helps accounting teams to track employees' productivity, view the status of transactions and rectify posting errors across invoices. Additionally, it lets administrators provide role-based access, enabling authorised users to adjust or reverse transactions. The system also supports integration with third-party platforms such as Dealer Uplift, ASR Pro, TRONIX and more.

www.reyrey.com/solutions/dms

DISPLAY TECHNOLOGY

Luminati

Luminati provides car showroom displays ranging from free-standing merchandising units to digital advertising sales. Its care information station locates under a car's tyre and holds literature and product information. It is branded with the dealership logo and has a small touch-screen on top displaying key information on the car and corporate videos. Luminati's large full-colour digitally printed stretch fabric showroom display panels highlight car specification in detail. Its freestanding swatch boards are designed to show the full range of colours avail-



able for a particular vehicle. Displays can be set into showroom walls and LED-illuminated to showcase larger items such as fabric swatches, alloy wheel options and steering wheels. Its front desk features the car or dealership logo with storage and key storage at the back. Digital advertising screens can also be supplied with integrated network connection, enabling the dealer to manage the screen content across all of its dealerships from its head office.

www.luminati.co.uk/showroom-displays

ZeroLight

ZeroLight Concierge is a shared digital vehicle configuration tool that brings the best parts of the dealership experience online. Using realistic 3D computer graphics, dealers can guide new customers around every feature of a vehicle

model, providing consultation, advice and technical assistance to support the customer to select their final options. It blends the intimacy of the dealership and the convenience of an online configurator, enabling the customer to join the session remotely, on any device. As both parties access the same visual content, the customer can interact with and experience the car while the dealer configures it via a more detailed interface. At the end, the customer can buy or reserve the vehicle, and the dealer is able to generate and send the customer a personalised digital brochure that features their exact configured car. ZeroLight can also scale, and simplify the production of high-quality image and video assets for dealers to promote their stock on websites, social media or when contacting customers directly.

www.zerolight.com



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 dealers.carwow.co.uk

September 2021: 21% of carwow sales reported by dealers were for Battery Electric Vehicles vs. the market average of 15.2% of new car registrations according to SMMT data.





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ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS

Arena Group – mstore

Arena Group's 'mstore for automotive' digitises dealership operations including deal files, service, HR and affinity schemes replacing paper-based processes and improving security, efficiency, flexibility and compliance. The system, currently operational in more than 150 dealerships, reduces paperwork and filing and creates effective and fast audit trails while providing real-time information, improving monitoring, control and decision-making. The system also integrates with the DMS and other systems. Results from Vertu Motors include a 30% reduction in administration and an estimated £50,000 savings in paper and print every year. Overall, the group achieved an ROI of 1,400% in the second year of utilising the system. The platform can be customised to specific manufacturer and dealership needs and ensures compliance with GDPR and FCA regulation.

<https://www.arenagroup.net/expertise/automotive/>

CMS Software

Converting paperwork to a digital format allows documents to be stored securely and retrieved readily with the CMS Software document management software, Textstor. As well as reducing storage space and boosting efficiency, Textstor protects against disasters such as fire or flooding and improves security with controlled access to sensitive documents. PDF, TIFF and other document formats can be stored electronically with indexing and retrieval easily undertaken using customer-defined search criteria. Other features include scanning remotely for document capture and distribution; automated data capture from documents received, such as purchase invoices and despatch notes; barcode capture for indexing and retrieval; forms processing and OCR and ICR character recognition, including hand-written characters.

<https://www.cmssoftware.co.uk/solutions/document-management/>

MotorDocs

MotorDocs provides cloud-based documentation management, document sharing and signing plat-

forms for sales and aftersales, providing a fully audited digital trail, storage and retrieval facility. Tackling paper-heavy post-sale documentation – which can consist of up to 70 different documents – iDealFile facilitates a more efficient sales process with timings typically between two and four hours per deal file, together with cash savings of at least £4 per deal file as a result of reduced print, paper, storage and retrieval costs. All documentation related to vehicle service and repair can be managed and stored by iServiceFile. Secure file sharing and signing platform iShare allows multiple documents and action requests to be shared via one email link. Designed specifically for the automotive sector, its systems utilise Microsoft's ISO 27001 accredited Azure platform.

www.motordocs.co.uk

Real World Analytics

Real World Analytics (RWA) has built a secure cloud-based business intelligence (BI) solution specifically for franchised dealer groups to manage their whole business. By bringing all their data together and delivering actionable insights to different levels in the business,



Multiplatform Marketing at your fingertips with VoiceBox

A solution developed specifically for the automotive sector

Designed for dealers

It's been an extraordinarily turbulent time for dealers over the past 18 months. Showrooms closed, staff on furlough, a rise in online enquiries, and now an unprecedented shortage of retail-ready stock. Retailers have been faced with two choices for managing enquiries: stick to what's familiar or try something new. Those willing to experiment with the latest digital solutions are currently realising significant benefits for their sales staff and their bottom line.

Many customer contact systems offer 'plug in and play' solutions which work on the presumption that all customers can be managed in the same way, no matter what product or service they are buying. Marketing Delivery looks at it another way – automotive customers are committing to one of the largest purchases of their life and want to feel nurtured and confident in that decision. This is why their VoiceBox and LeadBox tools are proving invaluable for dealers who are keen to do things differently.

One platform, multiple streams

The key reason why Marketing Delivery's digital tools are so effective is because they are developed specifically for the automotive sector with dealers and customers in mind. With VoiceBox, prospects can be nurtured alongside returning customers and test drives can be booked alongside servicing. What's vital is the ongoing relationship between dealer and customer, and Marketing Delivery's bespoke software fuels these positive interactions.

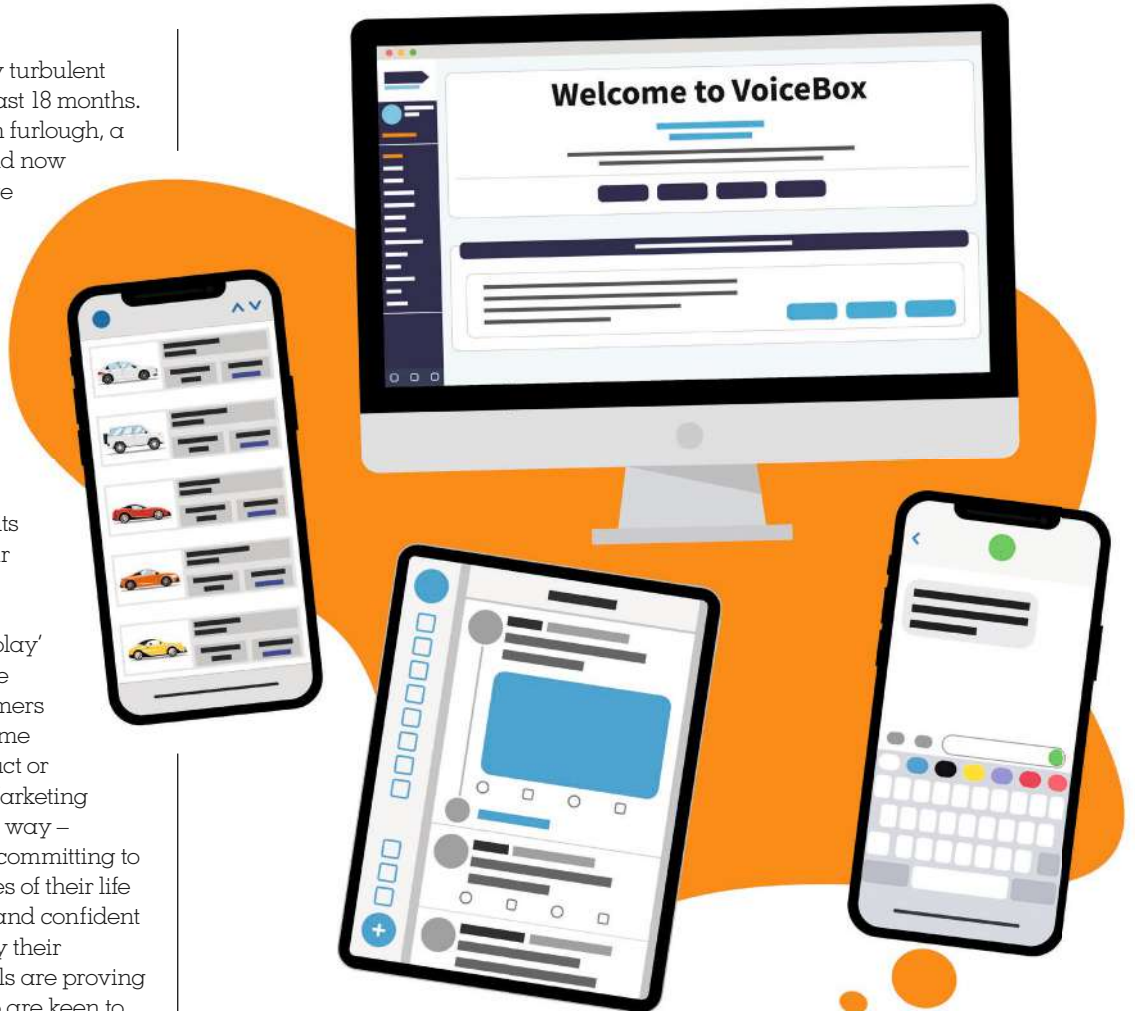
Joined-up thinking

VoiceBox can manage a new sales campaign, automatically emailing relevant customers who have opted into such contact and then communicate with LeadBox to generate a list of phone numbers for those specific customers who clicked on the email. Customers can then receive a follow-up phone call from the dealer or their contact centre to discuss their requirements, with all interactions logged and visible in one place.

This omni-channel approach allows

dealers or contact centres to uniquely manage sales and service via the same portal and, thanks to Keyloop integration, any changes can be fed directly back into the dealer DMS. Such a progressive approach to customer care focuses on the customer journey rather than the singular business reason for the contact.

Car retailers can contact Marketing Delivery for a free, no-obligation guide to setting up eCRM tools via www.marketingdelivery.co.uk or by calling +44 (0)1892 599917.



For more information **T:** 01892 599 917

W: marketingdelivery.co.uk **E:** get.in.touch@marketingdelivery.co.uk

Marketing Delivery

DATA DRIVEN MARKETING

Marketing Delivery

DATA DRIVEN MARKETING



We've Reimagined Lead Management

Lead**Box** is a customer and prospect contact portal designed specifically for the automotive industry.



Lead**Box** brings together data from websites, 3rd parties and your DMS - generating “call pots” for service reminders, new leads and following up sales campaigns.

Contact us to learn how Lead**Box** could help you manage lead response times and improve aftersales retention.

T: 01892 599 917 **W:** marketingdelivery.co.uk
E: get.in.touch@marketingdelivery.co.uk

Everyone has the right information at the right time to do their job efficiently. The management will be presented with executive dashboards where they can drill down to the necessary details. Managers in the branches get reports such as daily operating controls delivered to them automatically so they can action issues on the spot. RWA provides unique modules for sales of new and used vehicles, stock management for vehicle & parts, aftersales service and management accounts. RWA's BI solution is now integrated with the AutoTrader's Accelerator programme, helping dealers to correctly price their used cars stock based on the desirability.

www.realworldanalytics.com/sectors/automotive/

EV CHARGERS AND INFRASTRUCTURE

BP Pulse

BP Pulse is the UK's only fully integrated, end-to-end manufacturer and operator of charging infrastructure. The official partner for several manufacturers, BP Pulse installs EV charging units and operates the UK's largest public charging network. Providing free standard installation and aftercare for homes, workplaces and in public places, BP Pulse also provides a three-year warranty. The BP Pulse network of public charging units consists of more than 8,000 points, and motorists can pay a subscription or pay to use when required. Public charging units are also being installed on BP forecourts.

<https://bppulse.com/>

IONITY

IONITY is building a high-power charging (HPC) network for EVs to develop the infrastructure across Europe to accommodate long-distance EV motoring with a charging capacity of up to 350 kW. The IONITY high power charging network uses the leading European charging standard CCS (Combined Charging System) and is sourced by 100% renewable energy. With an HQ in Munich, IONITY was founded in 2017 and is a joint venture by BMW Group, Mercedes Benz AG, Ford Motor Company, Hyundai Motor Group and the Volkswagen Group with Audi and Porsche. Motorists can pay via smartphone, or by scanning the station's QR code and using a payment card or via a contract with a mobility service provider (MSP).

<https://ionity.eu/en>

Instavolt

InstaVolt is currently installing its fastest charger units yet, which can add over 100 miles of range in just 15 minutes, with 10 already in operation. The new units allow two cars to be charged at once. The network currently consists of more than 600 rapid EV chargers at locations such as McDonald's, KFC and Costa Coffee, and the company has plans to grow that to 5,000 by 2025. With payment choice via its app or simply contactless, Instavolt maintains its commitment to ensuring its network is as easy to use as possible.

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

Pod Point

Pod Point manufactures and installs smart charging units and enables access to more than 5,200 charging bays, at a variety of locations including major supermarket chains and Center Parcs, through its app. Pod Point has sold more than 100,000 charging points in the UK and Norway. Providing a home installation service for a number of brands including Audi, Nissan, Volkswagen and Hyundai, Pod Point also partners with developers such as Barratt Homes and Bellway.

<https://pod-point.com/>

Tritium

Delivering DC fast charging solutions for EVs, Australian technology company Tritium's 50kW chargers resemble state-of-the-art petrol pumps with interactive interfaces. It was the first company in the world to implement Plug and Charge (ISO 15118), which enables EVs and charging equipment to communicate, authenticate and transact via the charging cable.

<https://tritiumcharging.com/>

Zap-Map

EV charging point mapping and data specialist Zap-Map allows users to pinpoint more than 24,000 charge points across the UK in almost 16,000 public locations. The tools available to customers include an interactive charge point



Reputation

The World's Leading
Reputation Experience
Management Platform



Reviews



Messaging



Social



Listings



Third Party Data



Surveys

The Reputation Experience Management Platform That Needs No Introduction

Reputation is the creator of the Reputation Experience Management category. Founded in 2006, we've grown to become the #1 reputation platform for automotive. Customers are doing their research before getting in touch, the customer journey starts before they even interact with you, and once a brand understands this, it's the first step towards success.

The Reputation platform is the most comprehensive reputation and CX platform available today. Over one third of all UK and US dealerships use Reputation, and that's something we certainly don't take for granted.

4x

More leads from listings

+10%

Increase sales volumes on average

3x

More impressions on Google

+60

More vehicle sales per year on average

Comprehensive & Connected

From Reviews to Surveys to Social to Business Listings, the Reputation platform helps companies anticipate business needs and customer concerns.

Action-Oriented

Find out how you're doing. Our platform provides prescriptive recommendations with clear actions to get better and track your progress.

Flexible and Open

Our data, your way. Create customised views and reports to find out what matters most. Plus, import other data from other sources so you can see everything in one place.

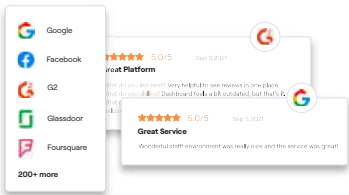
Did you know?

More than two-thirds of consumers lose trust in a business when its listings are inaccurate and there isn't an effective strategy for brand reputation management.

Your Entire Online Reputation In One Place

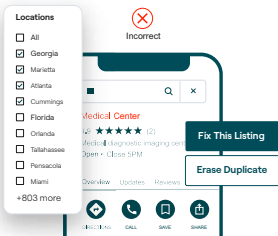
1 Monitor & Respond to Reviews

We were the first, and are still the best at comprehensive review management. Monitor your reviews, request reviews, respond to reviews, and analyse them too: All in one place, with functionality unique to Reputation.



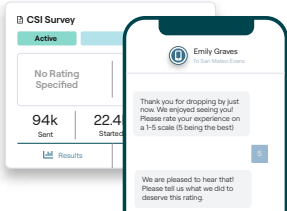
2 Get Found Where It Matters

Business listings matter. It's where the majority of the customer journeys start online. Guarantee accuracy across all of your business listings using the Reputation platform, and enjoy higher conversion rates.



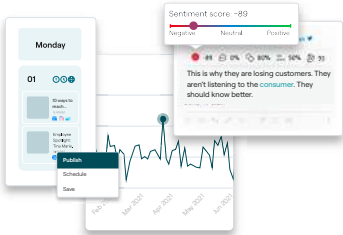
3 Truly Understand Your Customers

Fans aren't made in a day. Get to know your customers in depth, without having to hire new staff or schedule days off to do it. Our next generation surveys get you more responses, turn sentiment into action and help you amplify your feedback where it matters most.



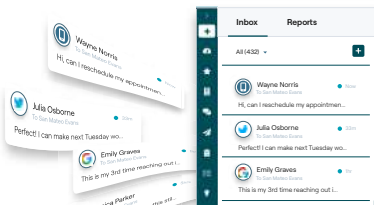
4 Get Your Dealerships Social

The social media management software that makes it easy to manage and post to social channels, analyse sentiment and understand analytics across teams and locations. Enjoy world class social listening, and understand customer sentiment.



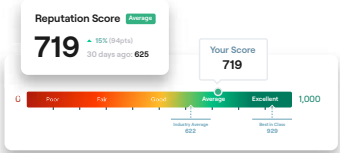
5 Text More. Talk Less

Win sales and loyalty from your customers without picking up the phone. Chat with customers and potential buyers via SMS, Facebook Messenger, Google Business Messages and more. Did you know that 70% of consumers prefer to make initial contact via live messaging?



6 Reputation Score: The Complete CX Metric

Reputation Score is the only metric that goes beyond ratings & reviews to give the most-detailed view of what people say, feel and think about a business.



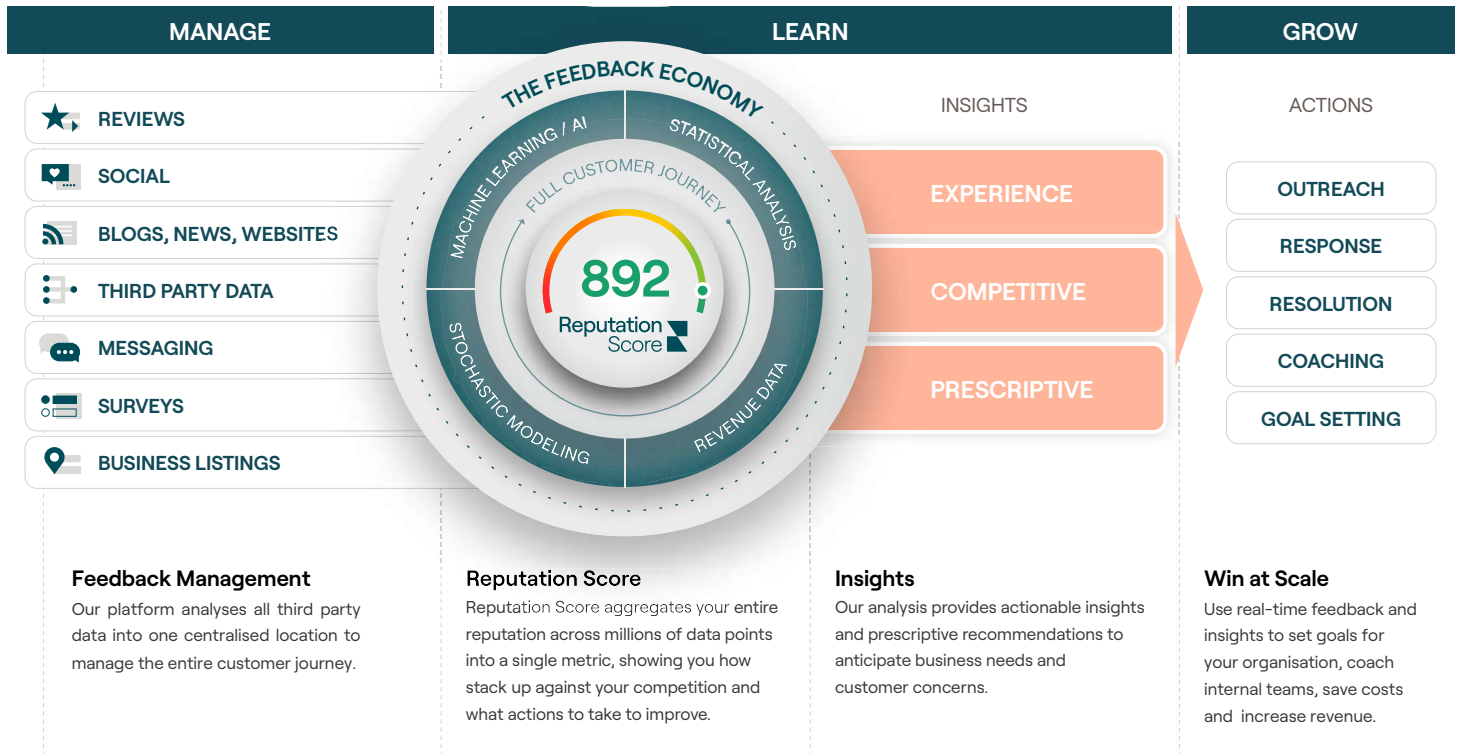
7 Your Entire Customer Journey, In One Place

From being the original Online Reputation Management platform back in 2006, to being the most comprehensive Reputation Management & CX platform in 2021, we're the go-to platform for a reason. Manage your entire customer journey from one platform, with ease.



A World of Interactions Demands a Platform of Action!

From Reviews to Surveys to Social to Business Listings, the Reputation platform pulls all of your business feedback into one platform and creates one tool for all the metrics that matter most to you.



In my opinion, the Reputation platform offers the best solution out there. The platform is great, easy to use, and I really like the modular approach. Our dealers have the power to respond and influence customers' opinions in real time, from within the Reputation platform.

David Hart

Customer Experience Manager, Kia Motors UK



Request a Demo

E: emea-info@reputation.com

T: 0800 066 4781



ISTOCK.COM/AREMENKO

map and calculators for home and public charging, as well as journey costs and car tax information. Zap-Map has recently partnered with Lookers, enabling its customers to access its interactive software to identify charging locations around the UK for free. Zap-Map has mapped more than 95% of public charge points and around 70% of charge points showing live availability status. Its Zap-Pay app also gives EV drivers pay-as-you go access to charge networks, including Osprey (formerly Engiel), ESB EV solutions and on-street charging provider char.gy.

<https://www.zap-map.com/>



FINANCE PROPOSAL PLATFORMS

Codeweavers

Acquired by Cox Automotive earlier this year, Codeweavers works with both car manufacturers and retailers to provide commerce solutions and finance software. It offers a suite of solutions that support online digital retail services for vehicle manufacturers, dealers and lenders and also offers omni-channel solutions including new car

stock locators, finance calculators, finance application, checkout and e-signing. Codeweavers partnered Volvo Cars UK to build and integrate a full eRetail journey into the brand's website, enabling customers to reserve and purchase their chosen car online with the purchase process fully managed by Volvo through custom-built customer portal.

<https://codeweavers.net/>

DealTrak

Connecting all elements of F&I in the automotive sector, DealTrak links dealers, lenders, brokers and insurance providers. Part of the AutoProtect group, it enables dealers to manage its entire F&I process including managing customers, access to finance providers and AutoProtect insurance and warranty products and data insights. Dealers can view multiple lenders and packages on one screen, utilise the soft search facility to increase the likelihood of first acceptance of proposals and prompts for missing information for a more efficient proposal submission. DealTrak currently incorporates 65 lenders integrated into its platform which accepts four million transactions each year.

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



IT, CONNECTIVITY AND TELECOMS SYSTEMS

Node4

Node4 offers connectivity, cloud storage, data, collaboration and security while its end-to-end infrastructure enables an agile response. Reliability is assured since it owns its own data centres, the core network, cloud infrastructure, and its solutions portfolio that sits across them. Node4 offers a hybrid approach combining the capabilities of Azure with its own UK-based data centres. Having launched in 2004, Node4 has clocked up a wide range of accolades and certifications including Microsoft Azure Expert MSP status, awarded in March this year, one of only nine UK organisations to receive this accreditation.

<https://www.node4.co.uk/>

Optimising IT

Offering out-sourced and co-sourced IT services, Optimising IT provides everything from fully managed IT services to one-off support packages incorporating a range of services including consultancy, staff training, cyber security



C testing and network compliance checks. Managed IT services include desktop support, network management, infrastructure optimisation, software licence purchase and system upgrades. As a fully-certified Microsoft Gold Partner, Optimising IT provides 365 services to enable businesses to take advantage of Microsoft's cloud platform. Its consultancy service ensures businesses' IT remains up to date, efficient and cost-effective, and advises companies on IT investment and development. Clients include luxury car group HR Owen.

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

RDS Global

IT, technology and cyber security company RDS Global's managed support services range from software licence management to full-scale infrastructure support, using a subscription-based model. Cyber security services include awareness training, data protection consultancy and fully-managed cyber security solutions. RDS Global also offers high-performance phone systems and internet connectivity with on-going support services. Currently supporting more than 4,000 users in more than 200 locations, RDS Global specialises in supporting multi-location businesses with multiple users. Founded in 1997 from the IT department of a Derby-based automotive dealer, the company offered managed IT to the UK automotive sector but soon expanded its reach to other sectors as well as increasing its services to incorporate digital access control, CCTV and telecoms. It launched its own BlackBox cloud-based product in 2019 to provide centralised data management.

<https://rds-global.com/>

Vapour Cloud

Vapour Cloud devises and delivers secure voice, video, connectivity and storage solutions. Its clients include JCT600, including overseeing an overhaul of its telecoms infrastructure with a £1m investment connecting 50 sites with a cloud-based voice solution – resulting in a rise of salesperson availability from 65% to 95% and enabling the

business to adapt to COVID restrictions with minimal customer impact. Its services include Technology-as-a-Service (TaaS) providing the latest workplace hardware and software, on a flexible lease; cloud security including for home-workers; application performance management; Robotic Process Automation (RPA); Business Intelligence (BI) or data analytics; and, as a Microsoft Cloud Solution Provider (Microsoft MSP), a host of Microsoft services.

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

Oracle

Computer giant Oracle supports OEMs with a range of open cloud solutions from software to platforms in order to support integrated business planning. Oracle supports OEMs in time to market, optimises delivery processes and integrates marketing, sales and service operations to maximise the customer's brand experience. Oracle technology connects OEMs, suppliers, dealers, distributors, partners, customers, providing a single data thread linking the initial design concept through to final assembly, the sale and vehicle ownership.

www.oracle.com/industries/automotive/oem.html



LEAD MANAGEMENT SOLUTIONS

Contact Advantage

Part of Reynolds and Reynolds, one of the world's largest suppliers of automotive software, the Contact Advantage system manages sales information and stock, and recovers lost sales communications with the customer by e-mail, SMS, WAP or the web. Its Claro application is a cloud-based, multi-device solution for automotive retailers. Integrated bi-directionally with several UK CRM and DMS providers, data is shared across two platforms, in a way that is entirely invisible to the

end user. Integrations include automotive suppliers such as CitNOW, Marketing Delivery, Bluesky, JudgeService and GForces.

<https://www.contact-advantage.com/>

DealerWeb

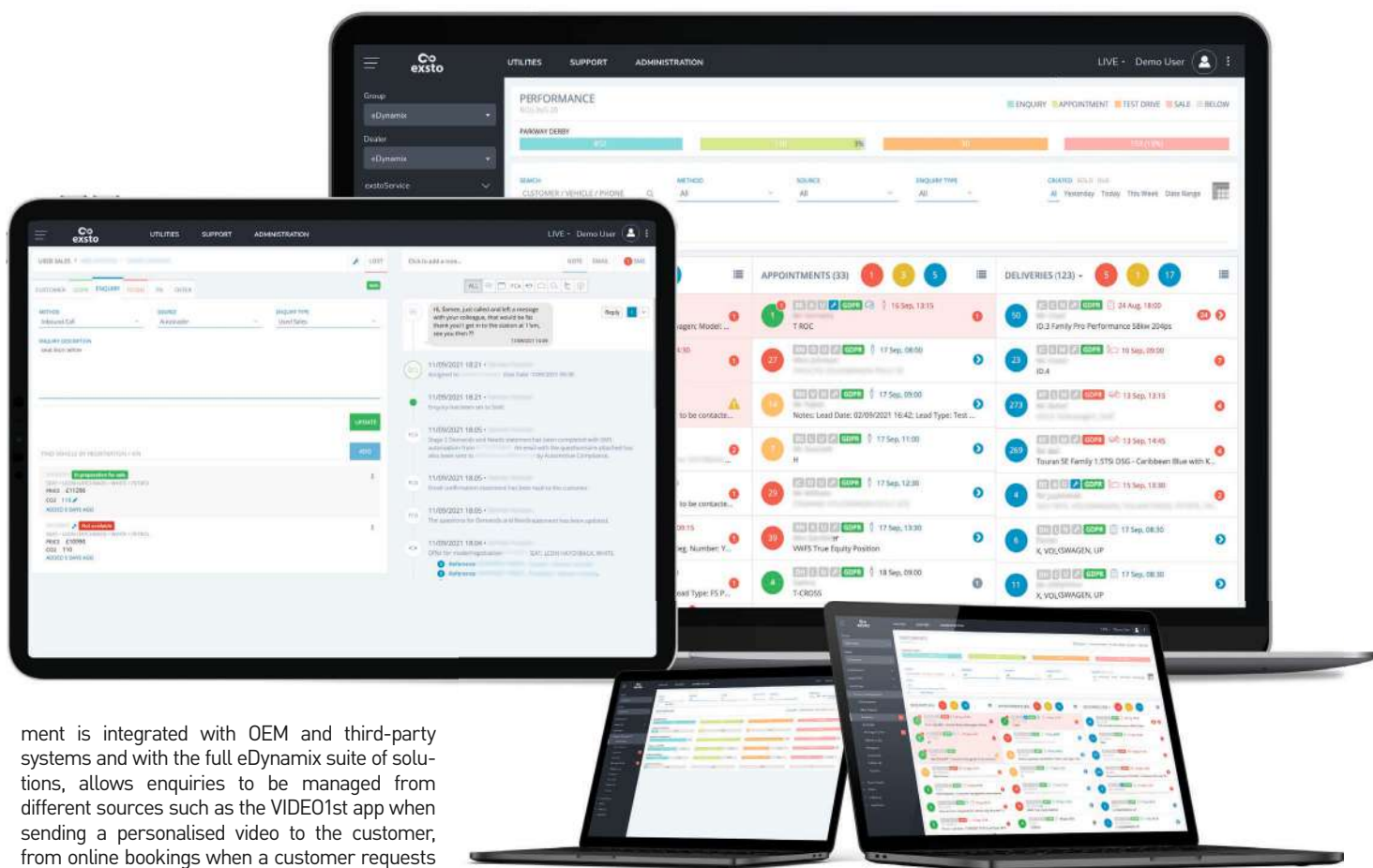
Part of the CitNOW Group, Dealerweb was founded in 2003 and provides showroom management systems to help dealers sell more vehicles more profitably with exceptional customer satisfaction. A modular approach allows the software to be adapted to suit any sales process. Dealerweb's core product, Dealerweb Showroom, is modular and scalable, enabling sales departments to manage leads, configure vehicles, build customer orders, administer vehicle finance, and plan outbound marketing campaigns. The reporting facility provides a comprehensive, real-time analysis of productivity and profit levels. Dealerweb React is a web-based system and mobile app designed to capture 100% of web leads and ensure 100% response. It also incorporates Click to Call software enabling a direct call to the customer and integrated call recording. Dealerweb's tailor-made automotive sales and lead management systems helped 12,000 users manage three million leads last year and is in use at a number of automotive retail groups including Sinclair, Sytner Group, John Clark Motor Group, Citygate, JCT600 and Jardine Motors Group.

<https://www.dealerweb.org/>

eDynamix

By utilising its customer engagement platform, eDynamix enables dealers and OEMs to manage the customer journey from enquiry through to sales and aftersales. Its exsto omni-channel system provides a single overview of the customer improving efficiencies, oversights, and engagement. Enquiry Management is a module of exsto-Sales allowing sales executives to manage enquiries while providing sales managers with overviews and data insights. Enquiry Manage-





ment is integrated with OEM and third-party systems and with the full eDynamix suite of solutions, allows enquiries to be managed from different sources such as the VIDEO1st app when sending a personalised video to the customer, from online bookings when a customer requests a valuation, from CRM when the customer is identified as a potential sales lead and from Web Master when the customer enquiries about a vehicle. Enquiries can also be accepted from third-parties such as AutoTrader or manufacturers' own websites and then managed within the exsto-Sales platform. Two-way communications mean dealers and customers can send and receive emails and SMS messages.

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

enquiryMAX

The enquiryMAX automotive sales lead management system provides control and transparency of all dealership enquiries with the focus on active sales opportunities. Enquiries are captured from the outset and from multiple sources, and the process is managed through to sale. Working closely with individual dealerships, dealer groups and manufacturers, enquiryMAX follows a structured sales process and best practices. Solutions include its iPad app, which provides sales executives with easy access to wide ranging information such as vehicle stock, product video presentations and supporting point of sale material, allowing the enquiry process to start wherever the customer feels comfortable – rather than starting with their personal contact details. The company was acquired by Keyloop earlier this year.

<http://www.enquirymax.com/>

RAPID RTC

RAPID RTC is a multinational brand providing automotive manufacturers and retailers with B2B lead management and lead generation software, and was acquired by Keyloop earlier this year. Its communications platform offers Lead Manager, Live Dealer, Chat, Text and Social, aggregating digital engagement to deliver an omni-channel customer experience. Lead Manager collates digital leads from point of capture and distributes them to the best person to manage the enquiry in real time. Live Dealer connects active online customers with sales executives rather than simply capturing information for a later follow-up. RAPID RTC is headquartered in Winnipeg, Canada and is a provider of digital communication and lead management solutions to over 4,200 dealer sites and partners with many leading OEMs.

<https://rapidrtc.com/>

Autofutura

Autofutura is a global data management, lead management, loyalty and retention software business providing solutions for the automotive industry. Its lead management and retention solutions specialise in pricing, asset risk management, assimilation and analysis of large amounts of vehicle data for motor manufacturers, fleet oper-

ators, automotive finance and rental companies, with the benefit of significant time savings as well as transparent and auditable management reporting, which enables customers to make informed strategic decisions and to retain existing customers, acquire new customers and manage their business more effectively. Autofutura is a private company headquartered in the United Kingdom with offices in the UK and Germany, servicing customers in 20 countries.

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

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ONLINE VEHICLE RETAILING

iVendi

Founded in 2009, iVendi, based in Colwyn Bay, continues to evolve and develop its platform to facilitate online vehicle retailing. Working closely with the banking sector, OEMs and retailers, the iVendi platform manages online vehicle retailing spanning the vehicle purchase process from search through to financing, part exchange and purchase. In the year to March 21, iVendi helped UK car retailers facilitate £1.3 billion in vehicle sales with a record number of used vehicle sales having passed through iVendi's online



Self-Service Solutions for Ambitious Car Dealerships

Tjekvik increases efficiency and profitability for dealership after-sales by boosting customer satisfaction, reducing waiting times, and maximising added value sales

HOME "Online Check-In"

Improve Customer Satisfaction

Enable customers to Check-In on their own time before they reach your dealership.

INDOOR "Self-Service Kiosk"

Increase Efficiency and Sales

Provide a consistent and customisable experience with your digital colleague. Eliminate queues, increase revenue and boost customer satisfaction.

OUTDOOR "24/7 Service"

Secure Hardware Solution

Integrate our world-leading software and best practice setup with Tjekvik's own or your existing hardware for a more secure, profitable, and frictionless outdoor operation.

Advertising feature

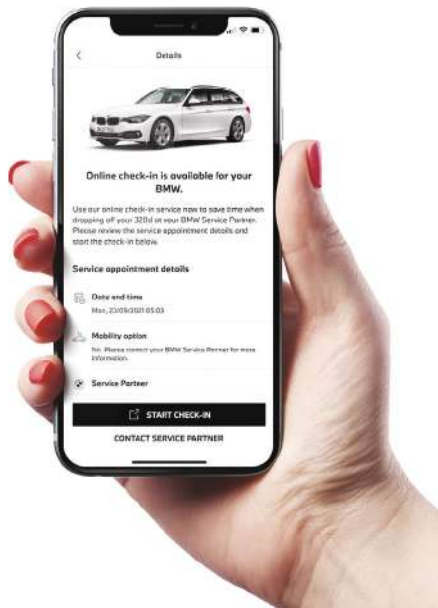
Digital solutions are not just 'nice to have' – they are a necessity!

'Digital hands' can deliver an immediate return on investment for dealers

Giving customers a digital choice is a must for the modern dealership. Operating in 21 markets in 20 languages, Tjekvik provides 'digital hands' – an innovative service reception software that allows a customer the choice to check in and out from home or at the dealership.

Using the Tjekvik software dealers create tailored customer journeys with dealer-specific added value items, questions and customer feedback on their service appointment. The dealer 'trains' the digital hands to deliver the service process consistently, freeing service advisors to provide high levels of service for customers that want or need personal engagement.

Tjekvik software guides the customer through the dealer set process on the customer's own device for home check-in, on the stylish in-dealership kiosk or through secure outdoor hardware for outside of normal hours check-in and out. Even where the customer requires personal service the dealer uses Tjekvik on a tablet to guide the check-in process and provide a consistent customer journey.



So far in 2021 30% of customers chose the Tjekvik check-in at home and 40% the in-dealer key drop, with more than 300,000 using the software – clearly demonstrating the desire of customers to interact digitally, even as Covid recedes.

Simple to create and update, the system allows dealers to flex the added value

items and questions for retail and fleet drivers, as well as for waiting customers. They can create specific customer journeys that reflect seasonality, current offers and promotions using the software for all customer types.

In the first eight months of 2021, UK customers using Tjekvik made 15,350 requests for service plans and selected £1.45m of added value items, an average of £1,876 per dealer per month. This demonstrates that 'digital hands' deliver an immediate return on investment for the dealer, driven by customer engagement and choice while providing convenience and safety at the same time.

Queue elimination works at both ends of the day extending the operating hours of the dealership. To the end of August, more than 25,500 customers used the Tjekvik check-out process and more than £1.3m was collected from customers paying online.

Further innovations continue with the integration of Tjekvik into the My BMW app. This enables BMW customers to receive reminders, check in their service appointment online and be notified when their vehicle is ready for collection.

DEALERS ARE DELIGHTED WITH THE 'DIGITAL HANDS' PROVIDED BY THE TJEKVIK SOFTWARE

'We have implemented Tjekvik across our business as the customer experience is excellent and flexible to reflect all the brands we represent. It delivers process efficiencies for our service teams and a return on our investment from the added value sales.'
Mike Thompson, Group Aftersales Director, Group1

'One of the key deciding factors for choosing Tjekvik was the connectivity provided into our DMS system which delivers an excellent customer experience for self check-in and out while delivering high levels of added value sales.'
Norman McKeown, Head of IT, LSH Auto





WIPE AWAY THE HASSLE OF **FINDING** AND **FINANCING** YOUR VEHICLES



FIND STOCK AND FINANCE - ALL IN ONE PLACE

Source your vehicles and finance your stock – all on one seamlessly integrated platform.

All the choice of a huge network of quality vehicles and vendors from 1link Trade Buyer, plus, all the power of V12 Vehicle Finance (V12VF) – helping you

find the right stock plan and support your cashflow.

Now together in one seamless package, you'll find stock buying simpler, faster and fuss free.

Save time. Save hassle. Move on.

DISCOVER MORE AT
FINDSTOCKANDFINANCE.COM

V12VF integration into 1link Trade Buyer creates seamless process for dealers

Debbie Fox,
Commercial Director, epyx



The option to buy used car and van stock using funding from V12 Vehicle Finance has been integrated into epyx's 1link Trade Buyer platform to create a seamless process for dealers.

Buyers will have the option to link their existing V12VF account or apply for stock funding with the finance specialist. Then, when they want to purchase, they can add the vehicle to their facility as part of the platform's normal online process and receive instant confirmation.

Launched in 2020, 1link Trade Buyer is used by a community of more than 3,500 franchise and independent vehicle retailers to buy stock from a number of major fleets including leading car and van leasing companies.

A soft launch to test the V12VF finance facility with a selected number of dealers has now completed and the integration has been made available to all dealers. During testing the option of using stock funding has proven to be popular, explained Debbie Fox, commercial director at epyx. She said: "The whole ethos of 1link Trade Buyer is to make it as easy as possible for dealers to find and acquire the stock that they need to make their business a success. Adding an integrated funding option builds on this approach.

"We have chosen to work with V12VF thanks to their track record in the sector and because we believe



that they share an overall corporate approach with epyx in terms of offering customers fast, effective, well-priced online products and

services. Working together, we have been able to integrate in a very clean manner, meaning that the option to buy using their finance is quick, easily and seamless.

"This is also part of a general digitalisation strategy that we have been pursuing in the wake of the pandemic, bringing added value to our platforms for dealers and other users."

David Nield, managing director at V12VF, added: "This partnership is an excellent way for 1link Trade Buyer users to be able to search for and finance the vehicles they want to retail through a fast and effective online process. The relative speed

and ease with which we were able to integrate our systems with epyx shows how alike our two companies are in terms of our commitment to creating seamless technological

processes that make life simpler for dealers.

"Since our launch in 2019, we have seen rapid growth by being very careful in choosing the companies with which we partner and we believe that this new collaboration will prove to be a valuable new addition to the channels through which we work."

Launched in 2019 and based in Solihull, V12 Vehicle Finance is part of secure Trust Bank and offers a comprehensive used vehicle proposition to dealers through a suite of products including stock funding and consumer motor finance.

To find out more visit
WWW.FINDSTOCKANDFINANCE.COM



platform in the pandemic year, representing actual sales of more than 120,000 cars, vans and motorcycles. iVendi produces over 100 billion quotes and around five million unique users access its platform each month. iVendi's product range incorporates Engage, its highly personalised vehicle locator; Convert, which encourages prospective buyers to take the next step by illustrating a vehicle's affordability such as monthly amount repayable; Transact is its e-commerce technology bridging the gap between the showroom and online sales process; and Connect links the consumer, the retailer and the lender.

<https://ivendi.com/>

GForces

GForces delivers automotive ecommerce solutions through its NetDirector® software platform, real-time programmatic marketing and intelligent digital infrastructures. It works with global vehicle manufacturers, the world's largest dealer groups and independent retailers throughout the UK, the Americas, Europe, APAC, MENA, the Far East and Australia. In addition to designing front end and back office online systems, the company also supports the full integration process, including the tech roll-out of their new online functionality and ensures best practice in terms of marketing, operational process, cultural change, insights, and reporting to ensure OEMs

and retailers can take full advantage of the rapidly changing automotive retail landscape. In 2019, 2,199 cars were purchased using GForces' platform; that number increased hugely in 2020 to 29,209 – worth over £500 million overall – while the number of car buyers looking at car model pages globally on GForces' NetDirector® Auto-e platform rose from 10.7m to 26.8m. GForces is forecasting to double the number of UK car transactions it will handle throughout 2021 to 58,000, before growing further to 72,000 in 2022.

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

Roadster

US e-commerce platform Roadster is designed to enable customers and dealers to bring together online and digital in any way a customer chooses. Products include showroom tools for sales executives who can offer different payment options while face-to-face with the customer and undertake valuations using mobile technology. Online, consumers can experience a fully interactive marketplace when using the dealer's website and build their own deals. Express Storefront automates every step of the purchase process; Express Store Live chats to customers providing extensive answers to queries and integrating with Express Storefront to allow dealers to build their own deals; Express Response is its lead engagement tool providing immediate responses to

internet enquiries; Express Trade captures the part-exchange vehicle information for fast valuations; and Express Marketplace enables customers to build their own deals which can be completed in Express Store or in the showroom.

<https://roadster.com/>

SilverBullet

Providing customer-facing e-commerce solutions for dealers, SilverBullet facilitates sales, servicing and parts transactions. Launched in 2018, SilverBullet enables dealers to manage their stock and handle the full new and used car sales journey, including finance applications and the end-to-end sales, purchase and delivery process. SilverBullet allows payments to be made incorporating online payment facilities such as Apple Pay and Google Pay, part-exchange valuations to be undertaken and finance applications direct to a dealer's panel of lenders to be submitted. Other tools include the ability to schedule the transactional flow to allow a customer to take delivery of their car at a time to suits them and the business, and 'e-sig' which allows the customer to create and sign the order form digitally. Following its partnership with Honcho, dealers using the SilverBullet platform are also able to offer insurance products to online car buyers at the point of sale.

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



PRICING MANAGEMENT SYSTEMS

Aston Barclay

Aston Barclay operates from six auction centres and its physical infrastructure is supported by its digital solutions arm, offering the comprehensive, transparent, and multi-channel Cascade process covering all stages of the retail, sourcing, and disposal journey throughout the transition from retail to wholesale marketplaces. The process includes both business and consumer-facing appraisal applications, online performance management dashboards, disposal channel management and digital routes to market, including pricing insights and data collection. Its e-Xchange platform provides an online 24/7 bidding environment, and its price management services include flexible 'Buy Now' and 'Real Time' auction options. Its e-Valuate platform is an innovative and intuitive app which collates data and market insights to generate accurate purchase prices.

<https://cascadecars.astonbarclay.net/>

Auto Trader

Auto Trader is the UK and Ireland's largest digital automotive marketplace for new and used vehicles. Around 47,000 new listings come onto its platform each month. Each ad features five price indicators (Good, Great, Fair, High, and Low) and

offers potential buyers the chance to perform a basic vehicle check for free. In 2021, it launched its Guaranteed Part-Exchange and Instant Offer products. The former enables consumers to receive a guaranteed price for the PE, while the latter enables private owners to sell their vehicle at a guaranteed price. Auto Trader also offers data intelligence solutions (Retail Accelerator and Retail Check), allowing retailers to buy the right stock at the right price.

<https://plc.autotrader.co.uk/>

BCA

BCA sells more than a million vehicles every year, via 50 centres in 10 countries, and claims to be Europe's largest vehicle remarketing company. It supports a wide range of dealers, OEMs, leasing companies, contract hire companies and others to achieve the best residual value for their inventory, while offering the broadest choice of stock for their retail needs. Vehicles can either be remarketed online for a fixed price or via an online sales channel. From valets to SMART repairs, BCA offers an array of supporting services to help customers make the best return on their asset. Its My BCA dashboard offers one-stop access for all current data and information about your account.

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

Cap HPI

Cap HPI calculates that its team of editors, who review and assess data, and identify trends and

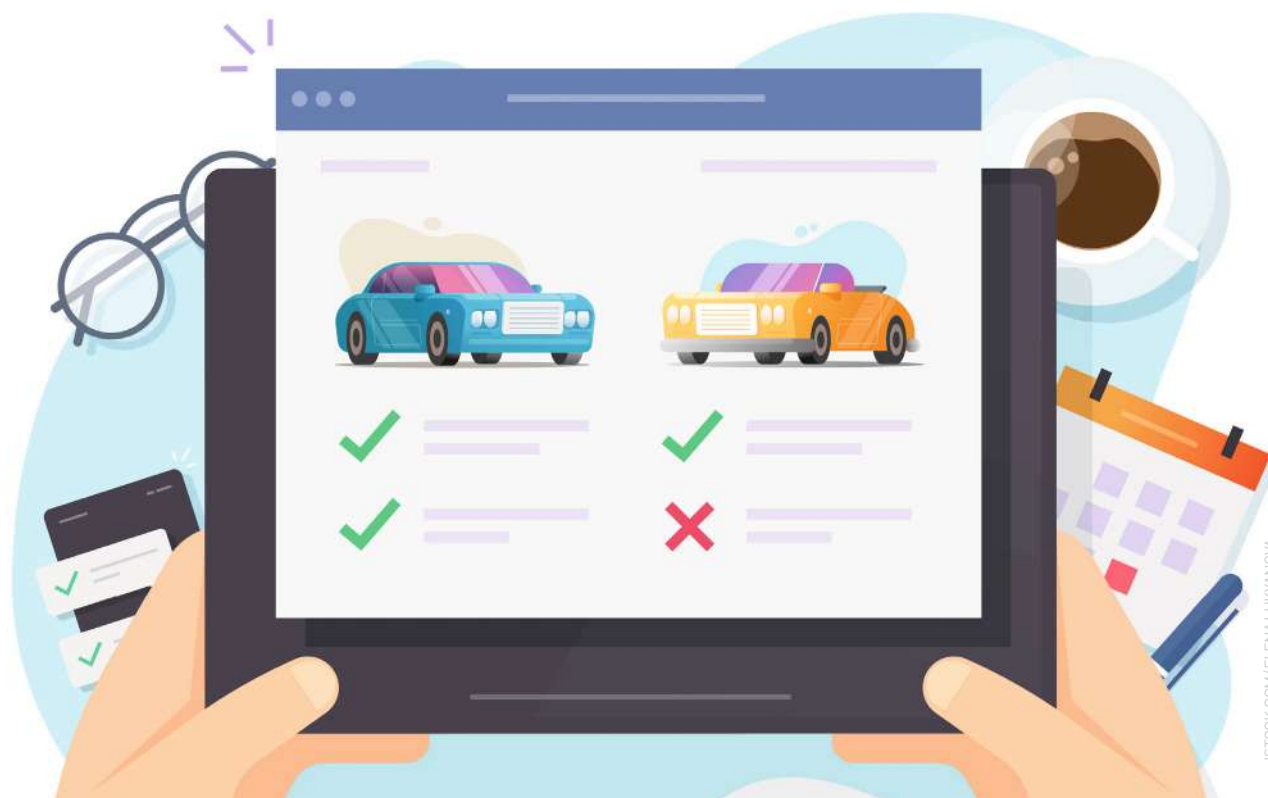
market movements, have more than 400 years of combined motor trade experience. Its award-winning Black Book Live is famed, but it also offers a comprehensive suite of powerful products, covering everything from instant one-off valuations to cost analysis covering an entire fleet. All its vehicle derivatives are accessible via a single platform, streamlining the research processes to save dealers or OEMs time and money. The Cap HPI team can also create bespoke packages to the requirements of individual customers, and black book +12 offers future forecasts for cars from new to five years' old.

<https://www.cap-hpi.com/solutions/valuations>

Glass's GlassNet Radar

Glass's GlassNet Radar allows dealers to compare asking prices for cars in their local market, using both trade valuations and live retail pricing. Its model is based upon data from some 8.6m trade adverts across the UK's leading advertising platforms, which account for roughly 80% of the market. The results of a search are presented in simple format, telling the dealer the live retail price and the average number of days that it is taking a model of that spec and mileage to sell. Camera icons can be used to view live adverts for any vehicle. GlassNet Radar also shows whether a vehicle's asking price is over-priced or under-priced versus the data in Glass's LIVE Retail.

<https://glass.co.uk/glassnet-free-trial-landing-page/>



Drive dealership success with the UK's most trusted provider of sales software



The retail automotive industry has shown itself to be resilient and highly effective over the last 18 months. Coupled with the latest technologies, dealers have adapted to provide a seamless journey for the customer, whether buying online or on the forecourt.

Dealerweb has invested in its people and technology ensuring they continue to lead the industry in lead, enquiry and showroom management. As a trusted and experienced partner, Dealerweb have put their customers' success at the heart of its business and enjoys strong and long-lasting relationships with dealers large and small as well as many OEM's.

Dealerweb's market leading Showroom platform is built on the very latest technology and deploys the features, useability and integrations you would expect given their vast experience in developing lead, enquiry and showroom solutions. The system is fully responsive and has been designed to work on mobile devices, including both Apple and Android, as well as traditional desktop and laptop machines, thus enabling users to maximise their interaction with customers. Showroom is modular and scalable, enabling all shapes and sizes of sales departments to

manage sales opportunities effortlessly and effectively. Ongoing customer contact is supported throughout the sales funnel, whilst integrations with a wide variety of other systems from DMS's and Compliance Providers to Finance Providers and electronic document management solutions, improve efficiency and saves costs. Reporting is a key strength of Dealerweb's with accurate, reliable, real time reports covering all aspects of sales activity and performance. The DOC module, Dealbooks, provides detailed and accurate profit reporting & F&I reporting, allowing a comprehensive, real-time analysis of the business, driving volume and profit improvement.

Dealerweb's React lead response tool is an innovative multi-platform system that captures 100% of leads from any digital source. It allows an immediate, personal, and professional response from the sales team, either by email or phone. Incoming lead notifications are sent to either a native

mobile app or by email and the 'fastest finger first' then picks up the lead and chooses the most appropriate response. We all know that incoming leads need to be responded to quickly and professionally, React is tailor made to make this as easy and effective as possible, and is proven to increase the conversion rates.

Combining Dealerweb React and Showroom provides the dealer with the most powerful, reliable and effective sales tool on the market today. Dealerweb provides full end to end visibility of the customer journey, from enquiry to conversion, maximising sales opportunities, whilst enhancing efficiency and ensuring regulatory compliance. With the sales process in one ecosystem and cutting-edge technology, levels of useability, functionality and integration, Dealerweb continues to lead the industry in helping dealers sell more vehicles, more profitably and with an exceptional customer experience.

If you would like a demonstration of how Dealerweb can help your dealership then visit **www.dealerweb.org** to book your demo.



All you
need
All in
one place



Dealerweb's suite of products lead the way in maximising sales opportunities, profitability and the customer experience, whilst seamlessly integrating with other key retailer systems.

Contact us now and find out how we can support you in selling more vehicles, more profitably and with an exceptional customer experience -
01392 247477 | dealerweb.org

Cut through the software deluge to find a single solution that works

Reputation's centralised platform saves time and increases revenue

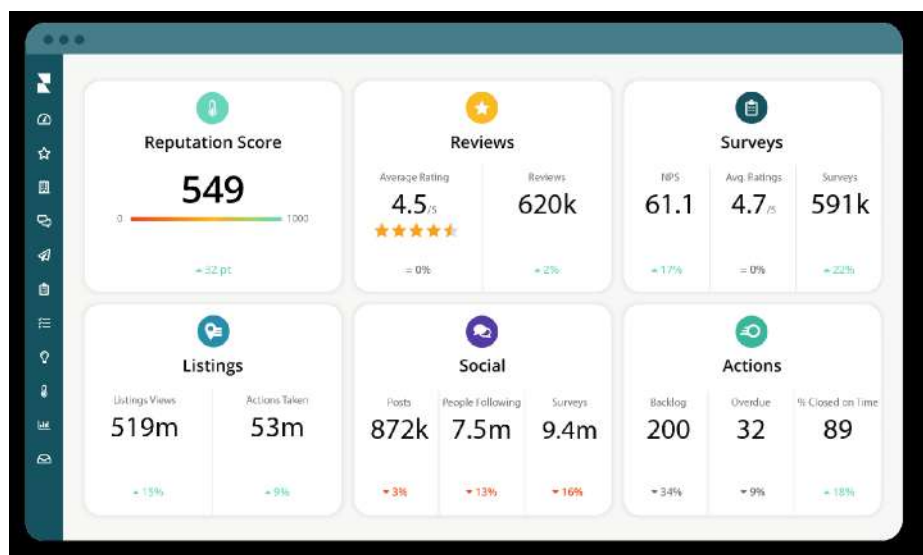
The market is awash with software and online platforms promising to enable automotive brands to enhance their customer experience and drive sales. However, too few of them actually streamline processes or put data where it's actionable, and there are even fewer platforms able to manage and optimise every step of the automotive customer journey.

All too often, marketing and CX leaders at automotive brands, unable to find the right tool to control data, are left floundering with multiple systems that don't integrate, clog up processes and cause their CX engines to misfire.

The Benefits of an Integrated CX Platform

A single, comprehensive software solution can deliver myriad benefits to automotive brands looking to turbo-charge their systems to offer customers a smoother ride at all points of the customer journey. Three of the main benefits of an all-in-one system are:

■ **Data clarity and consistency:** All businesses thrive on customer data, but today there is so much of it, including structured data from surveys and unstructured data from online reviews and social media. Harnessing numerous streams of data is extremely challenging, especially if it involves managing



multiple, unintegrated systems.

Reputation's comprehensive solution ensures that data is clear and consistent all along the customer journey regardless of the source of the data. Whether structured or unstructured, Reputation tames data and enables businesses to use it to fuel growth.

■ **Prioritisation:** With structured and unstructured data scattered across several platforms, knowing where to begin is a significant battle. Reputation's platform has prioritisation built-in so that CX and marketing teams can save time and channel their efforts to where they are needed most. Reputation's platform tells brands what's having the biggest impact on their overall digital reputation and CX by providing a single metric, Reputation Score, that is calibrated to revenue growth.

■ **Automation:** The automation provided by Reputation's software enables automotive brands to spend less time managing multiple systems and more time selling vehicles. Through Reputation, so much of the customer journey can be automated, including after-sales surveys and review requests, and even listening to what people say about your brand online.

An all-in-one solution

Reputation's scalable, all-in-one Reputation Experience Management (RXM) platform enables leading automotive brands, including BMW, Kia and Renault, to fuel a cycle of continuous improvement, increased engagement and higher revenues.

It's not just OEMs benefiting from Reputation's comprehensive solution. Top dealer groups across the world – one-third of UK and US dealer groups to be precise – choose Reputation to achieve more than 60 extra vehicle sales per year and a 10% increase in sales volume on average.

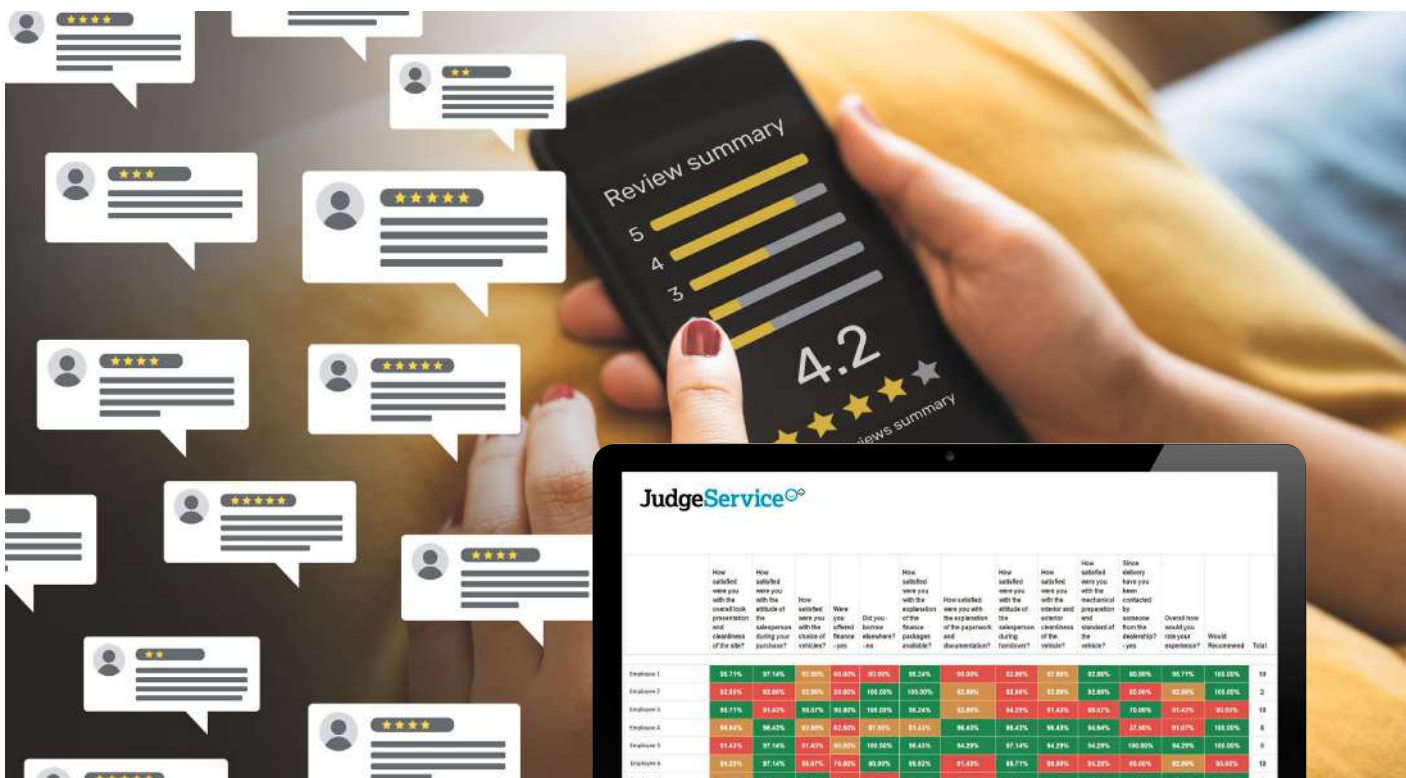
Fine-Tune Your CX

It's time your brand stopped fighting against a barrage of data. Reputation's centralised platform enables the right people to take the right action at the right time, saving time and increasing revenue in the process.

Want to find out more about how our integrated RXM platform can fuel growth at your automotive company? Get in touch with us via reputation.com or by emailing contact-uk@reputation.com (quoting 'AM').

Visit: reputation.com, call: 0800 066 4781
or email: contact-uk@reputation.com

 **Reputation**



REPUTATION MANAGEMENT SYSTEMS

Hootsuite

Hootsuite claims to be the global leader in social media management, with more than 210,000 paid accounts and some 18m users. Its intuitive dashboard enables dealers to easily schedule and share engaging content, address incoming messages and deliver timely and personalised replies. Pre-approved responses can also be used for rapid engagement with customers, suppliers or OEMs. The platform can keep users in touch with the activities of their competitors and monitor trends, either across the automotive industry or in sectoral niches. Customer data from chatbots, CRM teams and sales agents can be integrated in a single dashboard. Customer satisfaction can be monitored and enhanced by social media education for dealership staff.

<https://www.hootsuite.com/en-gb/>

JudgeService

JudgeService's dealership model is based around three plans: an 'essential review' for smaller dealers, small groups and independents, a 'business growth review' for larger dealers, supermarkets and regional groups and bespoke 'enterprise solutions' for the largest brands and major corporates. All are designed to enable dealers to increase customer review numbers, drive up satisfaction scores and improve the

speed of stock turn. Its Reputation Manager platform allows dealers to easily manage and reply to reviews from Auto Trader, Car Dealer Reviews, Facebook, Feefo, Google, TrustPilot, Yell and other sites. Its customer satisfaction surveys provide instant data to help dealerships analyse their performance, and its reporting suite helps identify perceived strengths and potential weaknesses.

<https://www.judgeservice.com/industries/car-manufacturers/brand-reputation-management>

Reputation

Reputation claims to be the number one platform for the automotive sector, for improving online visibility and engagement, increasing sales and service leads and driving higher customer satisfaction. It says more than a third of all UK and US dealerships use its services. Its software can break down customer sentiment and identify trends and topics in real time, and its feedback system can monitor hundreds of review platforms. A single and centralised inbox is used to respond to all leads and inquiries, and the system

allows all interactions with individual customers to be collated into a single thread. Its resolution tracking system allows inquiries to be allocated to specific teams, filtered by topics, to ensure every customer receives feedback.

<https://reputation.com/solutions/automotive/>

Sprout Social

Sprout Social bases its model on the development and implementation of best-in-class software and a powerful support structure. Its all-in-one social marketing software is designed to simplify collaboration across large and cross-functional teams, so a dealership's social media management approach, collation of analytics and its listening strategy can be unified through a single log-in. The creation, management and delivery of targeted campaigns can be scheduled simply, and incoming messages quickly identified, allowing staff to respond with timely and personalised messages. Sprout's reporting tools are intended to simplify the hard work, giving social media teams more time to focus on acquiring insights

The digital transformation

Every angle is covered to make life easier for dealers and buyers alike

Secure Valeting Group has invested in new technology to help dealerships accelerate the process of preparation and the marketing of their vehicle stock online.

Research has shown that buyers search online for their vehicle of choice first, then are willing to travel to visit the dealer selling it. Although car buying habits are beginning to return to pre-pandemic levels, buyers are still prompted by an online source to search for a car.

VEHICLE PREPARATION

SECURE's digital technology helps with functionality and efficiency and enables clients to upload vehicles quickly. The secure-online system also controls costs and provides management information relating to volume throughput and productivity, with a complete overview of the valeting operation available at all times.

MARKET LEADING TECHNOLOGY

SECURE's sister company Auto Imaging has developed an app for stock web video, personal handover with My Showroom, HD imaging with digital backdrops and the new progress chaser portal – all helping the speed to upload and market your vehicle stock (www.autoimaging.co.uk). Secure Valeting Group's new web-based technology makes booking vehicles for prep both a simple and effective solution.



ADDITIONAL SERVICES

From our original focus on contract valeting, SECURE has evolved over the last 20 years and we now offer a range of additional services to motor retail,

fleet, auction, re-marketing and car rental industries. Our unique franchise arrangement with valeting staff is compliant with IR35 tax legislation and means that our clients can be confident that SECURE will meet all of the legal obligations relating to current law and H&S requirements.

IN HOUSE OR OUTSOURCING?

You can reduce your staffing and equipment costs by outsourcing vehicle preparation to a specialist such as Secure Valeting Group. Flexibility of labour is also one of the greatest benefits we can offer. With more than 1,200 operators and 400 clients across the UK, our large volume sites in retail, fleet and auction give us great access to additional resource. Our mobile units also help with the many peaks and troughs faced by the motor industry.

VALET VIDEO WEB

The benefits of one company that can offer a range of services is important for the following reasons. No fixed overheads, chemical and equipment supply, flexible resources, user-friendly software, management of recruitment and cost controls through efficient workflows.

Your options of HD imaging, video, backdrops, My Showroom and asset management dashboard are all available – the choice is yours.



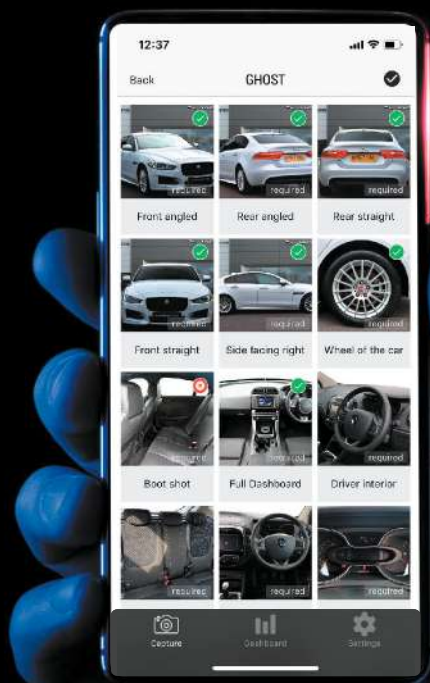
To find out more please call 01480 216700 www.secureplc.com



Are you struggling to get your vehicle stock online quick enough?

DIGITAL TRANSFORMATION

*Helping dealerships accelerate
the process of preparing and
marketing their vehicle stock.*



C about their brand-building strategies. Employees can also share curated content across their own social networks.

<https://sproutsocial.com/>

TweetDeck

TweetDeck allows users to manage multiple Twitter accounts for free via a browser, with notifications, live streaming and much more. The user interface is a series of columns which can be set up to display anything from mentions, messages, and lists, to trending topics, favourites, and hashtags. The columns can also be easily filtered to include (or exclude) any words or topics. Tweets can be posted automatically or scheduled for later. Additional accounts can also be added very simply from the same single interface. Searching for content by location, sector, authors, or topic is equally easy, and users can tweak their preferences to enable sound, notifications, and the preview size of media.

<https://tweetdeck.twitter.com/>

S

SECURITY AND CYBER SECURITY

Assa Abloy

Assa Abloy dominates the international market for access controls and specialises in both mechanical and electro-mechanical solutions. RFID (radio-frequency identification) tags can be used to identify vehicles and their location, and provide data on both times of use and distances driven. Tags and other physical, electronic, online, offline or wireless products and services can be used to secure access to offices, warehouses and the entrance to vehicle storage areas. Access can also be restricted to named individuals. Its systems can be integrated into existing electronic access systems, bespoke cloud-based access control systems can be designed and doors can even be opened by a customer's smart watch.

<https://www.assaabloy.com/group/en/about-us/our-solutions>

Bosch Perfectly Keyless

Bosch Mobility Solutions devised its Perfectly Keyless system to allow drivers passive access, so they can lock, unlock and start their vehicle through a digital key on their mobile. Registered drivers can grant other users access to the vehicle remotely; the authorisation can be set up with limits on time and location and a digital key will be sent to them from the cloud. A user's phone connects with their vehicle when it comes into communication range, and as the phone then enters the unlocking zone, the vehicle automatically unlocks. Personal settings, such as the position of the mirror and driver's seat, are also then triggered.

<https://www.bosch-mobility-solutions.com/en/solutions/software-and-services/perfectly-keyless/>



CCKeys

CCKeys says it has become the UK's leading manufacturer of key storage systems and specialises in the automotive sector. Its key manager solutions use proven technology, but are all bespoke. CCKeys says most cases of reported vehicle theft from dealers involve the use of an ignition key which was either left in a vehicle, or in an unsecured area elsewhere on the premises. Its solutions include key manager boards and security cabinets, but it also offers a secure holder designed for trade plates, which can only be opened by authorised staff, requires an 'access peg' for the plates to be released and then tracks anyone who has the plates.

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

Farsight

Farsight offers remote monitoring services, providing cover for showrooms, repair centres, servicing garages and forecourts, and works with three of the UK's largest dealership groups. When alarms at a customer's site are triggered, images from the nearest camera are then viewed from the group's remote response centre in real time. All footage recorded at a site can be provided for the previous 35 days, free of charge. Farsight's security systems can be live 24/7, or automatically switched on at the end of the working day. If a risk is identified, the emergency services and the client

are contacted, and audio warnings sent to the intruder(s) by on-site loudspeakers.

www.farsight.co.uk/sectors/commercial/car-dealership

Keytracker

Keytracker says it has been the leading provider of key management systems for the automotive industry for more than 20 years, and its products can be found in dealerships, depots, garages and vehicle workshops throughout the UK. Its automotive products include electronic and mechanical systems, key control software, lockers and a magnetic block system which identifies vehicles through a quick and simple process, and is designed for dealerships, body shops and accident repair centres. It also offers solutions which employ anti-tamper seals, and others based on RFID technology and advanced software. Keytracker says its high-security commercial key cabinets are the only ones with police approval.

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

Paragon ID

Paragon ID is the leading European manufacturer of RFID labels for identification purposes and has years of expertise in the automotive industry. Typically, it will design high-frequency tags for close-range requirements, and ultra-high frequency ones where the reading distance will be

between one and 15 metres. Its labels are used for engine parts, vehicle interiors and exteriors, tyres, aftermarket uses and anti-counterfeiting. RFID solutions are particularly effective for when large numbers of vehicles need to be managed and maintained, and instantly locating vehicles in large car parks and dealership forecourts. Paragon also has a controlling interest in Apitrak, which specialises in real-time data-based location systems.

www.paragon-id.com/en/sectors/automotive

RoadPixel

RoadPixel is a specialist supplier of automatic number plate recognition (ANPR) software and related hardware. Its products include vehicle recognition systems, back-office systems, ANPR cameras, vehicle processors and video capture cards. Customers can use its apps to scan number plates against a database to open barriers, communicate with LED signs or send personalised messages to drivers. RoadPixel operates within Vaxtor Recognition Technologies, which built its success on world-class recognition software for optical characters and licence plates, has operations in the UK, US, Spain and Singapore, and is headquartered in Welwyn Garden City.

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

Traka Automotive

Traka Automotive (a subsidiary of Assa Abloy) specialises in designing and manufacturing bespoke hardware and software solutions for dealerships, OEMs, valets and other customers needing to manage and protect keys, vehicles and other assets. Its software is set up to work across multiple locations from a single server, and inte-

grate directly with the best-selling dealer management systems to pull through vehicle records and eliminate repetitive data tasks for staff. Traka says its applications are designed to be 'light touch', so they can be introduced with minimal training. Its solutions are also created to deliver a solid and provable ROI for dealers and other customers.

<https://www.traka-automotive.com/en/site/traka-automotive/products/>

STOCK ACQUISITION AND TRADE-IN DISPOSAL

Aston Barclay Buyer App

The Aston Barclay Buyer App was developed to enable buyers who use mobile technology to connect seamlessly to its physical auctions. Vehicles can be inspected via video, stock can be searched for and fully examined, and bids can be placed in advance by proxy or 'live'. The app can update would-be buyers about stock which is going to auction on the same day and will also update them about similar stock at other auctions within the group. Specialist advisers are also present at each Aston Barclay branch if detailed guidance about the app's use is required. The e-Xchange wholesale online used vehicle trading platform which can be used 24/7 is also integrated into the app.

<https://www.astonbarclay.net/>

Autorola Marketplace

Autorola Marketplace claims to be the leading online remarketing channel for used vehicles in the professional trade, and has more than 10,000 vehicles on offer each day. Sellers range from fleet owners, small companies and dealers to

importers, manufacturers, and finance houses. It costs approved dealers £150 to sell via its auction site, and there are no fees if wholesale vehicles remain unsold. Sellers can set their own reserve prices, and can also sell on behalf of their customers, but only approved dealers can buy at the auctions. More than 1,000 dealers are in Autorola's UK network, and each auction runs from 10am to 3.30pm, which should mean a quick and efficient sale at the highest wholesale price.

<https://www.autorolagroup.com/business-units/marketplace/>

BCA Live Online

BCA Live Online allows buyers to access all its auctions remotely in real-time, whether they are taking place at its physical sites or online. Users can access reports of vehicles they are bidding for and see what fresh stock is coming forward. Live Online offers buyers the opportunity to place bids during auctions as they hear the auctioneer, or to place an automatic bid in advance. The software will then act as a virtual bidder during an auction, until the maximum amount you specified is reached. The system was designed to enable buyers to increase their productivity, by placing automatic bids on some vehicles, but then also taking part in live auctions to acquire others.

<https://www.bca.com/en/pl/menu/start/introduction/auctions/Live-Online/>

Carwow

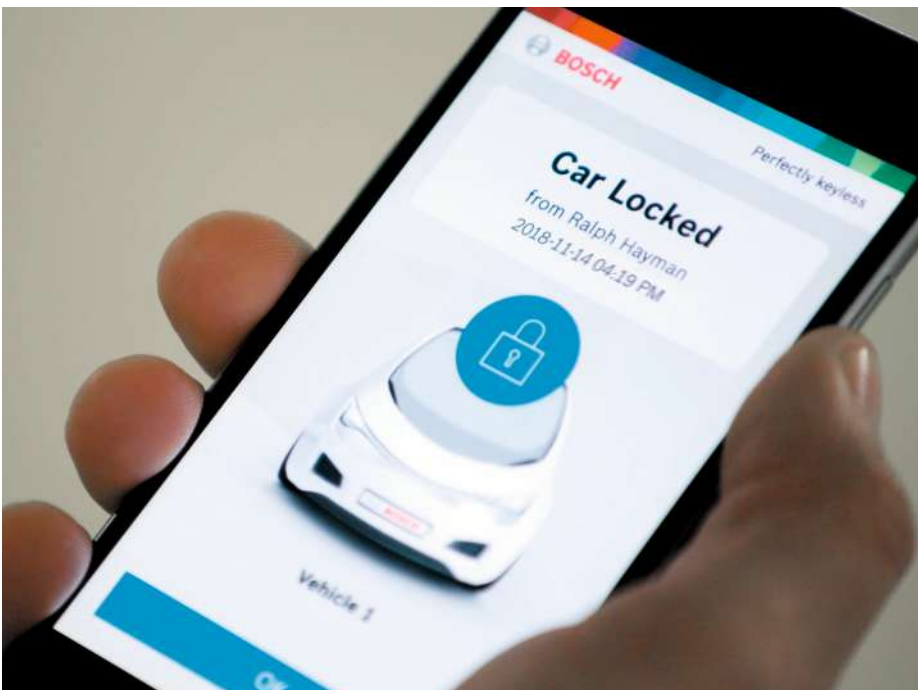
Since its acquisition of the used car buying platform Wizzle this summer, carwow now enables dealers to buy used cars direct from its 12.5 million users, of which typically 79% have a car to sell or part-exchange. With Wizzle integrated into the carwow customer experience, consumers can now get a valuation of their own car and list it for sale, complete with pictures, while configuring their next car. Dealers bid to buy the car for stock. Retailers can also use the AUTOi Trade online platform to buy and sell from/to other dealers.

<https://dealers.carwow.co.uk/>

Cooper Solutions' FullAppraisal

Cooper Solutions' FullAppraisal tool was created to allow sales teams to leave outdated paper-based processes behind and allow part-exchange assessments to be carried out by sophisticated digital technology. Decision-making is more consistent, the appraisal process is easily linked (for instance) through a dealership group which operates from multiple sites, and the software creates an informed audit trail. Up to 25 photos can be uploaded, and 'drag and drop' vehicle condition markers give greater accuracy. The tool also offers a comprehensive checklist of appraisal points to make the process more efficient, and offers greater transparency into the number and type of appraisals being carried out, improving the lead-to-sale conversion ratio.

<https://www.coopersolutions.co.uk/public/cooper-solutions-products/full-appraisal/>



Unlock Your Ultimate Level Used Car Profits.



As we experience the most dramatic shift in used car market in recent memory, Paul Keatley, Client Development Director at AutoTrader and John Hogan, Co-founder & CEO at Real World Analytics (RWA) talk about what has driven this shift, the power of collaboration and how RWA's new tool, PriceSmart, is producing even greater returns for customer.

Q: We've seen a huge amount of change in process and technology within the auto market in the last eighteen months. Can you outline for us what that journey has looked like with regard to car pricing and marketing?

Paul Keatley: It's clear that the market conditions are dynamic, and with regards to pricing the trends are unprecedented. According to our Retail Price Index data, prices are increasing at a rate of more than 20% year-on-year. To put that into context, this time last year, average prices were growing at around 5%, which was then an all-time record. This massive acceleration in price growth has been fuelled by the increasing imbalance of supply and demand levels.

There are many data points that need to be factored into decision making whether it be for pricing, stock management or consumer purchasing. For us the journey has meant our data products have evolved into real time API solutions that allow accurate vehicle data for consumer comparison and trust, supply & demand data tools as well as accurate to market vehicle valuations.

Q: The benefits of AutoTrader and the AutoTrader Accelerator tool are dramatic. So how does RWA PriceSmart help groups take things a step further?

Paul Keatley: Utilising our API technology, RWA enables retail groups to customise their reporting and enhance decision making even further due to the flexibility of an API interface over software.

Q: Can you explain how the RWA's relationship with AutoTrader came about and where the idea for our PriceSmart integration tool came from?

John Hogan: One of our customers had a spreadsheet with their Recommended Retail prices based on a dynamic pricing policy overlaid on AutoTrader valuations but we could see that they were still exiting AutoTrader at less than 100% valuation because of inconsistencies on the implementation. We agreed to make this more actionable by pulling the AutoTrader data from their API and applying the appropriate algorithms and presenting a daily action report to each sales manager every morning in each branch. In addition, Head Office can see how well the policy is implemented in each branch with the help of League tables.

Q: In layman's terms what does this new solution offer groups?

John Hogan: The new solution allows dealer groups to sell at an average of 102-103% of the AutoTrader

Transforming the way the automotive industry communicates

Using digital communication tools has never been more vital – or more beneficial

It's clear that digital platforms have become a more important part of the customer journey in recent times. In our 2020 survey 87% of motor retailers said they believe it's more important than ever to invest in digital communications. There are many ways CitNOW can support you with this.

VIDEO IS KING

Using video – recorded or live – allows sales teams to build direct relationships with prospective customers and effectively bridge the online to offline experience. Our research found that 79% of retailers valued video as their most important digital tool during 2020, for its role in maintaining customer contact and the ability to nurture sales.

We asked car buyers what they thought about the use of video for communicating with retailers and 41% of respondents said that they valued the personalised interaction above all other benefits. Video can quickly establish a rapport with the customer and present the vehicle and the salesperson in an engaging way.

INCREASING WORKSHOP EFFICIENCY

Our research found 41% of motorists are more likely to approve repair work if they receive a video explaining the work required. A video while the car is on the ramp really will save time and increase revenue – for example, more than 26% of work quoted alongside a CitNOW video is approved within 10 minutes of the customer receiving it.

And not to forget the opportunity with Amber work – something that is often overlooked, but can be an easy win. Anything flagged up as an 'amber' within the health check traffic light system can be followed up at a later date through CitNOW's Amber Follow-Up feature. It sends customers an automated email and copy of the health check video



on the date you specify – we've seen retailers increase their Amber work by as much as 86% by utilising this feature.

CAPTURING GREAT ONLINE ASSETS

As a result of the pandemic, we've seen many investing in digital communications and ecommerce. We found that 81% of retailers intend to further increase their focus for online sales as a result of their recent experiences. For this, exceptional online assets are a must!

With the majority of car buyers now starting their purchase journey online, competition in the online marketplace is fierce. It's important that as consumers cast their net wider, all your new and used stock is listed with high-quality imagery, video and 360° views – right from the moment it goes online.

PART EXCHANGES MADE EASY

76% of car retailers feel customer over-valuation is the biggest part exchange challenge they face. With CitNOW Group's part exchange appraisal tool



Tootle, you can simplify the process with an accurate appraisal and independent verification of the customer's valuation expectations. Furthermore, Tootle's integration with CitNOW Sales streamlines the customer journey from their enquiry follow up video to part exchange appraisal.

LOOKING TOWARDS THE FUTURE

One of the best things about working in the automotive industry is that it constantly forces us to learn and adapt. As customers increasingly return to the showroom, CitNOW is here to support your business in developing a hybrid approach to communicating with them. Our platforms help your customers start their purchase journey wherever and whenever they want, and help build trust and transparency that will ultimately improve the chances of customer retention and service work approval.

Epyx 1link Trade Buyer

A redesigned version of a platform used by 3,500 dealers to buy ex-fleet, rental and retail finance stock has been epyx's most significant dealer technology launch of the past year. 1link Trade Buyer takes the place of the long-established dealer element of 1link Disposal Network. It allows dealers to easily identify the right stock at the right time for their buyers and advertise them across online sales channels quickly. Epyx is also adding integration with stock funding providers, helping dealers free up working capital. V12 Vehicle Finance is the first funding provider to join the platform. Enhancements in 1link Trade Buyer include advanced vehicle filtering with multi-pick selections and dynamic counts, updated vehicle summary and vehicle cards with more detailed service history and clearer data presentation, full screen imagery, key information indicators, a vehicle collection and delivery tracker, downloadable stock lists and image packs as well as offering a fully mobile-friendly buying experience.

<https://www.1linktradebuyer.co.uk/>

Manheim's eVA system

Manheim's eValuations & Appraisals system was developed to provide market-leading accuracy of valuations and consistent appraisals, and it says the process has been used almost 3.8m times during 2021. It calculates that a third of consumers walk away from a potential deal because of a disagreement on the valuation. Its eVA system allows customers to complete the appraisal process online and build their new deal while away from the active sales process, creating time for considered reflection which should potentially lead to more sales. Manheim uses both wholesale and retail data to deliver valuations, all guaranteed for seven days and which it is prepared to underwrite.

<https://www.manheim.co.uk/campaigns/eva>



VIDEO SYSTEMS

Auto Imaging

Part of Secure Group, Auto Imaging's suite of products complements a dealership's workflow, including automated videos, walkaround recordings and stock website videos. Personalised videos in response to enquiries can quickly be created with curated images or footage from its desktop suite, with video introductions from the sales person and a dealership overview added. It is integrated with major marketing portals.

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

AutosOnShow

AutosOnShow, which has operated within the BCA Group since 2014, develops easy-to-use video and imagery services for car dealers and OEMs, allowing them to simply display stock on their site and digital marketplaces by using an intuitive



mobile app. All content can be quickly and easily reviewed, and workshop videos and product images allow the aftersales process to be optimised. AutosOnShow specialises in software creation and has its own in-house development team. Its turntable solution delivers high-volume imaging and video products, and can be automatically uploaded, as can its dealer solution, a low-volume imaging and video product which includes built-in best practice guides.

<https://www.autosonshow.tv/>

CitNOW

CitNOW, which designs app-based video solutions for the automotive industry, allowing dealers, manufacturers, workshops, body-shops and other customers to create personalised content, has won an AM Supplier of the Year award for the second successive year. Established in 2008 to allow potential buyers to view vehicles without visiting showrooms, it now works with more than 40 OEMs. During COVID, it launched multiple new features – including enhanced Dolby-powered audio enhancement (Clarity) to remove back-

ground noise, automatic background replacement, a new screen-sharing platform (Desktop) to help replicate the in-showroom experience and moved its training academy online and made it free to access.

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

Vehicle Vision

Vehicle Vision claims to be the only automotive video platform dedicated to advancing the brand reputations of its customers. Customers include family-owned businesses, franchised dealers and automotive OEMs, including Audi, Mitsubishi and Toyota. In September, Audi UK extended its contract with Vehicle Vision to provide its dealer network aftersales video solution (Audi Cam) for another three years. Its Assist solution is designed for customers, its Sales product was created to let dealers bring their showroom and forecourt to customers, and its Aftersales video software offers customers peace of mind by simplifying the repair process and increasing both conversions and satisfaction.

<https://www.vehicle-vision.com/>

PEUGEOT 308



The 308 is the first car to bear the new Peugeot badge



The previous Peugeot 308 was meant to represent the rebirth of the brand when it launched back in 2013, leading to the more driver-focused and sharper-looking models we know today, like the 3008 SUV and 508. It didn't resonate with buyers as well as the Ford Focus and VW Golf, however, leaving the C-segment hatch on the back foot.

This time around things are different. The latest 308 better represents the brand's intentions to ride the coat-tails of the premium segment, offering a wider choice of powertrains plus more focus on ride, handling and desirability.

Perhaps that's why the new car is the first to wear Peugeot's new badge and why its launch will be supported by the roll-out of a re-brand of the car maker's retail network.

The 308 is also the first new Peugeot to be offered with petrol, diesel, plug-in hybrid and fully-electric powertrains, although the latter won't be available until 2023.

So, is it any good? Well, on looks alone the new model scores highly. While it retains some of Peugeot's signature styling details, like the 'tiger paw' rear lights and fang-shaped daytime running lights, the new 308

looks more purposeful and upmarket than any previous Peugeot.

On the inside, Peugeot's unique i-cockpit – a layout that places the steering wheel beneath the instrument cluster – remains, which may disappoint some. We've criticised the set-up in the past for its non-conventional seating position and the same issues are apparent in the new car.

It requires a raised seating position, which goes against the car's sporty pretensions, while the steering wheel must be adjusted to a lower-than-usual spot just to get a decent look at the dials.

Peugeot claims it has "millions" of satisfied i-cockpit users – whether the set-up hinders the 308's chances against the Golf, in the UK market, remains to be seen.

Driving position aside, the rest of the 308's interior could easily impress buyers of premium models such as the Mercedes-Benz A-Class.

A key change is the 308's all-new infotainment system, which provides much crisper graphics and, crucially, a more responsive interface.

The majority of the car's controls are housed within the touchscreen and are now much more straightforward to access.



I THINK THE SELECTION OF POWERTRAINS WILL ALLOW US TO TAKE MORE MARKET SHARE
JULIE DAVID,
PEUGEOT UK

The system, which is fitted across the range, can also receive over-the-air software updates.

A smaller touchscreen beneath the main 10-inch display provides shortcuts to key functions, which can be customised by the driver. It's a cleaner solution than physical buttons and offers much improved usability.

The 308's upmarket interior is complemented by high levels of refinement on the move. We were impressed at how little wind and road noise is audible while driving at motorway speeds.

There's very little to criticise when it comes to driveability, in fact. The chassis is well balanced, giving a good degree of ride comfort along with competent handling.

UK buyers can choose from one petrol, one diesel and two plug-in hybrid engines from launch. A fully-electric model will also be offered, although there's no word on specs yet. It's also likely Peugeot will offer a hotter version of the 308 under its Peugeot Sport Engineered label.

The 1.2-litre petrol acts as the entry point to the range. It's a three-cylinder unit, so needs to be revved quite hard to get moving. Still, it serves up 130PS and should be able to achieve closer to 50mpg.



The 'tiger paw' rear lights are retained on the new 308



A smaller touchscreen beneath the main display gives key function shortcuts

Buyers seeking for a more efficient 308 might be tempted by the diesel, which offers the same 130PS power output as the petrol. Both come exclusively with an eight-speed automatic gearbox. The diesel is more effortless at lower speeds, but struggles to accelerate at higher speeds.

Both feel underpowered and unrefined when compared with the hybrid models, however. Offered in 180PS and 225PS guises, the hybrid models use a 1.6-litre petrol engine and electric motor.

A 12.4kWh battery provides an official zero-emissions range of 37 miles.

The hybrids are more responsive, more efficient and more tax friendly, although prices start at £33,000 – some £9,000 more than the base petrol 308.

Despite carrying a weight disadvantage of some 300kg, the plug-in hybrid models don't suffer dynamically. The extra kilos are not particularly noticeable and the overall package feels well resolved.

The new 308 represents the next chapter for Peugeot as it becomes a more premium-oriented brand within the Stellantis stable. And, i-cockpit gripes aside, it's a mighty fine effort.

MATT DE PREZ



£24,000
- £38,800



Engine: Petrol,
diesel, plug-in
hybrid



0-62mph: TBC
Top speed: TBC



Gearbox:
eight-speed
automatic



Mpg/range: TBC



CO₂ emissions:
25-131g/km

Q&A



JULIE DAVID,
MANAGING
DIRECTOR OF
PEUGEOT UK

The car is launching with new badging and branding. What's your strategy to get that across to new buyers?

We started on that journey in February of this year. That's when we officially announced not just the new logo, but everything that goes with it from a brand identity perspective. So, we announced at the same time a corporate identity update for the retailers. They are now in the process of being updated and all sites will be complete before the car arrives in January. We've already transitioned our digital platforms to the new branding and that's why it's important our retailers are updated quickly, so the whole customer journey matches.

Do you expect that the 308's market share will improve with this new model compared with the previous one?

The previous 308 was a great success for us and this third-generation car is really a step-up on that. You only have to look at it to realise what it's going to do. I think the selection of powertrains will allow us to take more market

share. In that segment it's very compelling to have a car which is such a beautiful design, but equally one that offers a broad range of powertrains.

Why will UK buyers not be able to specify a manual gearbox?

We thought about it long and hard. If you go back a few years ago an auto in the UK was fairly rare, particularly in the C-segment. But, we've seen that really grow. The current balance for the market, we think, is around 50%. I think the adoption of all the PHEV technology and the BEV technology, means customers will increasingly just see auto as the norm. At the speed that the market is changing, the manual will be a lower and lower percentage of the overall market.

Which model do you believe will be the most popular?

Powertrain-wise, the mix from initial build allocations will be 20% hybrid, 50% petrol and 30% diesel. We think that will evolve pretty quickly, though, so the PHEV will get increasingly popular. Ultimately, our build mix will be dictated by the orders.

Has your launch plan been affected by the global component shortages?

We were planning to launch first week of December. It's currently scheduled for the third week of January. So, yes, a small delay, but, actually, nothing unusual.

≈ KEY RIVALS



Ford Focus



DRIVEABILITY



NO PHEV OR BEV



Seat Leon



STYLING



INFOTAINMENT



Volkswagen Golf



DESIRABLE
PERFORMANCE
VERSIONS



BLAND LOOKS

≈ REVIEW RATINGS

AUTO EXPRESS



CAR



TOP GEAR



Top Gear rating to be 5 stars with 3.5 of them in gold

CUPRA FORMENTOR E-HYBRID

REPORT
PROGRESS



EASY WAY TO AVOID THOSE PETROL SHORTAGE QUEUES

£38,155
(INCL £555
METALLIC PAINT
OPTION)

1.4-LITRE TURBO-
CHARGED PETROL/
ELECTRIC HYBRID,
204PS

0-62MPH
7.8 SECS, TOP
SPEED 127MPH

201.8-
217.3MPG

29G/KM
(WLTP)

The recent 'panic at the pumps' has helped to illustrate a critical advantage of plug-in hybrid and electric vehicles (PHEVs). All that hysterical nonsense of filling up tanks, jerry cans and other containers with petrol or diesel – particularly when half those panickers probably drive 200 miles a week maximum – was avoided by the Rose household. We had 'charge confidence', as the Electric Vehicle Approved programme like to call it.

I'm not surprised that many of the motor classified websites tracked a significant rise in people browsing for information on plug-in cars. Hopefully, the education will stay with them; the trend in electric car sales is only going in one direction as vehicle manufacturers add more and more low- or zero-emission variants to their well-known car brands.

For many drivers a PHEV offers an ideal stepping stone: the price will be a little lower, they can get used to at-home and public charging, and, by the time their finance is end-of-contract, they'll have

the confidence to switch to pure electric.

A small limitation of most PHEVs is their inability to use rapid chargers, and this Formentor is no exception. It's a small frustration when we're trying to be more eco-minded on longer trips, but one which, no doubt, pure battery electric vehicles are grateful for because a public charging network clogged up with PHEVs would leave many BEVs unable to go more than 100 miles from home.

This means that using a charging point at home or the workplace is vital to use Formentor e-Hybrid most effectively, as it needs almost four hours to build up that 35-mile electric range. Out and about there are good number of 7-22kW fast chargers also at our disposal, so 70 miles' electric travel in a round trip is possible, provided you'll be spending a few hours in one place; theme parks and major shopping centres, for example.

Thanks to Tesco and Volkswagen Group's tie-up, free charging is available for all during the supermarket shop too. **TIM ROSE**



A SMALL LIMITATION OF MOST PHEVs IS THE INABILITY TO USE RAPID CHARGERS, AND THIS FORMENTOR IS NO EXCEPTION

CURRENT
MILEAGE

0 4 3 3 2

START
MILEAGE

0 0 0 5 6

✓ FUN TO DRIVE

✗ ONE CUP HOLDER UP FRONT

≡ GUESS THE CAR COMPETITION

THIS MONTH'S WINNER



It's a back-to-back win for Paul Pearce, group head of business at Ponthir Group, for identifying the VW California.

See if you can identify this month's model for your chance to win a £20 John Lewis voucher. Email am@bauermedia.co.uk with 'Guess the car' in the subject line and include your job title and company in your entry. The closing date is Friday, November 12.



TALENT ON THE MOVE



**ROD MCLEOD,
BRAND DIRECTOR
AT VOLKSWAGEN**

Škoda UK brand director Rod McLeod is set to head Volkswagen UK as incumbent Andrew Savvas takes a newly-created senior sales and marketing role in North America.

McLeod will become VW brand director on January 2 next year.

Matthew Bowden will become Škoda UK director from February 1 as he returns to the group after three years in China as vice-president, sales, at VW's joint venture company FAW-Volkswagen.

For McLeod, after four years at Škoda, his move returns him to the

brand he first joined in 1996 and where he held a variety of roles including head of marketing and head of sales operations.

McLeod says: "Volkswagen has transformed itself in recent years into the leading volume brand for e-mobility, digitalisation and sustainability.

"Its award-winning electric cars the ID.3 and ID.4 are spearheading an exciting and transformative shift in the automotive landscape, and I am really looking forward to working with the UK team as we accelerate that dramatic change still further."

Cazoo has appointed former eBay and mobile.de executive Abhishek Roy as its European managing director ahead of its planned expansion into France and Germany.

Roy will report to Cazoo's group chief operating officer Paul Whitehead and will oversee the expansion of its current team of more than 300 employees as the business begins its European expansion by launching in France and Germany before the end of this year.

Cazoo founder and chief executive, Alex Chesterman, says Roy's experience in European automotive marketplaces and his understanding of the importance in creating and delivering exceptional customer experiences is a great match for Cazoo.

While chief product officer at Germany's largest car marketplace, mobile.de, Roy, who holds a degree in economics from Cambridge University and an MBA from INSEAD, helped scale up the company.



**ABHISHEK ROY,
EUROPEAN MANAGING
DIRECTOR AT CAZOO**



**KATIE SNOW,
DEVELOPMENT
DIRECTOR AT SNOWS
MOTOR GROUP**

Family-owned AM100 dealer Snows Motor Group has promoted Katie Snow to development director.

As a central part of her new role the daughter of chief executive Stephen Snow will continue the roll-out of the company's talent management programme, which aims to create 'clearer pathways' for colleague career progressions.

She joined the family business in 2015 after nine years in John Lewis's management programme, where she held roles in stores across

Hampshire, Dorset and West Sussex.

Stephen Snow says: "Katie entered the business with strong ideas on how to nurture and grow its success. She recognises the huge importance of staff development and retention and the new talent management programme she is heading is already evoking excellent feedback from across the business."

She hopes to launch Snow's first colleague-to-management training programme.

Former Keyloop and CDK managing director Stuart Miles has joined Cox Automotive as managing director of its Retail Solutions business.

Miles left Keyloop in June in a management restructure, almost four months after its £1.04 billion acquisition by tech investment company Francisco Partners and rebrand from CDK Global International.

He now assumes responsibility for developing Cox's digital retail offering and driving growth across the UK and

EU. He'll sit on its European operating board, and report to Pete Bell, Cox Automotive's chief operating officer for Europe.

Miles had been business development director at Cox for 18 months previously. He says: "The culture, ambition and passion from all team members is what drew me back to Cox Automotive."

In recent months Cox Automotive International has acquired tech firms Fleetmaster, Codeweavers, pkwNOW and Spiers New Technologies.



**STUART MILES,
MANAGING DIRECTOR
AT COX AUTOMOTIVE
RETAIL SOLUTIONS**

IN BRIEF

PAUL BENNETT, SENIOR VICE-PRESIDENT, IVENDI



Former Chrysalis-Solmotive co-owner Paul Bennett has joined iVendi as senior vice-president for international business and banking alliances. His

automotive career spans more than 30 years and includes directorships at Cap HPI and Autofutura and a period as head of consulting at Reynolds and Reynolds. Bennett says that "in-line with iVendi's three-year expansion strategy to double revenue, the business was ready to deploy more widely across mature automotive markets in Europe".

CLIVE MESSENGER, SALES DIRECTOR, SSANGYONG MOTORS UK



SsangYong Motors UK has appointed ex-Mitsubishi fleet boss Clive Messenger as its new sales director. He joins the business as part of its strategy to boost both retail and fleet sales. Messenger has worked in the motor industry all his working life, starting as an apprentice technician and moving on to several different roles within Mitsubishi Motors in the UK.

IAN FILBY, NON-EXECUTIVE CHAIRMAN, PENDRAGON



Pendragon has appointed former DFS chief executive Ian Filby as non-executive chairman. Pendragon chief executive Bill Berman relinquishes

the role of executive chairman, which he has held on an interim basis since September 2019.

GERAINT ISAAC, HEAD OF FLEET, MG MOTOR UK



MG Motor UK has promoted national fleet sales manager Geraint Isaac to the newly-created role of head of fleet. A former Hyundai fleet operations manager, Isaac has been at MG since October 2019.

EIGHT QUESTIONS TO A...

MASTER TECHNICIAN

David Weston,
master technician
at Snows Kia Guildford



What are the main responsibilities of your role?

Difficult problems come to me to sort. Customer satisfaction is key, whether it's simply being polite and listening to issues or reassuring customers about how to operate a particular function in the vehicle. It is my responsibility to follow repair and other procedures, as set by Kia, but also make sure these are the right processes to assist a customer and the most cost-effective option for them. I take great pride in training colleagues and apprentices to educate future technicians. I started as an apprentice and think this is really important as cars become more complex. I also liaise with the parts team, to ensure everyone is up-to-date with operation codes and other factors that might influence work on a customer's car. In some ways, my role serves as the 'glue' that keeps the service team informed and customer vehicles fixed quickly and correctly – not that Kias have many problems.

What are the most significant challenges ahead?

Every day is a school day. The fundamentals in terms of the physics of an engine don't change, but electronics and software in cars requires constant training as they are always being updated or enhanced. Electric vehicles (EVs) are here already, but also increasingly represent the future, so there is always a lot to learn and keep up with. Not only are vehicles increasingly powered by electricity alone, but there are also rapid advances in advanced driver-assistance systems (ADAS) and other components that require specialist knowledge to repair. For instance, ADAS has set recommendations when worked on to ensure it operates correctly after any work is done, or else there is the potential to have an unsafe vehicle from an improper repair: you have to know in advance the set calibrations and procedures. Otherwise there can be dangerous consequences.

How might these challenges be overcome?

Training is the answer, but you also need confidence, mental aptitude and the eagerness to learn. A training session may be overwhelming, but if you learn just one single thing during it, then you have learnt something new. Training really helps you understand the core of how something works and, as a result, is hugely satisfying. Kia produces training modules on its specific cars and qualifications, but independent qualifications such as those offered by the IMI are invaluable too. Training is available to help you develop knowledge of higher-level EV or ADAS-specific issues, but the quality of content is just as important as the ability and desire

of technicians to learn. You can also learn a lot from colleagues who might have come across a particular problem before, which saves time and cost for a customer. Having a solid system in place for information-sharing is vital.

What attracted you to this area of expertise?

I've been in the motor trade for 25 years. I've been with Kia seven years now. Snows Kia Guildford made me feel part of the company from the outset. It has been hugely supportive and helped me to progress and develop. I wanted to be the best and find out how good I am as a technician. With Kia, the EV Skill World Cup offers the opportunity to prove yourself. It is a challenge that has allowed me to progress my skills, while also learning from competitors. It's not 'winning and losing', it's 'winning and learning'. That's a huge attraction and the satisfaction of winning this year's competition compels me to learn more and keep going.

What's the most important thing you've learned and how have you made use of it at your company?

I think 'process'. Process and appraising any given problem using a pre-set pattern of observation and problem solving is important. Learning Kia's five-stage process is a good fundamental approach to all problem solving, whether working on a customer car or something else altogether. It's about establishing the fault that exists and then confirming the fix. Following a process makes me more efficient and, as a result, I have a high first-time fix rate.

QUICK-FIRE QUESTIONS

What drives you?

For me, it's about self-satisfaction and happiness. I'm paid less now than I was previously, yet my state of mind, well-being and self worth are far higher now than before.

What's your favourite app?

It's a language-learning app called 'Preply'. It offers private online lessons from real people. I've been learning Korean three times a week.

How do you relax?

I have 20 snakes, 50 geckos and a tortoise. I have 'reptile dysfunction'!

AM

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THIS MONTH'S QUESTION TO THE AM TEAM:

Is there a food you were obliged to eat when young, but avoid now? Or one you never ate, but do now?

EDITORIAL

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► Always hated having to chew steak
News and features editor Tom Sharpe 01733 468343
tom.sharpe@bauermedia.co.uk • [@Sharpe_Tom](https://www.facebook.com/AM_editorTomS)

► Oddly, cream... one of the many things school dinners got me doubting, I think

PRODUCTION

Head of publishing Luke Neal

► I never ate broccoli, but love it now

Production editor David Buckley

► Sprouts (avoid now); olives (eat now)

Senior designer Chris Stringer

► I always used to be a hater of Marmite. Now, though, with age and time, I am a lover of it

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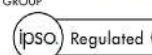
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Your digital checklist for January 2022

Now is the time to start planning ahead and pep up your digital strategy

Industry experts Bluesky Interactive share the top things you should be thinking of in advance of your 2022 website and digital marketing strategy.

As new year is fast approaching, now is the time to start working on your new year checklist. Below are some of the areas Bluesky believe will be integral for dealers in the year to come – do you have a plan in place to tackle them?

1. NEW CAR STOCK

Bluesky have seen a dramatic increase in the requirement to sell physical new car stock this year – partially in response to the ongoing microchip shortage, but also because of increased speed and convenience for both customers and dealers alike.

Do you have a plan for where your new car stock is going to come from? Bluesky work with multiple integrations/APIs and third parties to ensure that you have a strong stock level.

In addition, you'll want to think about where your imagery is going to come

from – do you have the ability to photograph new stock or do you need an imagery partner?

2. FLEXIBLE ECOMMERCE

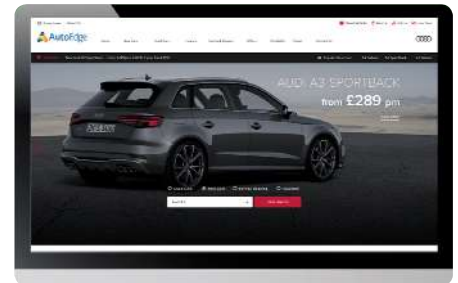
If you don't already have a comprehensive eCommerce strategy, you are going to want one for 2022. And, ideally, you will want it to provide more than just reservations, with figures on both full cash purchase and end-to-end finance applications increasing.

Bluesky's own checkout, AutoTransact, is an exceptionally flexible dealer system. Did you know that you can even use it on a non-Bluesky website?

3. GOOGLE MY BUSINESS ANNUAL SPRING CLEAN

Many dealers will have had a number of business changes over the year, either something as substantial as business growth or more subtle changes around styling or accessibility.

Bluesky always recommend that you conduct an annual review and tidy-up,



ensuring that your contact details are right, bio is up to date, imagery is top notch and, of course, that your reviews are being managed and responded to.

4. WEBSITE PERSONALISATION

Website personalisation is already reaping big benefits for Bluesky dealers, with their intelligent AI-powered solution AutoEdge changing website content and layouts based on the specific needs of website visitors.

If your website isn't already capable of adapting to different visitor groups then they suggest you come up with a plan to tackle this in 2022 – after all, we know that 72% of people only engage with marketing messages that are customised to their specific interests¹.

5. TACTICAL PPC

Are your marketing plans and strategies all ready for a new year? At the very least Bluesky recommend that all dealers should have a tactical PPC strategy – and by that we mean more than some banner ads and images. Instead, you can generate real ROI with search-driven campaigns that target people at the exact moment they are looking to buy. Not sure where to start? Bluesky's in-house digital marketing experts are happy to help.

So there you have it – the top five elements of your online presence that will really matter in the year to come. With three months of the year to go, now is the time to ensure you have plans and solutions in place for the New Year – and if Bluesky can help with any of your requirements, they encourage you to get in touch.

¹ <https://smarterhq.com/privacy-report>

The screenshot shows the AutoTransact interface. On the left, an 'Order Summary' for a 2017 Vauxhall Corsa is displayed, including its price (£6,995) and a 'Your Part Exchange' section. The main area is titled 'Choose how you'd like to pay...' and offers three options: 'Cash purchase' (buy in full for £6,995), 'Reserve online' (reserve now for just £1), and 'Apply for finance' (buy with finance for £6,995). The 'Apply for finance' option is highlighted. Below this, there is a form to 'Apply for finance' with fields for 'First name' and 'Surname', each with a 'Test' button.

01926 651000

www.blueskyinteractive.co.uk



DRIVE SALES ONLINE

AND ON THE FORECOURT

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Now more than ever, car buyers are doing their research online before they step onto the forecourt. That means it's crucial for dealerships to earn their customers' trust on their website – before confirming they've made the right choice in the showroom.

.....

The RAC Approved Dealer Network is here to help independent dealerships stand out – on screen and on the forecourt. As one of the UK's most trusted motoring brands, car buyers instantly know they can trust a dealership when they see the iconic RAC name. It confirms they can buy with absolute confidence.

INCREASE BUYER TRUST

Iconic RAC branding enhances trust in independent dealerships, online and on the forecourt

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As an RAC Approved Dealer, your customers will get 12 months free RAC Breakdown Cover with their vehicle*

GET EXPERT DIGITAL SUPPORT

You'll have access to digital assets to add to your website and social channels

Get in touch to register your interest today

Visit rac.co.uk/OfferMoreOnline
Call 0330 100 3807

RAC
Approved Dealer

*12 months free RAC Breakdown cover is provided following the purchase of a vehicle from one of our RAC Approved Dealerships and applies to the vehicle purchased at the RAC Approved Dealership. If this condition is not complied with, we reserve the right to cancel this membership.

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