

Automotive management LIVE

Premium sponsor
PHYRON™

Brought to you by
AM

In association with
NFDA
NATIONAL FRANCHISED DEALERS ASSOCIATION

13 November 2024 at the NEC

SHOW PREVIEW

Welcome

Industry leaders at the show

Agenda and speaker highlights

Consult the NFDA

Explore the future with Phyrion

Exhibitors

Floorplan

Visitor information

E-Street

2023 highlights

www.automotivemanagementlive.co.uk

Welcome

The UK's leading event for modern automotive retailers is back with a packed schedule of more than 45 expert speakers and new innovations from 60-plus industry suppliers.

The one-day show, which is free for automotive retail professionals, returns to the Birmingham NEC on November 13 and is brought to you by *AM*, our partner the National Franchised Dealer Association (NFDA) and premium sponsor Phyrion.

Whether you're a franchised or independent dealer, OEM, or part of the broader automotive ecosystem, AM Live 2024 promises to deliver insightful presentations, cutting-edge exhibitions and crucial networking opportunities that will equip attendees with the knowledge to navigate what is a rapidly evolving market.

The seminar content is focussed on four dedicated theatres – Digital & Technology, Sales, Aftersales and Strategy.

Each of these areas at the show will cover the biggest industry topics including digital innovation, omnichannel retailing, customer retention, new brands continuing to enter the UK market, used car stocking excellence, used electric vehicle profits, increasing regulation from the Financial Conduct Authority and more.

Senior directors from JCT600, Peter Vardy, HR Owen, Hendy Group, Vertu Motors, LSH Auto, Mon Motors, Ancaster Group, Luscombe Motors, Devonshire Motors and more will all be sharing their expertise with peers as part of the day.

They will be joined by speakers from Stellantis, BYD, Google and Salesforce, as well as a host of innovators from companies such as Phyrion, Marketing Delivery and Auto Trader.

Last year's show was an unprecedented success, attracting more than 1,300 visitors across the day.

Automotive Management Live reflects the vibrancy of the UK's automotive retail sector, with all its entrepreneurial spirit and the innovative solutions that help to solve the challenges it faces on a daily basis.

Expect to take part in thought-provoking discussions covering the hottest topics, network with peers and discover new solutions from supplier partners that can help closely support your business as the industry continues to rapidly evolve.

This special event preview guide will highlight just some of the reasons to get excited about attending Automotive Management Live.


Tim Rose, editor, *Automotive Management*

Reasons to secure your free ticket and attend Automotive Management Live

Stay informed:

The event provides the latest insights on key trends impacting the automotive industry, ensuring that attendees stay ahead of the curve.

Discover new solutions:

With more than 60 exhibitors showcasing cutting-edge products and services, attendees will have the chance to discover innovative solutions that can help their businesses thrive.

Expand your network:

The event offers a unique opportunity to connect with industry leaders, peers and potential partners, helping

attendees build valuable relationships that can drive future success.

Learn from the best:

Seminar sessions feature presentations from some of the leading minds in the industry, providing attendees with actionable insights that they can apply to their own businesses.

Prepare for the future:

With sessions focused on emerging technologies, sustainability and changing consumer behaviours, Automotive Management Live will help attendees prepare for the future of automotive retail.

REGISTER NOW

Join fellow industry leaders at Automotive Management Live

Automotive Management Live has consistently established itself as a vital hub for the UK's automotive retail sector.

In 2024, the event is expected to draw more than 1,000 visitors, bringing together senior executives, dealer principals and managers from across the industry.

Not only will peers from the industry be sharing their stories and experiences as part of the seminar sessions, but senior executives from dealer groups such as Sytner, Lookers and Trust Ford have already signed up to attend.

The event's inclusive format ensures that professionals at all levels — whether from franchised or independent dealerships — will find value through the sharing of best practices, learning about technological advancements and engaging in conversations about the future of automotive retail.

These are just some of the retailers and brands that will be at Automotive Management Live this year:



A few of the many expert speakers:



Peter Vardy



Mark Busby



John Tordoff



Graeme Potts



Alison Jones

Plan your day with the full agenda

Automotive Management Live 2024 will feature a series of panels and presentations aimed at addressing the key challenges and opportunities in the automotive retail industry. These sessions are designed to provide attendees with actionable insights and practical advice from leading industry experts.

STRATEGY STREAM:

Cope with a keen-eyed regulator

12:30-13:15

This special panel features automotive retail finance and regulation experts who will look at what's coming next, as well as take stock on topics like Consumer Duty and falling point-of-sale finance income.

- Jerry Page, HR Owen compliance and risk director
- Adrian Dally, Finance and Leasing Association (FLA) director of motor finance and strategy
- Adam Edwards, Freeths partner & head of financial services Birmingham
- Andrew Smith, Paxen Group chief executive



Creating the sustainable dealership of the future

13:00-13:45

This session will demonstrate the strategic planning and robust steps being taken to help build a more sustainable future for dealerships and their surrounding communities.

- Alison Jones, senior vice-president of Circular Economy, Stellantis
- Jennifer Wilson, partnership director, Auto Trader + Sinclair Group case study
- Paul Hyne, commercial director, Black Horse & Lex Autolease



Who'll be next to run your dealership?

14:00-14:45

John Tordoff, chief executive at family-owned dealer group JCT600 will share the succession and leadership strategy the business has been working on for the past five years.

- John Tordoff, executive chairman, JCT600

Succeeding in a fast-changing brand landscape

14:30-15:15

Hear from a panel of experts on what the changing brand landscape means for your business as well as for the legacy brands already present in our market, how you can navigate the opportunities thrown up by the growing number of new entrants into the UK, and whether you can make a lasting and profitable partnership with them.

- Vaughan Blackman, managing director, LSH Auto
- Steve Young, managing director, ICDP

- Simon Bisp, UK head of sales, BYD
- Ian Plummer, commercial director, Auto Trader



DIGITAL AND TECHNOLOGY STREAM:

Connected systems & unified data: Creating friction-free experiences for consumers

10:00-10:30

This session will look at how consistent data management across the entire sales process creates joined-up decision-making and enhances customer loyalty.

- Graham Stokes, Keyloop sales vice-president – UK&I



Just think what you could stop doing at your dealership

10:30-11:15

The time is ripe for technology, including artificial intelligence, to take away more of those low value tasks. Hear about what's already possible, and what's probably next.

- Peter Vardy, chief executive Peter Vardy
- Sophie Birshan, Google head of industry for automotive
- Johan Sundstrand, Phyrion CEO and co-founder



Realising the benefits of customer experience (CX) technology investment

11:00-11:30

This session will look at how retailers and OEMs are incorporating new automation processes into legacy systems to transform the customer journey and increase efficiency for teams.

- Tony Patterson, Concentrix managing director – automotive
- Matthew Simpkins, Salesforce regional vice-president, UKI & EMEA industry advisor for manufacturing, automotive and energy



Measuring marketing success in an omnichannel world

11:30-12:00

Marketing Delivery will explore the results of its latest consumer survey and detail how AI-powered advanced communications can help retailers exceed customer expectations while delivering marketing efficiency, agility and return on investment.

- Carly Keeler-Clappison, Ancaster Group, head of marketing
- Jeremy Evans, Marketing Delivery chief executive
- Charlotte Murray, Marketing Delivery commercial director

Marketing Delivery

Ensuring brand promises in a feedback-first world 13:30-14:00

Brand promise is aspirational. Reputation is reality. Modern dealer groups need to bridge the gap to ensure the product and service on offer, and their commitment to their customers is the reality at the local level.

- Chris Lee, Howards Motor Group managing director
- Stuart Mackintosh, Howards Motor Group operations director
- Peter Barrie, Reputation mid-market account director
- Sally Tunney, Reputation customer success manager

Reputation

SALES STREAM:

New cars ARE expensive – just deal with it! 11:00 - 11:45

Inflation and interest rates have made cars look less affordable. So what can the dealership do about it? Deal-building and sales-closing come under the microscope.

- Fraser Brown, MotorVise managing director
- Adam Derbyshire, Spirit Hyundai managing director



The bright spark's guide to making good profit from used EVs 11:30-12:15

Mass market EVs have been around for a decade and are now reaching the used market in growing volume. This session explores what AM Award-winning EV dealers can do to get their customers excited and to preserve profits.

- Kevin Cartwright, Fords of Winsford general manager
- Sam Luscombe, Luscombe Motors sales director
- Nathan Tomlinson, Devonshire Motors managing director
- Jon Mitchell, INDICATA global head of sales performance



What a fleet customer wants 14:00-14:45

Offering fleet insights for dealers/OEMs on what fleets are looking for, the opportunities available for dealer groups, particularly around EV and feedback around how agency can impact the fleet customer experience.

- Paul Hollick, Association of Fleet Professionals chairman
- Lorna McAtear, National Grid head of fleet
- Matthew Hammond, Altrad head of fleet and plant

Perfect your value-added product strategy 13:00-13:45

With regulated F&I under such scrutiny, we examine the best ways dealers can improve their revenues through unregulated add-ons, such as paint protection, accessories and lifestyle products.

- Mark Busby, Hendy Group commercial director
- Steve Rowe, Vertu Motors sales director
- Craig Hepworth, Supagard UK national sales manager



The five essentials of good stock management 14:30-15:15

Advice from independent experts and motor retail veterans that will help ensure sales are swift and profitable.

- Sam Luscombe, Luscombe Motors sales director
- Simon Palmer, Hendy Group director – used vehicle operations
- Andy Whitehair, Autofinity chief executive



AFTERSALES STREAM:

What does it take to be outstanding? 10:00-10:45

Few aftersales customers leave feedback. Of those that do, often it's when expectations aren't met. So this session explores how a business can go from good (or merely average) to great.

- Neil Addley, JudgeService managing director



Helping create raving fans since 2011

The 10 x 1% improvements your workshops can make next week 10:30-11:15

Big gains are hard to achieve. But in every workshop, tiny things done slightly better every day will add up to a great success. Our presenters show you how.

- Annette Lawlor, automotive head of delivery, RWA
- Graeme Potts, Eden Motor Group chief executive



Why are your aftersales customers leaving you? 13:30-14:15

Dealerships must retain drivers of older cars as the decrease in annual services and oil changes bites. This session explores how, from using lower priced services and discounted MOTs to tyre fitting.



AutoChat

- Quentin Le Hetet, GiPA country director UK
- Graeme Potts, Eden Motor Group chief executive



Consult your trade body NFDA



Dealer group leaders will be able to ask for advice on pressing issues such as electric vehicle sales targets, network profitability and recruitment from the National Franchised Dealer Association (NFDA) at Automotive Management Live.

The NFDA is the organisation that gives a voice to franchised car and commercial vehicle retailers in the UK. Its senior team, including chief executive Sue Robinson, will be at Automotive Management Live just weeks after they have been busy promoting the UK's 4,500 franchised dealerships and 540,000 workforce to politicians and policy shapers at the Liberal Democrats, Labour Party and Conservative Party annual conferences.

The staff on the NFDA stand will be keen to hear from dealers about any of their pressing issues, whether it's the continuing technician shortage, manufacturers' EV incentives or other topics.

Robinson said: "NFDA is thrilled to be continuing its partnership with AM for this year's Automotive Management Live.

"This event is set to be a valuable opportunity for dealers, offering a wealth of information and insights on the most pressing issues currently impacting the automotive sector.

"Attendees can look forward to a comprehensive programme that will delve into key challenges and emerging trends.

"We look forward to engaging with NFDA members throughout the event. If you will be attending, we warmly invite you to visit us at our stand."



Explore the future of AI with Phyron, Peter Vardy and Google

Automotive retailers are actively exploring options to address cost control and efficiency using artificial intelligence (AI), according to Phyron.

Johan Sundstrand, founder and chief executive at the AI technology and video specialist, said that over the past six months he has seen a surge of dealers actively looking for new solutions and ideas around AI to transform the way they do business.

Phyron is premium sponsor at Automotive Management Live and will be hosting a session alongside Peter Vardy and Google to delve into current use cases for AI, as well as the latest future developments.

Sundstrand said: "I strongly believe AM Live is the most important event of the year in the UK for automotive retailers and OEMs.

"We supported the show last year and there were so many conversations around AI and the way technology can be transformative for retailers.

"There's a real focus on cost and efficiency and we've seen a dramatic increase in interest in AI over the past six months in particular.

"We wanted to go all-in with the show this year because I think dealers are looking to embrace AI and are ready for a transformation."

Phyron already works with more than 1,700 UK dealerships and is expecting to double this number over the next 12 months.

The business launched in Sweden in 2019 and has already established new offices in Brighton and London. It is due to launch a suite of new automotive retail focussed products in the coming months.

Digital & Technology theatre session: Think what you could stop doing at your dealership

Phyron's Digital & Technology session at Automotive Management Live will provide a broader macro perspective of AI within the automotive sector from Sophie Birchan, head of industry for automotive at Google.

Sundstrand will then look at wider automotive retail use cases, while Peter Vardy, chief executive of the dealer group of the same name will talk about the solutions the business has already implemented and the work it is doing to introduce new cost and efficiency measures.

Sundstrand said: "Peter will look at the return on investment (ROI) that other retailers should be expecting from implementing this sort of technology.

"We want to share the latest information about the space and what you as a car dealer or OEM need to do.

"We want to give you the knowledge on how to get started and help you realise how fast you can improve your business."

How to reduce your logistics costs and increase stock turn with Jigcar

Gain an edge by optimising your multi-site logistics and the location of your stock to increase speed of sale and margins

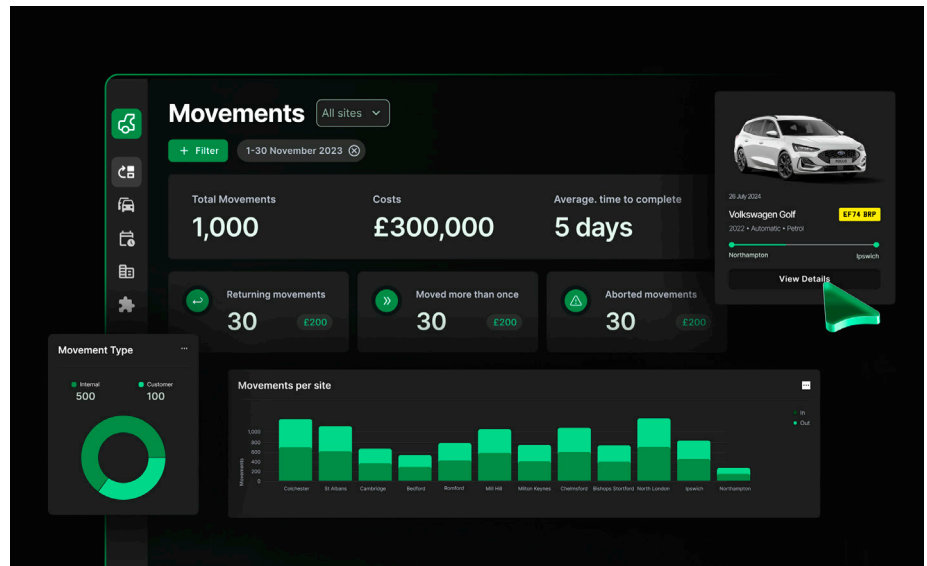
Staying ahead in today's cost-pressurised environment, means optimising every aspect of the dealer group, including logistics and stock location.

For large, multi-site groups, the potential cost and efficiency impacts of not managing stock location and logistics properly, can be huge. Conversely, the benefits of optimising both effectively, can be transformational.

Enter Jigcar, which transforms how multi-site dealer groups manage their logistics operations. By optimising stock placement across all your locations, Jigcar increases stock turn and margin at the group level, and by surfacing inefficiencies enables the opportunity to reduce wasted spend too.

Although only launched earlier this year, Jigcar is already making a substantial impact. The platform is quickly becoming the go-to solution for the top 50 UK dealers, with partnerships already established with respected franchise groups such as Glyn Hopkin, Steven Eagell and Perrys Motor Group. These early adopters are experiencing the real-world benefits Jigcar brings to their operations.

Jigcar leverages the power of artificial



intelligence (AI) to manage logistics across all of your sites, making it easy to coordinate between internal drivers, trucks and third-party logistics providers. Accessible through both web and mobile applications, this technology provides invaluable insights into cost efficiencies and logistics performance.

Whether you're seeking to streamline your current process or develop a fully optimised group-level logistics strategy,

Jigcar offers the tools to make it happen.

A solid logistics strategy is essential to support a successful omnichannel sales model. Jigcar offers the flexibility to support logistics operations, whether they are fully outsourced, managed in-house, or a hybrid approach. The platform provides the control and insights needed to keep your business agile and responsive in a fast-moving market.

Ready to cut your logistics costs and boost your stock turnover? Jigcar is the answer for dealer groups looking to optimise operations and enhance profitability. Don't miss out on the opportunity to transform your logistics strategy with a solution already trusted by some of the biggest names in the UK automotive industry. Try Jigcar today and experience the future of logistics management.



"It has truly revolutionised our logistics management, leading to smoother operations and greater collaboration within our motor group."

- Dean Quy, Sales Operations Director **Glyn Hopkin** 30

10k+ moves planned
300+ unnecessary moves stopped each month
-50% manual work saved

To find out more and book a demo, visit <https://www.jigcar.com/>



Picture this – a system to revolutionise marketing

Phyron Suite harnesses the power of AI to help dealers and manufacturers to accelerate sales, cut costs and boost efficiency with their video production

Founded in 2019 by experts in film, special effects, international sales and marketing, Phyron is revolutionising the way car dealerships and OEMs market their vehicles.

Led by Johan Sundstrand, it's creating the world's most powerful artificial intelligence (AI) and automation suite for automotive retail, built to accelerate sales, cut costs and boost efficiency.

In the five years since launching, more than 3,500 dealerships in 30 countries have grown to use Phyron, with around 175,000 car ads currently featuring its videos.

Q How is AI helping the dealers you work with?

A Shooting uniformed professional content, editing it, uploading it to all available channels, and then attracting and capturing the demand takes a lot of time and people power. Not to mention, for every new stock of vehicles, the cost of doing so quickly adds up and makes it impossible to keep up.

Now, our AI and automation does all the heavy lifting so dealers can streamline their entire content production and distribution, getting their vehicles online faster.

Our fully automated AI suite allows dealers to get perfect AI ads in multiple formats for all online channels in minutes. By connecting to a feed or API, these ads are automatically published in real time across dealer websites, online marketplaces, as well as on Meta, TikTok, YouTube and Google.

As a result, dealers using Phyron are getting their cars to market quicker and achieving faster sales. All for less than the cost of a cappuccino per car.

Q How is Phyron's technology unique?

A We've built our own AI technology that transforms the way automotive retailers market and sell cars through automatic scalability, customisation and

time and cost efficiency. Phyron AI enables video ad creation at scale, allowing dealers to promote their entire inventory effortlessly. We can create thousands of ads in minutes.

Put simply, there's nothing else like it on the market. We invest heavily in research and development to stay ahead of the curve, so that our customers can too.

But don't just take our word for it. Peter Vardy, CEO of the Peter Vardy Group, called Phyron the "best practical application of AI in automotive retail".

Q What tangible impact is AI technology having for dealers?

A Our AI technology is making a big difference to dealers' bottom lines by speeding up content production, increasing efficiency and automating the advertising process to cut costs.

The results speak for themselves: ads featuring our automated videos have got over 50% more views, and cars are selling three-to-five days faster on average. Several of our customers have reported a nearly 90% reduction in their content creation costs.

Simpsons Škoda, another one of our clients, experienced a remarkable 24% boost in sales after adding Phyron's AI-driven videos to their Meta campaigns. Using Phyron has allowed them to advertise effortlessly on an inventory level and tap into new markets with dynamic video and image content.

Q How big is Phyron's footprint in the UK?

A This year has seen Phyron reach milestone after milestone, with revenue soaring by more than 70% in the past 12 months. The UK market has been a driving force behind this growth, now accounting for nearly half of our global revenue.

We're currently partnering with more than 1,700 dealerships in the UK and expect to double that number in the coming year. July 2024 was particularly exciting for us, marking a record month for onboarding new dealers.

To support our growth, we've opened offices in Brighton and London and we're actively increasing our teams across all departments.

Q What's your vision for AI in auto retail?

A We believe that it's only a matter of time before technology advances to a point where AI can provide 24/7 sales concierge for car buyers.

In the near future AI software will be able to write the script for video ads, provide lifelike voice-overs and optimise itself based on the most successful ads that convert viewers into buyers.

Q What new products have you released this year?

A Back in September, we launched our very first mobile app.

Phyron App™ is a foolproof way for anyone to capture perfect car photos. It comes equipped with AI guidance to help users capture consistent, professional-quality images in as little as five minutes.

COMPANY PROFILE

Key products: Phyron Vehicle Presentation Suite (Inventory Video, Enhanced Stills, Phyron App); Phyron Vehicle Marketing Suite (Paid Ads)

Key staff: Johan Sundstrand, Founder and CEO

Founded: 2019

Based: London and Brighton, UK, and Stockholm, Sweden

Visit: www.phyron.com

Email: info@phyron.com

Telephone: +44 0 7546 780 683

PHYRON™



“ WE WANT THE APP TO MAKE ANYONE AS GOOD AS A HIRED PHOTOGRAPHER WITH A GREAT CAMERA LENS. IT SEAMLESSLY INTEGRATES WITH AND COMPLETES OUR AI CONTENT-CREATION ECOSYSTEM

JOHAN SUNDSTRAND, FOUNDER AND CEO

Essentially, we want the app to make anyone as good as a hired photographer with a great camera lens. It seamlessly integrates with and completes our AI content-creation ecosystem. From AI-assisted photo shoots to automatic ad creation and publication, Phyrion now handles everything from A to Z.

Q What can visitors expect to learn from you at AM Live?

A Our technology is already making a significant impact on how automotive retailers market and sell cars. At AM Live, we aim to give attendees a thorough understanding of how AI and automation can

enhance their business efficiency and positively influence their sales process.

To that end, I'll be taking part in a panel with Google's Head of Automotive (UK) Sophie Birshan and automotive retail giant Peter Vardy. Make sure to join us there!

Exhibitors: Showcasing automotive retail's latest innovations

At the heart of Automotive Management Live 2024 is the exhibition in Hall 10, where more than 60 leading suppliers and service providers will present their latest products, technologies and solutions.

Exhibitors including Phyrion, Marketing Delivery, Pinewood and Auto Trader will have their teams available to meet delegates and discuss their needs.

The event provides a unique opportunity for those with extremely busy diaries to benchmark services and find out more about the latest innovations transforming automotive retail – all in one day in one location.

From digital marketing platforms to customer relationship management (CRM) solutions, attendees can explore a wide range of offerings tailored to meet the needs of the automotive industry. The exhibits will also include cutting-edge technologies such as artificial intelligence (AI) and predictive analytics, each of which are playing an increasingly important role in the automotive sales and aftersales operations.

Jeremy Evans, Marketing Delivery chief executive, will be exhibiting at the show, as well as presenting as part of the Digital & Technology Theatre. He said: "For us, the show is a fantastic opportunity to share our insight from the past 12 months and any best practices with enough time to implement change before the new year."



A few of the core topics covered in the exhibition hall include:

Digital retailing solutions:

With the rise of omnichannel sales, exhibitors will showcase platforms that bridge the gap between online and in-store customer journeys. These tools help retailers to provide a seamless experience, allowing customers to research, configure, and even buy vehicles online while maintaining personalised engagement through in-dealership touchpoints.

Aftersales and service optimisation:

Keeping customers engaged post-sale is key to long-term profitability. Exhibitors will display the latest aftersales technologies, including AI-driven service scheduling platforms, parts management software, and solutions that enhance customer loyalty and retention.

Marketing automation and customer engagement:

Targeted marketing and data-driven customer insights are essential in today's competitive landscape. Exhibitors specialising in digital marketing will offer CRM platforms, social media engagement tools, and data analytics services that can help dealers better understand and serve their customers.

AllThingsCX

appraisee / Prep My Vehicle

Auto Trader

Auto.Works

Auto3iii

AutoChat

AutoConverse

Autofinity

Autoflows by ag analytics

Autorola/INDICATA

Black Horse

Bridge LT

Bumper International

CarCutter

Carwow

Codeweavers

Concentrix

Crimtan
Coupa Software &
Parade Consulting

DCR Systems

Doxa

DriverCheck

drivvn

eDynamix

eKonsilio

ELLA Auto

EMaC

Engineius

Eskimo Lead Management

GoShorty

Haynes Oliver

Invoca

Jigcar – Logistics

Optimisation for Dealer
Groups

JudgeService

Keyloop

KeyTracker

KJL Group

Leadoo

Liquidline

Marketing Delivery

Marketing Lounge
Partnership

MGS – Marque Group
Solutions

MotorCheck

Motorway

MotorDesk

Oodle Car Finance

OCOCO Media

Orca Call answering
and Live chat

Paxen Group

PHYRON

Pinewood

Reputation

Rhino Group

RTS Group

Skywell UK

Slicker Recycling

Straightset

Supagard

Tekion

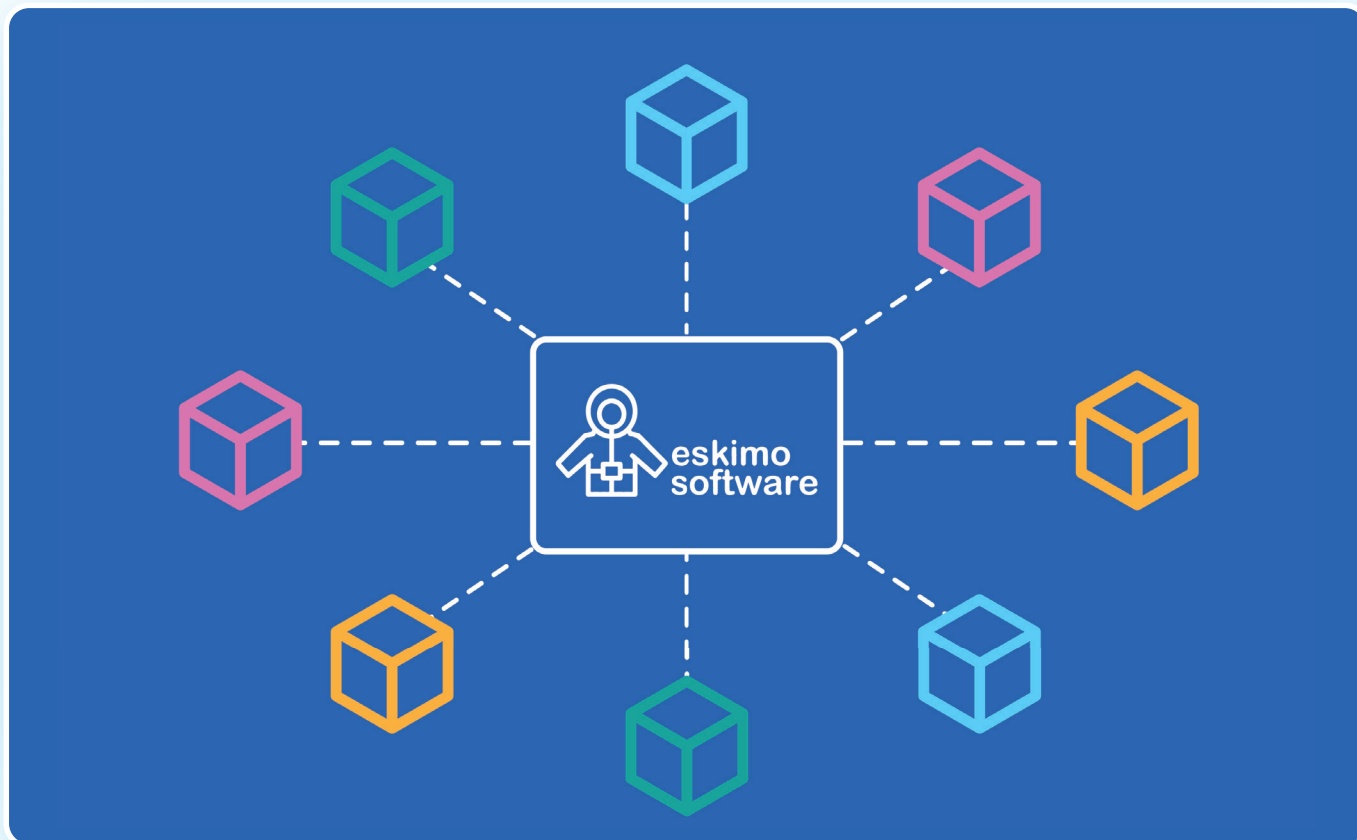
Tjekvik

Traka

Vending Sense

Visitor Chat

Vyne



Lead Management That's Built For You

Enquiry Capture and Processing

Automatically manage your online enquiries from any online lead source. Assign these leads to your team automatically and let them ensure quick follow up using the Eskimo mobile app.

Walk-in Phone-in Management

Either through VOIP phone system integration or manual entry using intuitive design capture all lead activity for new and existing leads.

Omnichannel De-duplication

Get a true picture of each and every customer across all channels, online, socials, walk-in, phone-in. One true record per each person, every enquiry accounted for.

Track The True Source of Each Lead

With Omnichannel de-duping track the true source of each lead and also the true source of each sale, down to the campaign in question.

All Communication in One Place

Communicate with your customers on whatever channel suits them, Phone, SMS, Email, Whatsapp, Facebook Messenger, Instagram Messenger... all recorded on the Eskimo platform, for ease of use, uniformity and review.

Simple Communication workflows

Using automated workflows and templating communicate automatically with leads as you see fit. Every lead should be prospected, we do the heavy lifting.

Customer and On Site Vehicle Appraisals

Either capture a customers PX vehicle imagery on site or remotely for smooth appraisal of part exchange vehicles.

Present Deal Sheets and Quotations

Print your own professional Deal Sheet for the customer while also sending them a soft copy via SMS, Whatsapp and Email.

Convert Your Deals

Print Deposit Receipts, Order Forms and Deal Packs while integrating with your DMS where available.

Our Ethos

The biggest challenge when implementing a CRM or Lead Management System is not what reports to use or what email designs to implement, it is the challenge of getting buy in from the sales teams across your dealership or group.

At Eskimo, we see this, and we believe in building a CRM/Lead Management System from the bottom up, rather than the top down. This means that Eskimo is not just a tool to extract various reports and your sales execs have to do what you say to populate these. Our system is a sales tool, your team will enjoy using. Eskimo compliments the existing sales process by being intuitive, automated and adaptable, which means your sales teams can concentrate on what they do best, selling, while inputting minimal data to get the benefits of a modern CRM.

Once this challenge is solved we can avail of any reports and dashboards you wish and your team have a tool they want to us.

Integrations are Key

With a plethora of specialised systems in use across a dealer group it is vital that they speak and in doing so you can have one source of truth. Eskimo Lead Management can integrate with an unrivalled number of partners either using the Eskimo suite of APIs, a partners API, FTP file sharing, email parsing and more. This means no double keying data and rich reporting based on activity within Eskimo and also within our partner solutions.

Eskimo can integrate with:

- On Site phone systems
- Telephony marketing software
- Inventory Providers
- AI communication platforms
- Online Payment Solutions
- Finance Processing Software
- Imagery Solutions
- DMS
- Customer Video Software
- Vehicle Appraisal Tools

Key Features



Implementing Eskimo has dramatically improved our client operations within V12 Sports and Classics and has proven revolutionary. Eskimo has allowed us to streamline our Call Centre and on site processes, while also allowed for real-time data analysis and provided a 360-degree view of each customer and lead source.

- Farhad Tailor,
V12 Sports & Classics Managing Director



eskimo-software.com
info@eskimo-software.com



- Feature Areas
- Stand Number

Theatre 4

P30 Meeting Pods

P36 **NFDA**
NATIONAL FIRE TRAINED EMERGENCY ASSOCIATION

P42 **AMHUB**

C41

E-Street

Sponsored by

B54 **B56** **B58**

B52 **C40**

C56

C52 **C54**

C50

P26

P20

P18

A40 **A48** **A44**

A46 **A42**

B40 **B42**

C38 **C42**

A36 **A34**

A30 **A32**

B30

B34 **B32**

B36

C34 **C32**

C30

Theatre 3

P46

P16

P14

P12

P8

P4

P2

A24 **A26**

A18 **A20** **A22**

B26

B20 **B22**

C20

C28 **C27** **C26**

C22 **C24**

C23

Theatre 2

P48

A10 **A14**

A12

B10

C16 **C14**

C10

Theatre 1

P3

Automotive
Management
EXPO

Organisers Desk

A1

B2 **B4**

C8 **C6**

C2 **C4**

AM100 Lounge

P1

P58

P56 **P54** **P52**

Entrance

When does loyalty start?

Experts say customer loyalty begins at the very first interaction with your business

With pressure to achieve targets in the face of strong market competition, the approach often relied upon to sell vehicles to new customers is to offer a cash discount.

Over time, this approach has had the effect of conditioning customers to expect that dealers have money up their sleeve and, as a result, can give a discount off the advertised price to close the deal.

The problem with this now being a widespread approach, is the amount of discount given has become the differentiator to the customer when choosing where to buy their next vehicle, therefore facilitating a race to the bottom.

With the need to ensure vehicles are advertised at the optimal price to attract attention of potential customers in the first place, it means giving further discounts can erode an already slim margin.

Ask yourself, what does this "cash off" message say about our business to a new customer? Does it unintentionally endorse the "money up their sleeve" ideology? And, is the "cash off" amount a memorable part of the customer's buying experience with your business?

At MLP we know there is a better way to attract new customers, at reduced cost to you and in a way that leaves a positive lasting memory of their interaction with your business. By giving your customer an experiential gift, you are increasing your chances of starting the relationship on a better footing while also saving money, in some cases up to 50%.



Going a step further and combining the initial tactical gift to attract the customer along with long-term brand loyalty incentives that work in harmony, can result in one approach to cement an 'always on' contact programme with your customers.

Winning the customer is one thing, keeping them close and engaged is often even more important. Using small rewards and gifts, such as free fuel at key times throughout your customer's vehicle ownership, will increase your chances of early engagement when vehicle change is on the customer's agenda next time around. Building a relationship with your customer that isn't just transactional and

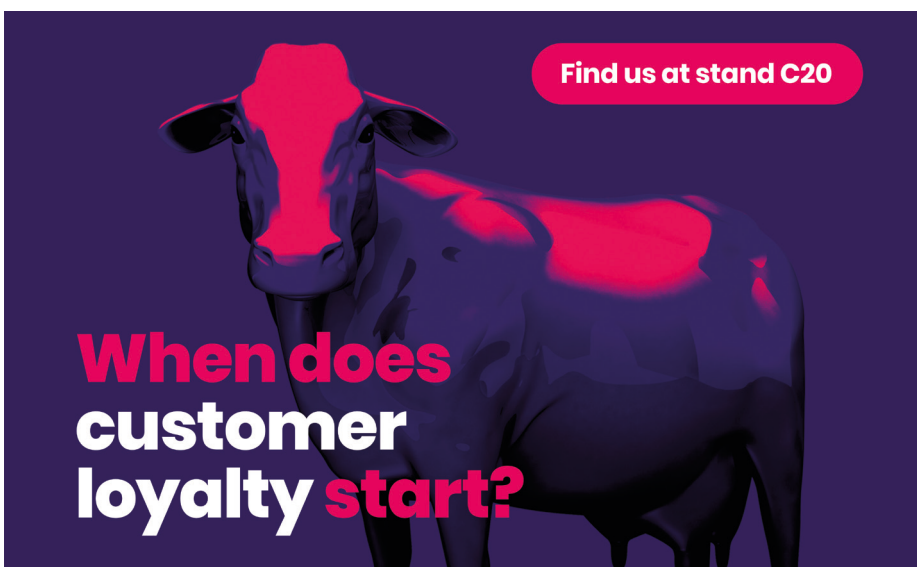
communicating when you want something from them, really does generate loyalty.

This is an "always on" engagement approach that is used on a widespread basis across multiple retail sectors such as banking, energy, price comparison and insurance.

It's worth noting that their customers are typically your customers too! This approach is one that customers enjoy and trust, and they now actually expect during their interactions.

From advertising your vehicle for sale, right through to the point of customer renewal, MLP has proven solutions to help you in a very cost-effective manner.

These campaigns will ensure your customers have positive reasons to keep in touch with you throughout their vehicle ownership, meaning you will always stand out from your competitors for all the right reasons.



Come and see us on stand C20 and let's have a chat to see how we can help you get even closer to your customers

Visitor information

Hall 10, NEC, Birmingham

Time: 9:30am-4.30pm

Those arriving by car can pre-pay for parking online before arriving at the NEC to save £5.

Electric vehicle charging

It's possible to pre-book one of the NEC's 150 7kw bp pulse chargers for those arriving at Automotive Management Live with their plug-in vehicle. Payment can be made through the bp pulse app or the bp pulse RFID card.

The NEC's charging hub also features 30 ultra-rapid 300kw DC chargers. This hub is located at the drive-through Starbucks at E Car Park Road, Marston Green, Birmingham B40 1AE.

Arriving by car

The postcode for the NEC is B40 1NT, but, once on site, please follow the digital screens to direct you to the car park. After parking, simply jump on a free shuttle bus or follow the signposted footpaths.

Arriving by train

The NEC is a five-minute walk from Birmingham International Railway Station.

Arriving by plane

Birmingham Airport has a direct rail link to Birmingham International Railway Station located at the upper level of Terminal 1. The train runs every two minutes and takes 90 seconds.

Food and drink

While at the NEC delegates will have access to well known brands to grab food and drink, including Starbucks, Subway, Bagel Factory and Cornish Bakery.

Food outlets are located in the Piazza, or outside Hall 4 and Hall 5.

Hotels

There are several hotels located near to the NEC for easy access to Automotive Management Live. Options include:

Hilton Birmingham Metropole

Genting Hotel

Moxy Hotel

Crowne Plaza

Holiday Inn Birmingham Airport

Accessibility

The AccessAble website gives you the accessibility information you need to work out if a place is going to be accessible for you. To view their guide to the NEC please visit www.accessable.co.uk/organisations/the-nec

Unlock your Operational Success: award-winning solutions from Haynes Oliver

Haynes Oliver are an award-winning management consultancy with a background rooted in the automotive industry, where a deep understanding of process improvement and people development merge with an innovative mindset.

This means Haynes Oliver are well placed to support most businesses with their operational challenges, whether it's electric vehicle (EV) sales support, aftersales profitability or management and leadership development they cater their approach to fit any business requirement.

With extensive experience in both sales and aftersales, Haynes Oliver have an intuition as to what the issues might be and, when combined with expertise in change management and people development, they have been a partner of choice for many clients over the years.

But it doesn't stop there, they continue to work across multiple industries bringing experiences and innovation from different sectors that help to shape their offer and add true value to their clients' businesses.

At AM Live 24, founder Dave Bownes and the Haynes Oliver team will be showcasing three of their primary client offers, which can all be tailored to suit the client's unique business needs.

Aftersales Improvement Strategy

With their Key-to-Key Customer Journey and Service Core Process Support programme, Haynes Oliver can help your business maximise opportunity at each step in the aftersales process. With a focus



AFTERSALES

Improve your aftersales strategy with our Key to Key Customer Journey/ Service Core Process Support.

- 1 CUSTOMER BOOKING
- 2 PREPARATION
- 3 RECEIVE THE CUSTOMER
- 4 CARRY OUT THE REPAIR
- 5 PREPARE THE HANDOVER
- 6 HANDOVER
- 7 FOLLOW UP

Maximising opportunity

LEADERSHIP & MANAGEMENT

Award winning Leadership and Management development, with all of the corporate benefit without the price tag. Leadership and Management development that's designed to add value directly to your business with the inclusion of a business based project.

- ✓ High performing teams need high performing Leaders!
- ✓ Supercharge your skills through our ILM Level 3 and 5 mapped courses!
- ✓ The structure of corporate training without the corporate costs!

TITAN LEARNING

The first of its kind, a web application that directly links training priorities to commercial performance while utilising machine learning to support employee engagement.

- ✓ The future of prioritised learning
- ✓ Not just another LMS
- ✓ Ensures competency is linked to commercial performance
- ✓ Cost efficient solutions from an award winning company!

on process, people and profitability, as well as customer satisfaction, their proven methodology has supported many business to achieve better overhead absorption and to maximise their aftersales contribution.

Having worked within aftersales themselves and then having supported multiple aftersales businesses to achieve process and profitability improvement, the team at Haynes Oliver is perfectly placed to provide this support.

Leadership and Management Development

Haynes Oliver's leadership and management development credentials speak for themselves, having recently been awarded 'Innovation in Leadership Development' for their groundbreaking work in designing and delivering an innovative leadership development programme for the UK arm of a major international company. Haynes Oliver provide leadership and management development that is designed to add value directly to your business, through immersing your people in a business-based project. Delegate feedback to date

has been exceptional. Supercharge your team's skills with our ILM Level 3 and Level 5 mapped courses, structured to mirror corporate training without the associated price tag.

Titan Learning – our innovative SAAS-based software

Titan Learning is a mobile-friendly web application that directly links training priorities to commercial performance while utilising machine learning to support employee engagement. The first of its kind, Titan Learning can deliver a tangible return on investment by integrating learning objectives with commercial KPIs, helping organisations align their strategic goals with employee skill development. Imagine a world where you can accelerate employee competence, improve employee engagement, remove long drawn out learning paths and reduce time out of the business ALL while seeing a positive impact on commercial performance.



The Haynes Oliver team look forward to sharing their award-winning services with visitors to AM Live 24 – make sure you go to find them on **Stand B36**.

Discover emerging brands on E-Street

This year's Automotive Management Live will have a host of plug-in vehicles on display for attendees to explore.

The UK's new car market is transitioning towards electrification and there are a host of new challenger brands that are offering new plug-in vehicles.

The event has put together an area called E-Street, sponsored by AffinityEV, in Hall 10 where new models like the BYD Seal-U plug-in hybrid and the all-electric Omoda E5 will be on display.

IM Group is also supporting the event with the GWM Ora 03 and Subaru Solterra also available to explore.

In addition, the Skywell BE11 will be on display at stand A10 and there may be a surprise or two for delegates joining up with an additional mystery new entrant to the UK market.

UK dealers are already partnering with these new brands in increasing numbers, but E-Street provides the opportunity to take a closer look at some of the latest vehicles in the metal and discuss network opportunities with the car manufacturer teams on the respective stands.

The AffinityEV team will also be available to talk about how to seamlessly connect the worlds of buying an EV at the dealership, with facilitating a home charger installation and taking advantage of the lowest running costs with the right home energy tariff.

AffinityEV is already working with automotive retailers to create an end-to-end digital journey for EV customers.

Raj Lyons Chohan, chief executive of Affinity EV, says: "The EV market is now in the early majority stage and requires a strategic approach to education, information dissemination and guidance to help the customer navigate the dual journey of both purchasing and owning an electric vehicle in a rapidly evolving landscape."

The UK car market has never been in a position where this many new brands are all vying for market share and the attention of automotive retail specialists.

A special strategy session looking at new brand entrants and network reorganisations will also be available as part of the seminar content on the day.

Tim Rose, AM editor, adds: "E-Street is like a mini motor show and Automotive Management Live presents a unique opportunity for automotive retailers to explore these new brands that are looking to make partnerships and scale their UK networks.

"It can be a difficult decision to take a day away from the showroom, but the event has been carefully curated to make it unmissable for modern automotive retailers.

"The teams from BYD, Omoda and GWM Ora, as well as Subaru and Skywell, will all be available to speak with delegates at the show where they can be grilled on their approach to business, as well as their future plans."

BYD Seal U DM-i

BYD has already partnered with more than 50 retailers in the UK and is looking to build its network out even further in the coming months. The Seal U DM-i represents an expansion of the Chinese brand's model line-up beyond pure electrical vehicles and into the UK plug-in hybrid market for the first time.



Omoda E5

Chery, one of the largest Chinese car manufacturers, launched earlier this year under the brand Omoda and Jaecoo. The Omoda E5 is one of the models that will establish the brand in the UK. It expects to partner with around 50 dealerships before the end of this year.



GWM Ora 03

GWM Ora has already evolved its offering here after launching with UK dealers back in 2023. The 03 is the launch model, but retailers that have already partnered with the brand are expecting the 07 electric premium saloon in 2025.



Subaru Solterra

Subaru has been established in the UK for many years, but the award-winning all-wheel drive Solterra represents a new chapter as its first all-electric model.



2023 highlights

2023 highlights video:
<https://www.youtube.com/watch?v=7tkVatkm4yM>



