

CHOOSE YOUR SUPPLIER SPOTLIGHT

BCA – powering the used car sector

BCA understands that a successful retail operation is flexible and able to respond quickly to shifting consumer demand.

BCA is energising the wholesale supply chain to match that flexibility and help dealers sell more vehicles. A focus on speeding up the time-to-retail and supporting dealers through the end-to-end process makes BCA the leader in its field.

The BCA business model is unique in its breadth of services across the supply chain. This provides a compelling customer service offering and creates efficiencies through synergies across all the divisions.

BCA has also announced numerous business wins and renewals across the dealer landscape in the past 18 months including Ancaster Group, Jemca Car Group, Glyn Hopkin, Windrush VW, JCB Group, Moneybarn, Ken Brown Motors Group, Saxton 4x4, Steven Eagell, Cambridge Garage, JCT600, Motorline, H.R. Owen, Halliwell Jones, West Riding Hyundai, Sandown Mercedes, Snows Group, Group 1 Automotive, V12 Sports and Classics and Eden Motor Group.

The business has invested heavily in improving products and services so they better serve dealers.

BCA Buyer app

The BCA Buyer app is a highly successful addition to BCA's suite of remarketing tools, creating a digital journey to support buyers whether attending sales physically or joining remotely.

The app generates insight that helps BCA meet the needs of its buyer customers, creating additional buying power by ensuring that buyers never miss the vehicles they are interested in and helping buyers to bid on any vehicle being sold, whatever their location.

BCA has seen exceptional uptake by customers for the BCA Buyer app which is driving demand across the entire sales programme. In excess of 10,000 unique users and more than



50% of active buyers have used the BCA Buyer app since it launched to find, track and bid on vehicles. It forms an important part of BCA's journey to giving customers a truly personalised digital experience that supports their business needs.

BCA regularly updates the app including the introduction of a new digital Sale Day catalogue, improved imagery and the most recent inclusion of MyBCA feature for buyers to review their previous purchases. The BCA Buyer app is the go-to mobile solution making sale day easy and more productive for customers.

BCA Valuations

BCA introduced daily valuation intelligence in October 2019 to ensure buyers and sellers are fully in tune with actual market conditions.

BCA Valuations predicts the final hammer price on vehicles sold



BCA HAS INVESTED HEAVILY IN IMPROVING PRODUCTS AND SERVICES SO THEY BETTER SERVE DEALERS

at BCA and uses fully automated machine-learning algorithms to calculate fair and unbiased valuations, based on 200 distinct data points across five million real transactions.

The service is now provided daily to BCA customers using the BCA Dealer Pro system and underpins a range of pricing services BCA provides for the used vehicle sector. Uniquely, BCA Valuations also provides future auction values, allowing dealers to make informed decisions on retail customers' part-exchange vehicles today that might not come back into their network for several weeks.

BCA Dealer Pro

BCA Dealer Pro is an easy-to-use vehicle appraisal app that allows for the part-exchange process to be managed quickly and easily. Using a simple guided process to appraise, image and then accurately value

part-exchange vehicles, Dealer Pro captures all the information needed that allows deals to be done with confidence and is powered by BCA Valuations.

Dealer Pro is used by leading franchised and independent dealers across the UK and is integral to many manufacturers' used car and online retailing programmes.

Working in close partnership with its customers, BCA introduced a series of innovative enhancements to the platform through 2019 that have added to the platform's efficiency and ease of use.

BCA integrated Partner Finance into the app to enable dealers to finance a part-exchange at the touch of a button on the forecourt.

To make the system as easy to use as possible BCA has an ongoing

Advertising feature

those that still have the opportunity to close, which helps to focus attention on the deals that can be done.

Upgrades and growth for BCA Partner Finance

Partner Finance has seen lending grow significantly over the past year, as dealers increasingly seek flexible funding to help drive operational efficiencies and maximise profits.

BCA Partner Finance gives customers greater flexibility in the stocking decisions they make and frees up capital to enable them to invest in growth. The service funds the whole auction purchase exclusively at BCA, including fees and VAT where applicable, with both cars and LCVs eligible for funding using the scheme.

New investment in technology has enhanced the service at auction centres around the UK and Partner Finance is designed around the needs of the dealer. The dedicated, branded BCA Partner Finance sales programme has expanded to help dealers maximise stock turn on vehicles that fall outside of their stocking profile.

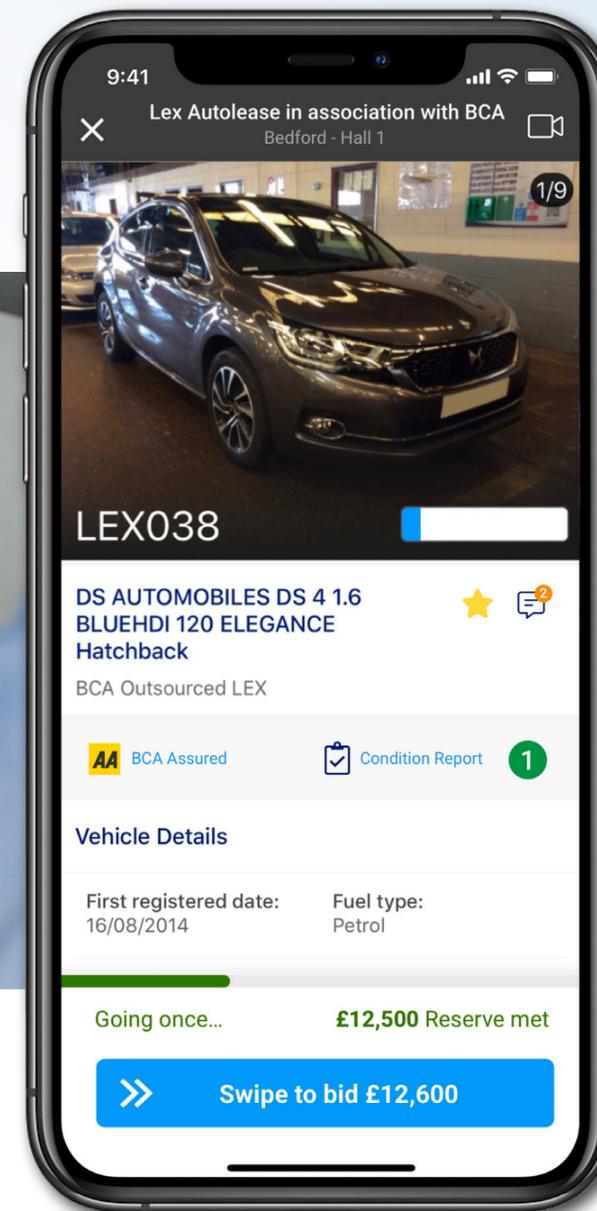
Partner Finance has enhanced its integration with Dealer Pro, allowing users to appraise part-exchange vehicles and determine whether they want to retain and fund vehicles for retail stock or remarket them at the push of a button.

Dealers have also benefited from accelerated payments. Partner Finance now provides next day payments compared with the usual BACS method, which can take up to three days.

BCA Partner Finance supports more than 1,100 franchised and independent dealers of all sizes with up to 120 days' funding on vehicles purchased at BCA auction centres or part exchange.

It was the first finance product to launch that is specifically designed for the UK remarketing sector.

Go to www.bca.co.uk/digital for full details of the BCA sales programme, services and products.



programme of integration with leading technology providers including Dealerweb, EnquiryMAX, Pinewood, Fast Track and CDK to remove the need for rekeying and improve data accuracy.

Dealers benefit from real-time visibility of the status of all part-exchanges, including their condition, value and location. Valuable management information can help to understand sales trends and manage risk. The Dealer Pro system shows how many vehicles have been offered in part exchange and

