

SUPPLIER SPOTLIGHT

In association with  **l1ink Disposal Network**

Make buying stock faster and more efficient

With the UK's used car sales volumes still at historically high levels, there remains great appetite among franchised and independent dealers for quality stock for their forecourts.

Time-pressed motor retail managers can now spend fewer hours and pounds securing the stock they desire, with the support of l1ink Disposal Network from epyx.

With buyers' fees set at £95 per vehicle, and no subscription contract required – although one is available for dealers buying stock in volume, to reduce their costs further – l1ink Disposal Network is well placed at a time when dealers are looking for efficiencies and cost control, according to Vicky Gardner, epyx's head of remarketing.

She said epyx's system stands ahead of rivals in its accessibility, the levels of stock constantly available and the value it offers to buyers.

"Our very low buyer fees are a unique

“ANY TIME A BUYER LOGS ON, THERE WILL BE VEHICLES AVAILABLE... THEY DON'T HAVE TO TRAVEL ANYWHERE TO BUY VEHICLES”

VICKY GARDNER, EPYX

selling point – we're one of the cheapest out there."

One benefit is that the platform, and the vehicles upon it, are available 24 hours a day, seven days a week. There will typically be a choice of about 1,000 vehicles at any one time. They are refreshed regularly,

given that cars tend to be sold within three to five days.

"Any time a buyer logs on, there will be vehicles available, so it's really convenient to them, they don't have to travel anywhere to buy vehicles," she said.

"Also, dealers can be at a physical auction, but buying through our app as well."

Dealers using l1ink Disposal Network can set up alerts, to instantly get a text message or email to inform them that a type of vehicle they seek has become available on the system. Depending on the choice of the vendor, stock is generally listed as a fixed price or auction with a buy-now price also provided. There are also open-ended auctions or timed auctions.

She said the majority of stock displayed on epyx's system is exclusive to the platform, as most of the vendors are full users of epyx's l1ink platform, who use it end-to-end, from procuring vehicles to maintaining them and remarketing them at the end of their replacement cycle.

"We want to enable our dealer network to buy stock really quickly and easily, to have instant visibility of whether their purchase has been successful, to be invoiced instantly for it and have that delivered as soon as possible.

"Essentially, we can reduce that time from when they click to buy to when that vehicle arrives on their forecourt. That's the reasoning behind the automated services we are supplying to the dealer network."

Support for dealers comes in two forms – an office-based team of seven account managers, and a two-strong field team, which Gardner expects to expand later this year.

Independent to these is a claims team, which handles any complaints. It means that when any issues arise over a vehicle's description or quality, epyx can act as an intermediary between the buyer and vendor.

There is a wide variety of stock available at any point – different ages, makes and models – and from a broad spread of vendors, including major leasing companies, fleets, manufacturers, dealers and rental companies. Fleet is the largest source.

l1ink Disposal Network already guides vendors to display plenty of images, provide very detailed briefs and to publish inspection reports, to make the vehicles they are selling as attractive as possible.

Some vehicles will have been maintained on l1ink Service Network, so that history can be pulled through the system for potential buyers to see. Equally, where cars were originally ordered by fleets through l1ink Vehicle Network, their data carries through so buyers can be completely confi-

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dent that the vehicle specification they are viewing is accurate.

"Our aim is to make the buying process as quick and efficient as we can. We want to improve our platform over time, and we take any feedback from our dealer network and make changes where we can to make it better and better."

The optional annual subscription costs £395 and suits regular purchasers, as it reduces the buyers' fee from £95 per unit to £75. New clients can opt in when the time is right. "We explain to dealers at the sign-up stage, and if they're buying enough to warrant the annual subscription we can just switch them over," said Gardner.

Some dealer groups have signed up to epyx to use l1ink Disposal Network to sell over-age or unwanted vehicles. It enables them to publish these vehicles online at any point and promote them to trade buyers.

"There will always be a place for physical auctions, because it's good for some dealers to network, discuss the industry and see vehicles, but as time goes on the online stock acquisitions will be greater and



greater. We have seen a huge increase year-on-year and we will again this year.

In 2018, l1ink Disposal Network experienced substantial growth, with the buyer base increasing by 23% and the

volume of vehicles sold rising by 15%.

"As time goes on, more people are finding it convenient. And once you've bought one, and you feel comfortable, it's much easier to buy another."