

BRINGING THE MOTOR RETAIL INDUSTRY TOGETHER, VIRTUALLY

# Automotive management LIVE

Brought to you by



In association with



NFDA  
NATIONAL FRANCHISED DEALERS ASSOCIATION

## VIRTUAL

**20th-21st January, 2021**

A tablet computer is placed on a yellow, textured cylindrical pedestal. The tablet screen displays the text 'OFFICIAL SHOW GUIDE' in large, bold letters. The background is a blurred image of a car show with various vehicles and structures.

**OFFICIAL  
SHOW  
GUIDE**

[www.automotivemanagementlive.co.uk](http://www.automotivemanagementlive.co.uk)

REGISTER YOUR INTEREST NOW 



# Automotive Retail CONGRESS

BROUGHT  
TO YOU BY **AM**

**MAY 18-19, 2021**

THRIVE IN A DRAMATIC NEW DECADE OF AUTOMOTIVE RETAILING

Register your interest at [www.amretailcongress.co.uk](http://www.amretailcongress.co.uk)

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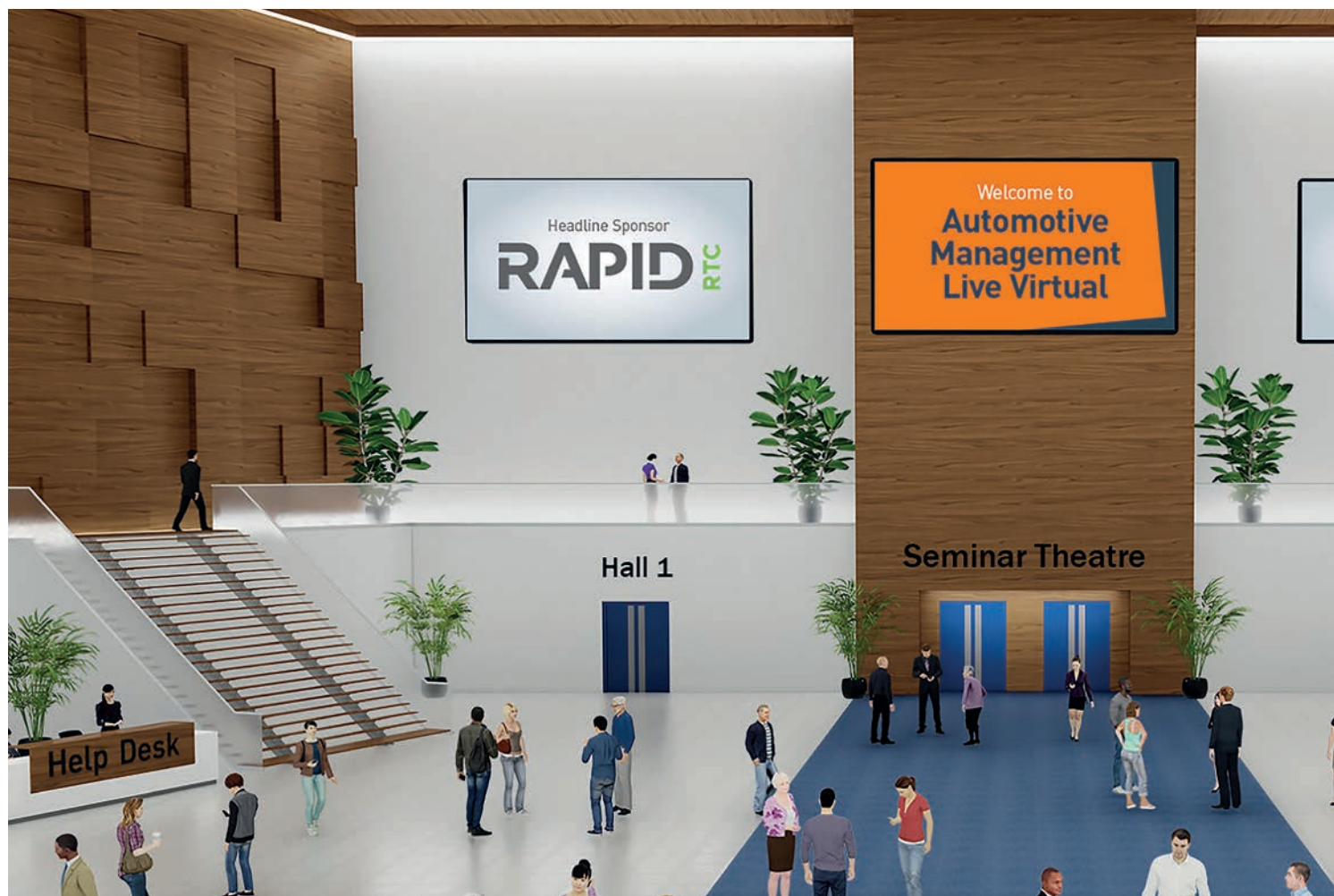
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# Welcome to Automotive



**TIM ROSE**  
Editor, AM

grow their businesses further, with improved skills, knowledge and systems. Standing still in a highly competitive marketplace is not an option.

**W**elcome to Automotive Management Live. We truly appreciate your decision to take time out from your daily routine to attend. I am sure you will find it was the right decision.

In each part of the motor retail industry there are many high skilled professionals running compliant, profitable, customer-focused vehicle sales and aftersales operations today. Yet there are many who can

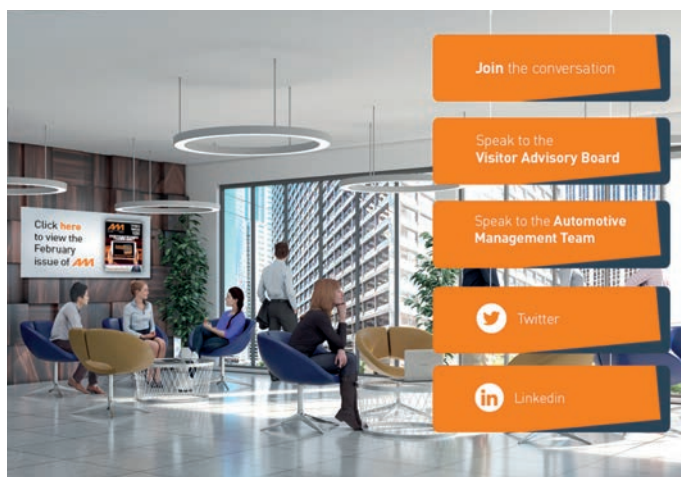
We have created Automotive Management Live to support and assist all of you. This virtual event is packed with experts offering their knowledge and bespoke insights – and it's all free of charge.

Your day can be filled with topical best practice sessions that will provide even the most experienced automotive managers with new nuggets of knowledge across sales, marketing, aftersales and CRM. And there are keynote sessions on dealer sustainability property management, remote leadership and that will give dealer group directors plenty of food for thought.

Plus Automotive Management Live Virtual has exhibition halls where you can visit exhibitors' booths to find out how their latest products and services will help your business and your profits to improve. Enjoy this first-ever virtual show from AM - you are guaranteed to get some great ideas.



# Management LIVE Virtual



**SUE ROBINSON**  
Chief Executive,  
National Franchised  
Dealers Association  
(NFDA)

**W**e welcome you to this year's AM Live Virtual which will provide attendees with useful insights into the current automotive retail trends and topics. Come talk to us, we look forward to discussing the latest issues facing dealers and provide you with an update on what NFDA is doing to support our members including COVID-19 business guidance, the Electric Vehicle Approved (EVA) scheme and the results of our most recent surveys"



# Agenda

- Wednesday 20th January -

9:15-9:55	<b>AM100 Dealer Interview with Daksh Gupta &amp; Tom Sharpe</b> <i>Sponsored by CDK Global</i> <ul style="list-style-type: none"> <li>• <i>Speaker - Daksh Gupta, Chief Executive Officer, Marshall Motor Holdings</i></li> </ul>
10:00-10:30	<b>Connecting The Ecosystem; Making Automotive Commerce Faster, Better &amp; Smarter</b> <i>Sponsored by CDK Global</i> <ul style="list-style-type: none"> <li>• <i>Speakers - Matt Benns, Global Partner Director, CDK Global</i>  <i>Carol Fairchild, Chief Customer Officer, CitNOW</i>  <i>Norman A. McKeown, Head of IT, LSH Auto</i>  <i>Jamie Nash, Marketing Director, Group 1 Automotive</i>  <i>Kim Petit, Customer Experience Director, CDK Global</i>  <i>Tim Smith, Chief Commercial Officer, GForces</i></li> </ul>
10:45-11:15	<b>Embracing the Paradigm Shift</b> <i>Sponsored by RAPID RTC</i> <ul style="list-style-type: none"> <li>• <i>Speakers - Pontus Riska, Vice President, RAPID RTC</i>  <i>Anita Fox, Head of Industry Automotive, Facebook</i></li> </ul>
11:30-12:15	<b>Leadership In A Virtual World</b> <i>Sponsored by Real World Analytics</i> <ul style="list-style-type: none"> <li>• <i>Speakers - Dr William Holden, Owner, Sewells</i>  <i>Katie Saunders, HR Director, JCT600 Ltd</i></li> </ul>
12:30-13:00	<b>Insight &amp; Reviews Drive Away The Winter Blues - Beat The Bug &amp; Smash Your Budget In 2021</b> <i>Sponsored by JudgeService</i> <ul style="list-style-type: none"> <li>• <i>Speaker - Neil Addley, Founder, JudgeService</i></li> </ul>
13:15-13:45	<b>Jam Today: Five Habits For Sustainably Higher Aftersales Performance</b> <i>Sponsored by GTechniq</i> <ul style="list-style-type: none"> <li>• <i>Speaker - Karl Davis, Managing Director, Coachworks</i></li> </ul>
14:00-14:45	<b>Economic Outlook</b> <i>Sponsored by MotorDocs</i> <ul style="list-style-type: none"> <li>• <i>Speaker - Sarah Noble, Director (automotive), Deloitte</i></li> </ul>
15:00-15:30	<b>The Acceleration Of Digital Communications In Automotive</b> <i>Sponsored by Marketing Delivery</i> <ul style="list-style-type: none"> <li>• <i>Speaker - Jeremy Evans, Managing Director, Marketing Delivery</i></li> </ul>
15:45-16:15	<b>Renewal &amp; Retention 2021 Vision</b> <i>Sponsored by Chrysalis Loyalty</i> <ul style="list-style-type: none"> <li>• <i>Speakers - Lyn Howdon, Global Head of Academy and Learning, Chrysalis</i>  <i>Mark Fretwell, Commercial Director, Chrysalis</i></li> </ul>



# Agenda

- Thursday 21st January -

9:15-9:55	<p><b>AM100 Dealer with Peter Vardy &amp; Tim Rose</b>  <i>Sponsored by CDK Global</i>            • <i>Speaker - Peter Vardy, CEO, Peter Vardy Ltd</i></p>
10:00-10:30	<p><b>Saved Cost - Saved Time - Saved Space   Getting Digital Done!</b>  <i>Sponsored by Arena Group</i>            • <i>Speaker - Neil Maude, Director of Technology, Arena Group</i></p>
10:45-11:15	<p><b>Driving Engaging Customer Experiences</b>  <i>Sponsored by CitNOW</i>            • <i>Speaker - Alistair Horsburgh, CEO, CitNOW</i></p>
11:30-12:15	<p><b>Motor Retail Property</b>  <i>Sponsored by AM</i>            • <i>Speakers - Robert Stephens, Chartered Surveyor, RS&amp;Co</i>  <i>Richard Adams, Director, Accendia</i></p>
12:30-13:00	<p><b>Steer Your Dealership To Online Success &amp; Turn Feedback Into Action</b>  <i>Sponsored by Reputation.com</i>            • <i>Speaker - Phil Capper, Enterprise Account Manager, Reputation.com</i></p>
13:15-13:45	<p><b>The Future Of Aftersales: How To Take Market Share Of The Largest Vehicle Parc In UK History</b>  <i>Sponsored by SecretService, Powered by Book My Garage</i>            • <i>Speakers - Gavin Ruddick, Director, Consulting, SecretService, Powered by Book My Garage</i>  <i>Robert Forrester - CEO, Vertu Motors plc</i>  <i>Rachael Prasher - MD, Haymarket Automotive</i></p>
14:00-14:45	<p><b>Dealer Sustainability</b>  <i>Sponsored by CDK Global</i>            • <i>Speaker - Steve Young, Managing Director, ICDP</i></p>
15:00-15:30	<p><b>Connecting With Consumers In A Digital World</b>  <i>Sponsored by CarGurus</i>            • <i>Speakers - Dan Delderfield, Account Manager, CarGurus</i>  <i>Nathan Quayle, Account Manager, CarGurus</i></p>
15:45-16:15	<p><b>Data Powering Actionable Insights For The Automotive Industry</b>  <i>Sponsored by Experian Ltd</i>            • <i>Speaker - Clive Gosling, Head of Consulting, Experian Marketing Services</i></p>



# NFDA

NATIONAL FRANCHISED DEALERS ASSOCIATION

The voice of automotive retailers

COVID-19 guidance <

Commercial services <

Dedicated online member area <

NFDA industry working groups <

Regular member communications <

Alternative Dispute Resolution (ADR) <

Regional meetings and member events <

Dedicated member helpline and legal advice <

Lobbying Government and manufacturers on behalf of dealers <



Driving dealer expertise in EVs



Promoting automotive retail  
as a great place to work



## DAY ONE HIGHLIGHT



Seminar Theatre  
10:00-10:30

# Join CDK and expert retailers and partners

Who will discuss and debate how we connect the ecosystem  
to make automotive commerce **faster, better and smarter**.

# Our keynote session on dealer sustainability.

**The future profitability** of franchised dealer networks is  
dependent on the evolution of the traditional business model.

## DAY TWO HIGHLIGHT



Seminar Theatre  
14:00-14:45

**Book a slot in advance** and we'll  
send you a coffee e-gift card

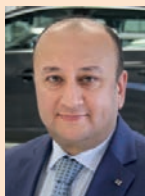


**Visit our booth in both halls** to discover how  
our solutions can truly connect your dealership.

[cdkglobal.co.uk/amlive](https://cdkglobal.co.uk/amlive)

# Day 1 in detail

## SESSION 1 • 09:15 - 09:55 • AM100 Dealer Interview With Daksh Gupta & Tom Sharpe



Coming fresh in the wake of what was quite possibly the UK automotive retail sector's most challenging year since World War Two, Marshall Motor Holdings chief executive, Daksh Gupta, reflects on the evolution of his business and the 12 months ahead. Gupta proved to be one of the sector's most communicative leaders during 2020, becoming a key industry commentator for national media outlets while regularly updating and reassuring staff as the business took measures to support furloughed workers and maintain a flow of information to those who remained within the business throughout the COVID-19 crisis.

**SPEAKER** • Daksh Gupta, Chief Executive Officer, Marshall Motor Holdings Plc

Sponsored by CDKGlobal.

## SESSION 2 • 10:00 - 10:30

### Connecting The Ecosystem; Making Automotive Commerce Faster, Better & Smarter



The wider retail industry's unrelenting focus on consumer experience has caused expectations to skyrocket. And while the automotive sector has been slower to adapt, dealers that are openly embracing change now have a chance to get ahead. Join this session with CDK Global, and industry-leading partners who are integrating their applications with the mutual aim to support dealers. You'll hear first-hand examples from dealers and see how the API integrations work in theory and practice, while delivering a seamless consumer experience.

#### SPEAKERS

- Matt Benns, Global Partner Director, CDK Global • Carol Fairchild, Chief Customer Officer, CitNOW
- Norman A. McKeown, Head of IT, LSH Auto • Jamie Nash, Marketing Director, Group 1 Automotive
- Kim Petit, Customer Experience Director, CDK Global • Tim Smith, Chief Commercial Officer, GForces

Sponsored by



## SESSION 3 • 10:45 - 11:15 • Embracing The Paradigm Shift



With accelerated industry changes upon us, retailers have adapted to the new landscape through an increased focus on their digital tools – but how can your business achieve sustained success in its digital transformation? In this session, Pontus Riska, VP Sales and Support (UK) for RAPID RTC, and Anita Fox, Head of Automotive for Facebook, kick off AM Live 2021 by bringing you brand new insights on car buyer behaviours and sharing ways retailers can shift their practices to address those behaviours effectively. Join us to learn how embracing the paradigm shift will keep your business connected with customers, and how pairing technology and human interaction offers the superior online experience that car buyers expect.

#### SPEAKERS

- Pontus Riska, Vice President, RAPID RTC
- Anita Fox, Head of Industry Automotive, Facebook

Sponsored by RAPID RTC

## SESSION 4 • 11:30 - 12:15 • Leadership In A Virtual World



Workplaces have become dispersed in 2020 due to the pandemic. This has driven innovation in how business leaders and managers interact with their teams, keep motivation and inspiration high and drive teams towards their shared goals. In this strategic keynote session we will examine best practice in remote leadership, including case studies.

**SPEAKERS** • Dr William Holden, Owner, Sewells  
• Katie Saunders, HR Director, JCT600 Ltd

Sponsored by REALWORLD ANALYTICS



# Day 1 in detail

## SESSION 5 • 12:30 - 13:00

### Insight & Reviews Drive Away The Winter Blues - Beat The Bug & Smash Your Budget In 2021



Mark Busby, Commercial Director, will reveal how Hendy Group uses the insight tools JudgeService provides to increase sales conversion, improve customer experience, and generate more sales. Neil Addley, founder of JudgeService Research will reveal the latest insight into how the best retailers are taking advantage of the omnichannel opportunities created by the pandemic and post lockdown trading. From Google Reviews, Autotrader and motors.co.uk to online reputation management, lost sales, customer insight and reviews. He will reveal the most up to date facts and the "Three Golden Rules" that automotive leaders can use to drive customer delight and ultimately sell more cars, more quickly and more profitably.

**SPEAKER** • Neil Addley, Founder, JudgeService

Sponsored by **JudgeService**

## SESSION 6 • 13:15 - 13:45 • Jam Today: Five Habits For Sustainably Higher Aftersales Performance



Karl will share simple but effective habits for retailers to not only profit from the aftersales opportunities available right now, but also retain their customers for longer. A "how to" session on making every opportunity count and controlling what is controllable more effectively, with special focus on how front line colleagues can build rapport, demonstrate expertise, add-value and ask for the business; all of which apply equally to an I.C.E and E.V. world!

**SPEAKER** • Karl Davis, Managing Director, Coachworks

Sponsored by

**GTECHNIQ**  
PLATINUM

## SESSION 7 • 14:00 - 14:45 • Economic Outlook



Brexit and the economic shock from the coronavirus pandemic have marked 2020. But what lies ahead in 2021 and beyond? This strategic keynote session will explore the likely outcomes of both Brexit and the COVID countermeasures and drill down into their impact on motor retail directly.

**SPEAKER**

• Sarah Noble, Director (automotive), Deloitte

Sponsored by **MotorDocs**

## SESSION 8 • 15:00 - 15:30 • The Acceleration Of Digital Communications In Automotive



How the lessons of 2020 can be learned and implemented, with insight from those who have already embarked upon the journey, and customer research results.

**SPEAKER**

• Jeremy Evans, Managing Director, Marketing Delivery

Sponsored by

**Marketing Delivery**  
DATA DRIVEN MARKETING

## SESSION 9 • 15:45 - 16:15 • Renewal & Retention 2021 Vision



Crisis often spells an opportunity for change, from individual professional practices to entire industries. Find out how core retention processes have paid dividends in a COVID-impacted automotive marketplace and how Chrysalis Loyalty's retail retention tools make it sustainable for future growth.

**SPEAKERS** • Lyn Howdon, Global Head of Academy and Learning, Chrysalis  
• Mark Fretwell, Commercial Director, Chrysalis

Sponsored by

**chrysalis**  
loyalty

# HOW ARE YOU CONNECTING WITH YOUR ONLINE CUSTOMERS?







# CONNECT ON THE CHANNELS YOUR CUSTOMERS PREFER.

One easy to use platform with integrated chat, voice, and video.

**RAPID** **RTC** | Live Dealer

Request your demo today at [sales@rapidrtc.co.uk](mailto:sales@rapidrtc.co.uk)

# Day 2 in detail

## SESSION 1 • 09:15 - 09:55 • AM100 Dealer with Peter Vardy & Tim Rose



One of the youngest chief executives in the industry, Peter Vardy was quick to mitigate the effects of coronavirus lockdowns and to capitalise on e-commerce opportunities for his AM100 retail group. At Automotive Management Live Virtual he will share how he has continued to keep his workforce motivated and secure in a crisis, equipped them for truly modern motor retailing and will lead them to huge growth in car sales during 2021.

### SPEAKER

• Peter Vardy, CEO, Peter Vardy Ltd

Sponsored by CDKGlobal

## SESSION 2 • 10:00 - 10:30 • Saved Cost - Saved Time - Saved Space | Getting Digital Done!



This session talks dealerships through 10 top tips to use technology and digital transformation tools that get the job done, quicker, cheaper, and with more flexibility. We've identified significant operational and cost burdens affecting dealerships and will demonstrate how to sort them, dipping into a range of smart tech that deliver impressive benefits - improved productivity, hassle-free compliance, increased cash flow, better customer experience, remote and home schooling friendly working, freeing up space - all of which ultimately have a positive impact on the bottom line. And the payback is compelling with analysis showing that benefits gained by dealerships include an ROI within 8 - 10 months\*; saved 138 days in one month alone\*; £50k saved per year on dealfile stationery costs alone\*, and enabled aftersales invoicing within 24 hours. We have lined up a panel of tech experts to help open your eyes to the possibilities and take your questions live.

\*based on analysis of mstore usage in Sept 2020 and / or dealership-based audit

**SPEAKER** • Neil Maude, Director of Technology, Arena Group

Sponsored by



## SESSION 3 • 10:45 - 11:15 • Driving Engaging Customer Experiences



As consumers, the coronavirus pandemic has expedited our digital confidence and we are all more comfortable interacting and transacting online. Whilst this might be the case on an individual level - is your business moving at the same pace? As the customer experience has become increasingly digitised, the idea that online content should act only as a teaser to entice consumers through the door has changed. The onsite visit was always the overriding objective, and retailers were reliant on the face-to-face experience to finalise the sale. In our session we will look at the shift in consumer behaviour in the short-term and longer-term and how this may impact your retail strategies, while also sharing some new consumer and industry research findings. We'll also explore how video can be used to drive engaging and emotional connections to meet ever-changing customer needs.

**SPEAKER** • Alistair Horsburgh, CEO, CitNOW

Sponsored by



## SESSION 4 • 11:30 - 12:15 • Motor Retail Property



Alongside headcount, property is the most significant investment made by motor retailers. This strategic keynote session will examine how these investments and disposals can be made cost effectively, and will consider options for next generation property and alternate use of outdated sites.

### SPEAKERS

• Robert Stephens, Chartered Surveyor, RS&Co  
• Richard Adams, Director, Accendia

Sponsored by



## SESSION 5 • 12:30 - 13:00 • Steer Your Dealership To Online Success & Turn Feedback Into Action



Phil Capper, Enterprise Sales Manager at Reputation.com will discuss the importance of a properly maintained digital front door to the success of your dealerships and your wider group. These days, Google is king. You need to be seen everywhere that your customers are looking, and today that is Google My Business. Your GMB profile receives up to 10x more traffic than your website, so ensuring it looks as positive as possible is key to ensuring success and gaining new customers. You need to think about turning your business's feedback into action. Once you've got the insight from your customers, what can you do about it? How can you analyse this feedback to identify trends and make improvements at the local level? This feedback does not only include reviews, but also social media and your surveys. Having the right strategy in place helps to ensure that you have a 360-degree view of your online estate, and that no piece of feedback goes unanalysed.

**SPEAKER** • Phil Capper, Enterprise Account Manager, Reputation.com

Sponsored by reputation.com®

## SESSION 6 • 13:15 - 13:45

### The Future of Aftersales: How To Take Market Share Of The Largest Vehicle Parc In UK History



How to take market share of the largest vehicle parc in UK history. Over the last 20 years, Gavin Ruddick has faced transformation challenges representing 5 top 10 AM100 dealer groups. Join Gavin as he unpicks key sector trends and learn how you can overcome the industry's critical challenges to thrive in 2021 and beyond. Taking market share from credible independents & fast-fits. Transforming aftersales profitability. Restoring absorption performance. Underpinning the recovery of retailer R.O.S

**SPEAKERS** • Gavin Ruddick, Director, Consulting, SecretService, Powered by BookMyGarage  
• Robert Forrester – CEO, Vertu Motors plc • Rachael Prasher – MD, Haymarket Automotive

Sponsored by



## SESSION 7 • 14:00 - 14:45 • Dealer Sustainability

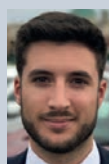


The present and future profitability of franchised dealer networks is dependant on the evolution of the traditional business model. This strategic keynote session will outline why automotive leaders must plan now how their businesses can adapt and become more efficient as consumers get more freedom to choose how they 'buy' and maintain their cars and as electrified vehicles become more commonplace.

**SPEAKER** • Steve Young, Managing Director, ICDP

Sponsored by CDKGlobal.

## SESSION 8 • 15:00 - 15:30 • Connecting With Consumers In A Digital World



In this presentation we discuss the ever-changing customer landscape and how best to connect with and adapt to consumers in the digital world. The presentation will dive into three main areas **1.** Adjusting to the changing consumer landscape **2.** Innovating your approach to digital **3.** Maintaining a strong culture of collaboration and partnership.

**SPEAKERS** • Dan Delderfield, Account Manager, CarGurus  
• Nathan Quayle, Account Manager, CarGurus

Sponsored by CarGurus

## SESSION 9 • 15:45 - 16:15 • Data Powering Actionable Insights For The Automotive Industry



With the challenges created by the pandemic, how can data help deliver an understanding of the current and future consumer trends and help optimise and streamline outcomes for the Automotive industry? As a result of the pandemic and major future shifts of the industry towards electric vehicles, consumer behaviour and attitudes towards choice of cars as well as their financial situations are rapidly changing. What does data tell us about possible future habits that will affect the types of cars we drive and how often we drive them? The industry needs to interpret these data and trends and create plans to respond accordingly.

**SPEAKER** • Clive Gosling, Head of Consulting, Experian Marketing Services

Sponsored by experian™



# Networking

## NETWORKING VIA THE NAVIGATION BAR

Look out for the **Networking** button on the navigation bar - by clicking on this you'll be taken to the **Chat** area where you'll be able to network with exhibitors, visitors and join in with the Automotive Management Live VIRTUAL hot topics.



## NETWORKING VIA EXHIBITOR BOOTH

By clicking on the **Chat** button on any exhibitor booth it will also take you to their **Chat Room** area where you'll be able to send direct messages, make voice calls or video calls with exhibitors.



## WHO IS ONLINE?

Visitors to the event can see which exhibitors are online. When a visitor clicks onto the 'Hall' tab on the top navigation bar, it will provide a drop down of hall options and take them to the relevant hall. There will be an Exhibitors Index in the bottom left corner in A-Z order and those with booth reps online will be highlighted with a green circle.



## WHO IS ONLINE IN THE CHATROOM?

Within the chat tab you will be able to access public chat rooms, chosen by the AM editorial team, all of the exhibitor booth chatrooms and your personal direct messages. The chat room within the exhibitor booth's will be visible to all of the exhibitor booth reps and other visitors that are in the chatroom. The right column will show booth reps that are online and underneath this the 'Online Users' section will show visitors that are currently in the chatroom. **Make sure you keep the chat tap open at all times so you can see whats going on!**



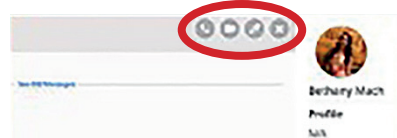
## DIRECT MESSAGING

To start a direct message, click **Chat Now** next to the online user that you would like to start a conversation with.



## VOICE & VIDEO CALLS

To start a voice call or video call with the visitor or exhibitor, please click on the icons, **Telephone** for voice calls, **Camera** for video calls



We're here to help when the virtual event goes live, the event team will be based at **The Help Desk** and will be able to assist you with any queries you have.

# Virtual Briefcase



## Resources

Filter By Partner: -- All Booths --

Live Dealer	View + Virtual Briefcase
Chat	View + Virtual Briefcase
Lead Manager	View + Virtual Briefcase
Text	View + Virtual Briefcase
CitNOW - Product flyer - Workshop	View + Virtual Briefcase

## Video Vault

Filter By Partner: -- All Booths --

RAPID RTC Live Dealer Product Walkthrough	Play + Virtual Briefcase
CitNOW - Why CitNOW?	Play + Virtual Briefcase
MotorDocs Overview Video	Play + Virtual Briefcase
iDealFile Demo Video	Play + Virtual Briefcase
iServiceFile Demo Video	Play + Virtual Briefcase

## Virtual Briefcase

Search

☐ Select All

	Actions
<input type="checkbox"/> Live Dealer	View Remove Email
<input type="checkbox"/> Lead Manager	View Remove Email
<input type="checkbox"/> CitNOW - Product flyer - Workshop	View Remove Email
<input type="checkbox"/> Stephen James - Case Study	View Remove Email

## Virtual Briefcase

[Go Back](#)

Send Email (use comma to separate more than one email address)

Send

The Virtual Briefcase will be your online event goody bag, just like at the live event, you will be able to collect exhibitor brochures, documents and even videos. You can add as many documents and videos as you would like to your virtual briefcase.

You can access exhibitor collateral through the **'Resources'** tab on the navigation bar or within each exhibitor's booth.

To add document/videos to your virtual briefcase, please press the **+ Virtual Briefcase** button and it will be added for you.

You can view the content within your virtual briefcase by clicking on the **'Virtual Briefcase'** tab.

Please don't forget to email yourself the resources you have added into your virtual briefcase during the day or at the end of the event, these can also be shared with your colleagues.

# Who to visit and why?



## IT'S TIME TO GO DIGITAL...









Up to **100%** paper-free dealership-wide

**1 million** paper deal file pages saved

Potential ROI within **8 - 12 months**

FCA, HMRC & OEM **audit-readiness** built-in

**"We have absolute confidence in the mstore product and the competence of the Arena team."**  
Vertu Motors

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: GETTING DIGITAL DONE!

with tech experts in the Seminar Theatre – Jan 21st, 10am  
& visit **Stand 2 Hall 2** or email [automotive@arenagroup.net](mailto:automotive@arenagroup.net)

#DigitalGetsItDone



## The CarGurus & PistonHeads Difference

Join us at AM Live as our industry experts give their advice on connecting with consumers in a digital world.



Strategic Partner



Informed Buyers



High ROI



Maximised Visibility

“

Like friends, you realise who your best business partners are in times of crisis. We've had those moments with coronavirus and CarGurus was there as a valued strategic partner with new solutions, with help, and with an excellent account manager.


Milen Kolev, Group Marketing Manager at Riverside Motor Group

To learn more about how CarGurus can help your dealership, visit [dealercentre.cargurus.co.uk](https://dealercentre.cargurus.co.uk) or call **0808 196 6533**.


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# Who to visit and why?



**THIS YEAR'S EVENT**  
MIGHT BE VIRTUAL,  
but you can still join CDK for a coffee!



[cdkglobal.co.uk/amlive](https://cdkglobal.co.uk/amlive)


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**Register in advance**  
to view any of our latest solutions, and  
we'll send you a coffee e-gift card to enjoy.

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Connect




CDK Digital  
Documents




Visualiser  
Advanced



CDK  
ePayments



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+44 (0) 1384 389119

# Who to visit and why?



## Discover the 'new age' of customer experience

With consumer behaviours constantly shifting, the industry is adapting to shape the next 'normal' - with digitisation at the forefront.

What can you do to meet evolving consumer needs? Visit our virtual stand at AM Live, Hall 1, Stand 3 to be one of the first to access our exclusive new report, **Accelerating the Digital Customer Experience**, containing brand new consumer and industry research findings. We'll also be presenting fresh insights live at 10:45 am on the 21st January.

[www.citnow.com](http://www.citnow.com)



## MAXIMISE YOUR PROFIT POTENTIAL AND YOUR CHANCE TO WIN AN IPAD

Visit our booth to find out how...

**Diamondbrite®**  
Protect, clean & care

# Who to visit and why?

## DATA POWERING ACTIONABLE INSIGHTS FOR THE AUTOMOTIVE INDUSTRY



JOIN US AT AUTOMOTIVE LIVE  
THURSDAY | 21 JANUARY | 15:45

Join the discussion

**GTECHNIQ**  
PLATINUM



COMPREHENSIVE  
TRAINING &  
SUPPORT



GLOBAL  
CERAMIC COATING  
LEADERS



MARKET LEADING  
CONVERSIONS

**DEALERSHIP ONLY PROTECTION**  
**CERAMIC DETAILING TECHNOLOGY**  
**ADVANCED DETAILING TO DEALERSHIP**

**5**  
YEAR

**GUARANTEE**



CRYSTAL COAT - THE CERAMIC PAINT PROTECTION KEY TO THE PLATINUM SYSTEM  
- OFFERS UNRIVALLED GLOSS RETENTION, SWIRL AND CHEMICAL RESISTANCE.

GTECHNIQ'S REVOLUTIONARY DEALERSHIP SYSTEM INTRODUCES DETAILING  
EXPERTISE AND UNBEATABLE PRODUCTS TO THE MIX.

GIVE YOUR CUSTOMERS THE BEST PRODUCTS AND SERVICE, AND  
KEEP YOUR PROFIT PER RETAIL UNIT FIGURES SOARING.

[www.gtechniqplatinum.com](http://www.gtechniqplatinum.com)





# Who to visit and why?

## Do you want more raving fans?

- ★ Used car and van customer service insight
- ★ Lost sales insight
- ★ Star rankings on natural search
- ★ Reviews on your website, Autotrader & motors.co.uk
- ★ Online reputation management



## Visit our team in Hall 1, Position 4



Neil Addley



Ashley Amos



Nick Dawson



Michael Moorey



Tom O'Brien

Pre-order your sweets from our famous trolley by emailing  
[treats@judgeservice.com](mailto:treats@judgeservice.com)

[sales-enquiry@judgeservice.com](mailto:sales-enquiry@judgeservice.com)  
01423 225166

JudgeService®  
★★★★★

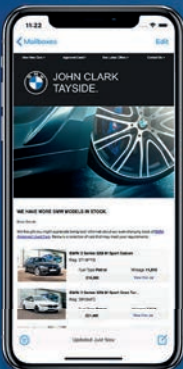
[www.business.judgeservice.com](http://www.business.judgeservice.com)

## Staying In Touch With Customers In An Uncertain World

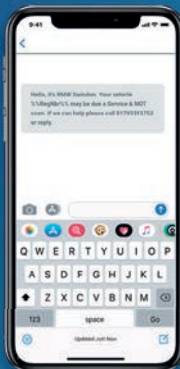
### Facebook Ads



### Car Alerts



### SMS Reminders



### Sales Messages



### Service Reminders



**Marketing Delivery**  
DATA DRIVEN MARKETING

T: 01892 599 917  
W: [marketingdelivery.co.uk](http://marketingdelivery.co.uk)  
E: [get.in.touch@marketingdelivery.co.uk](mailto:get.in.touch@marketingdelivery.co.uk)

# Who to visit and why?



## Less is more

Our award-winning digital document solutions have been specially designed for the automotive industry. By introducing them into your business you can remove large volumes of paperwork, unlock powerful intelligence and transform performance of your sales and aftersales departments.

Visit us at AM Live to see how we can help you enjoy the benefits of fully-integrated digital document management.



iDealFile



iServiceFile

motordocs.co.uk

CDKGlobal



## Heading up the digital sales creek without a paddle?

Covid has taken consumer buying behaviours to a different landscape.

Are your sales teams appropriately skilled or using yesterday's skills and philosophies with tomorrow's buyers?



TELEPHONE



EMAIL



VIDEO



VIRTUAL



LIVE CHAT

Visit Hall 1 Stand 10 to discover proven ways to convert digital leads into paying customers



ProfitBOX  
finds the hidden wealth..

www.profitbox.co.uk

# Who to visit and why?

**RAPID** RTC

## EMBRACING THE PARADIGM SHIFT

**THE FIRST DIGITAL SESSION AT AM LIVE**



**PONTUS RISKÅ**

VP SALES & SUPPORT  
RAPID RTC



**ANITA FOX**

HEAD OF AUTOMOTIVE  
Facebook

**JANUARY 20 | 10:45 - 11:15 AM GMT**

With accelerated industry changes upon us, retailers have adapted to the new landscape through an increased focus on their digital tools – but how can your business achieve sustained success in its digital transformation?

Join us to learn how embracing the paradigm shift will keep your business connected with customers, and how pairing technology and human interaction offers the superior online experience that car buyers expect.

To learn more visit the RAPID RTC team at **Stand 1 in Hall 1.**

[rapidrtc.co.uk](http://rapidrtc.co.uk)



# Who to visit and why?



**Become a Complete Data Driven Dealer Group**

**FREE** Data audit worth **£5,000**

**\*VISIT OUR CHAT ROOM TO AVAIL OF THIS EXCLUSIVE OFFER\***

Visit [realworldanalytics.com](https://realworldanalytics.com)  
Email [auto@realworldanalytics.com](mailto:auto@realworldanalytics.com)



**REALWORLD  
ANALYTICS**



 reputation.com®



**Visit us in Hall 2, Position 3 across both days of AM-Live to chat live with the Reputation.com team**

Ask our team anything! Learn more about Reputation Score X, and download the 2020 Auto Reputation Report to see where your brand ranks against the competition

Who to visit and why?

**Want to take aftersales  
market share of the 3+  
vehicle parc?**

Visit our stand to find out how with...

**SECRETSERVICE™**

THANK YOU AND  
SEE YOU NEXT YEAR

Automotive  
management  
LIVE

**11th November 2021**

[www.automotivemanagementlive.co.uk](http://www.automotivemanagementlive.co.uk)

## Annata

HALL 2 - POSITION 10



With over 20 years of experience as a solution provider for the Automotive industry, Annata provides solutions built on the Dynamics 365 business application platform. Annata 365 is a next generation unified technology solution that help manufacturers, distributors, dealers, rental companies, and fleet operators overcoming the industry disruption and challenges. It helps transforming existing operations and processes to adapt to and embrace new opportunities through technologies like IoT, ML, AI, and cloud-based services. With the current challenges presented with the Covid-19 pandemic, our customers have demonstrated that by having the flexibility and agility of Annata on Dynamics 365 they can quickly reconfigure work practices to keep their employees and customers safe, as well as take new business models rapidly to market

[www.annata.net](http://www.annata.net)

## Arena Group and Fujitsu PFU

HALL 2 - POSITION 2



A Xerox Company

Arena Group is back at AM talking paperless dealerships and digitisation with the mstore for automotive platform for dealerships, suppliers and manufacturers.

From an estimated 1400% ROI for Vertu Motors and saving an average one third of sales admin time through August for all mstore users, to surpassing in 10 millionth document managed through mstore across over 630 live dealerships, the 2020 numbers speak for themselves. mstore also featured at the AM Awards and AM Live's 2019 Future Dealership Zone.

With tech partners Fujitsu, Arena can demonstrate how by capturing sales, warranty, customer and OEM generated data and documentation from multiple sources, and converting into more accessible, homeworking friendly, efficient ways of working, dealerships can impact the bottom line and their ability to respond to uncertainty and compliance from FCA, OEMs and more.

Hear compelling insights and smart tech experiences at the 10 am day 2 speaker session.

[bit.ly/GetDigitalDone](https://bit.ly/GetDigitalDone)

## CarGurus



Founded in 2006 by TripAdvisor co-founder Langley Steinert, CarGurus is now the largest online automotive marketplace in the US and the fastest-growing automotive marketplace in the UK, where we launched in 2015. From the beginning, we've challenged the status quo, bringing new levels of trust and transparency to the car buying process to help consumers find great deals from highly rated dealers.

Because CarGurus provides consumers with data-driven insights, including deal ratings, vehicle history and dealer reviews, the leads we send to dealers come from buyers that are highly informed. The benefit is a high return on investment and competitively prices leads.

[www.cargurus.co.uk](http://www.cargurus.co.uk)

## CDK Global

HALL 1 - POSITION 5 & HALL 2 - POSITION 1



For more than 40 years CDK Global has been helping dealers with the tools and technology they need to build deeper relationships with customers.

Choosing the right technology solution for your dealer group can help you attract more leads, sell more vehicles and generate more service appointments. It also helps create the best possible experience for your customers, from your showroom to your workshop.

It means one, single platform to link your departments and the sites across your group. And to give you the insight you need to make data-driven decisions that can really impact the bottom line.

Discover new solutions from CDK Global including ePayments, Digital Documents and Visualiser, as well as partner technology in the CDK Partner Programme.

Register in advance to view any of our latest solutions, and we'll send you a coffee e-gift card to enjoy.

[www.cdkglobal.co.uk/amlive](http://www.cdkglobal.co.uk/amlive)



## Chrysalis Loyalty

HALL 2 - POSITION 6



Chrysalis is the leading global provider of loyalty solutions for automotive manufacturers, funders and retailers. We help our customers sell more vehicles, more often using proven processes and innovative, scalable technology now used by more than 2500 dealers in 16 countries worldwide.

Retailers who embed our processes and technology can expect to achieve a sale for every 2 customers contacted, making Chrysalis leads the best converting in the industry.

Visit our booth at AM Live to download case studies, white papers or view a demonstration of our solutions.

[www.chrysalisloyalty.com](http://www.chrysalisloyalty.com)

## CitNOW

HALL 1 - POSITION 3



With consumer behaviours constantly shifting, businesses worldwide are helping to shape the next 'normal' - with digitisation at the forefront. Savvy retailers are utilising digital communications at multiple customer touchpoints - from helping them shortlist a car when searching online, to inviting them back into the showroom towards the end of a finance agreement. CitNOW's suite of live and recorded video and imagery applications boost customer engagement throughout the car buying and ownership cycle.

As more of the car buying process is undertaken online, high quality digital content and video communications to bridge the gap between the physical site and the virtual world will be vital to futureproof a dealer's business.

Find us at [www.citnow.com](http://www.citnow.com) or call us on 01189 977740

## Diamondbrite

HALL 2 - POSITION 9



Whilst there is no doubt that 2020 has been one of not the most challenging year in the history of the UK Motor Industry, Jewelultra has been investing the time in redeveloping and diversifying their product range with a view to assisting customers to bouncing back to profitable business.

### Jewelultra Sanitisation Products

Ultravision

Diamondbrite

Training Academy

For further advice on enhancing your customers experience call 01622 815679 or email [enquiries@jewelultra.com](mailto:enquiries@jewelultra.com)

[www.diamondbrite.co.uk](http://www.diamondbrite.co.uk)

## Experian

HALL 1 - POSITION 8



Experian is the world's leading global information services company. During life's big moments - from buying a home or a car, to sending a child to college, to growing a business by connecting with new customers - we empower consumers and our clients to manage their data with confidence. We help individuals to take financial control and access financial services, businesses to make smarter decisions and thrive, lenders to lend more responsibly, and organizations to prevent identity fraud and crime. We have 17,200 people operating across 44 countries and every day we're investing in new technologies, talented people and innovation to help all our clients maximise every opportunity.

[www.experian.co.uk/business](http://www.experian.co.uk/business)

## Gtechniq

HALL 1 - POSITION 7



Gtechniq are the global leaders in ceramic and other durable surface coatings. Platinum offers a scientifically tested, nano-based system of protective treatments that outperform anything else.

In 2001 Gtechniq was formed out of dissatisfaction with aftermarket surface protection products for cars. Advances in chemical nanoengineering, combined with a rigorous laboratory and real-world testing regime, has allowed Gtechniq to create a range of innovative products that are continually improved for maximum performance.

Trained technicians make sure your car is treated from roof to sills, helping to maintain its perfect showroom finish and resale value for years to come. Platinum keeps your cars finish looking slick, offers UV, swirl and chemical resistance.

Gtechniq Platinum has been laboratory tested by several leading Paint Protection Film (PPF) manufacturers and has been approved for use on their films. Using Platinum on a PPF protected care will make it easier to maintain and protect it from UV damage.

[www.gtechniqplatinum.com](http://www.gtechniqplatinum.com)

## JudgeService Research Ltd

HALL 1 - POSITION 4



Our mission at JudgeService Research Ltd includes providing authentic and verified reviews to consumers and also help brands gain more business. We aim to make digital marketing easier for companies big, medium and small.

We also help improve customer satisfaction by identifying trade weaknesses & strengths with our granular customer research analysis. By collecting reviews and publishing them on search & social. We also analyse the data collected to get an in-depth insight into what customers really think about them.

We help car dealers understand their customer satisfaction, fix problems, generate referrals and promote honest and accurate customer testimonials.

JudgeService – your route to raving fans

[www.judgeservice.com](http://www.judgeservice.com)

# Social Networking

@AM\_LiveUK  
#AMLVirtual



Keep informed  
and get in touch  
@AM\_LiveUK

## Marketing Delivery

HALL 1 - POSITION 2

**Marketing Delivery**  
**DATA DRIVEN MARKETING**

Keeping retailers in touch with their customers is our mission statement. There's a lot more to it! Data Driven Marketing means driving eCRM programmes, reaching customers where they live their electronic lives. This is what Marketing Delivery does. Once again we will be showcasing how eCRM and Social Media are effective tools to increase conversion and improve retention. We will show how Social Media should now be an integral part of the marketing communications mix for all dealerships, and how just "doing emails and Facebook" simply isn't good enough any more. It's an interactive world out there and Marketing Delivery will be showing how to get the most of the tools available. We will have some insight from our own clients and from recent consumer research.

[marketingdelivery.co.uk](http://marketingdelivery.co.uk)

## MotorDocs

HALL 2 - POSITION 4



MotorDocs is committed to helping dealers transform performance through innovative and intelligent digital document solutions. We lead the way in developing cloud-based platforms that improve efficiency, compliance, profitability, customer experience and environmental impact.

By introducing the full suite of MotorDocs products, sales and service departments can remove large volumes of paperwork from the dealership and introduce digital document workflows. By seamlessly collating information from multiple sources, we help them unlock powerful business intelligence, realise immediate cost savings and enable a contact-free customer experience.

Our award-winning iDealFile platform is in high demand - transforming post-sale efficiency and intelligence at more than 400 locations across the UK. Our iServiceFile platform offers the same benefits to service and repair teams, with a specific focus on supporting more warranty approvals. Contact our team on 01635 905985 or come and see us at AM Live Virtual 2021 to see how our products can help you unlock the positive commercial benefits of fully integrated intelligent digital document management.

[www.motordocs.co.uk](http://www.motordocs.co.uk)

## NFDA

HALL 2 - POSITION 8



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 approximately 590,000 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 used cars, finance and insurance, aftersales and recruitment.

In February 2018, NFDA launched Drive My Career, an initiative promoting careers in automotive retail to young people, and, in May 2019, we developed the Government-backed Electric Vehicle Approved (EVA) an accreditation scheme which certifies retailers' excellence in the EV sector.

[www.nfda-uk.co.uk/](http://www.nfda-uk.co.uk/)

## RAPID RTC

HALL 1 - POSITION 1



RAPID RTC is a multinational digital communications company that specializes in automotive, serving 4,000 retail and manufacturing clients around the globe. We focus on improving businesses' digital communications & customer engagement practices by seamlessly connecting online shoppers in real-time, using their preferred channel, with salespeople who are not busy with showroom walk-ins. Our brand promise is to bring value to our clients by placing their customer 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. RAPID RTC is headquartered in Winnipeg, Canada, with offices in Toronto, Canada; Paris, France; London, U.K; Dallas, U.S.A. and is part of the DMT Group of companies. DMT Group was founded in 1996 and is privately held.

[www.rapidrtc.com](http://www.rapidrtc.com)

## Real World Analytics

HALL 2 - POSITION 5



Real World Analytics provides a cloud-based Business Intelligence (BI) solution that helps you become a complete data-driven dealer group. By bringing all your data into one place 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 details for further investigation. Your managers in the outlets get reports such as DOCs delivered to them automatically so that they can action issues on the spot. The solution is designed to help you stay on top of your business with all the information you need at your fingertips. To find out more, visit our stand at AM Live Virtual for a FREE Data Audit.

[www.realworldanalytics.com](http://www.realworldanalytics.com)



## Reputation.com

HALL 2 - POSITION 3



Reputation.com helps companies delight consumers at every touchpoint by helping them to Get Found, Get Chosen, and Get Better within today's Feedback Economy. If you're not proactively soliciting, consolidating, promoting, and acting on feedback at every stage of the customer journey, buyers will take their business elsewhere, especially when it comes to big-ticket items sold within the automotive industry. 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 organisation, 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.com are proud to be the platform of choice for leading auto brands in Europe, including Arnold Clarke, Inchcape, JCT600, Lookers, Robins & Day, and more; as well as OEMs including BMW, Hyundai, Renault, and Toyota.

[reputation.com](https://reputation.com)

## SecretService, Powered by BookMyGarage

HALL 1 - POSITION 6



SecretService, powered by BookMyGarage, partners with AM200 dealership groups to transform consumer perception of franchised servicing, MOTs & repairs. Through a combination of intelligence led, highly targeted marketing strategies, and BookMyGarage.com, SecretService enables franchise partners to take market share of segment 2 & 3 vehicles. Partners are guaranteed a minimum 200% ROI and can expect an average booking net profit margin of above 30%. Invoice values of SecretService bookings are typically 13% higher than the franchise's current bookings. In addition to driving new conquest customers (70% of all bookings) into your network, we alert you when your customers are about to leave you before they do. Gain conquest customers, improve retention, win back lapsed customers, and transform your Aftersales contribution to restore absorption performance in 2021.

[tools.bookmygarage.com/franchise](https://tools.bookmygarage.com/franchise)

## Profit Box

HALL 1 - POSITION 10



As Profit Box work with business owners, leaders and senior executives who are facing overwhelming pressure to improve results, what we consistently see is they are great at the strategy and communication, however, don't have the resource and tools to develop talent at an accelerated pace.

What most people don't know is that talent development doesn't have to be complicated, high risk or expensive. Once they integrate key development stages, the results can be remarkable.

What Profit Box deliver is hi-impact learning interventions that deliver improved and sustainable results which generate a meaningful return on investment.

As we enter a digital age at an accelerated pace, this has arguably never been more important.

We're your strategic learning partner, driving performance by moving skills forward. Empower your team. Lead your industry.

[www.profitbox.co.uk](https://www.profitbox.co.uk)

## Wayroo - Automotive Software

HALL 1 - POSITION 11



The Wayroo platform will help transform your business, Igniting Sales, significantly reducing operating costs. Empowering your teams to answer transformational questions that have been challenging to answer, until now!

We passionately believe that there is both opportunity and success in the future for our customers with Digital engagement. Our philosophy is to nurture strong partnerships, helping you increase sales, enhance efficiency and leverage business insight.

We help the automotive industry unlock exciting new opportunities in areas that traditionally have been manual, labour-intensive operations. We constantly push the boundaries, helping our clients ignite the opportunity of digital change facing the industry.

We don't believe in limits, which is why we have developed next generation solutions to help you increase sales, enhance efficiency & empower your teams.

[www.wayroo.io](https://www.wayroo.io)

## AM WEBINARS TO LOOK OUT FOR IN 2021!



### **MOTOR RETAIL** **REVIEW**



Chaired by AM editor Tim Rose, he will be joined by senior executives from the motor retail industry, who'll share their own experiences and reflect on the learnings from the prior quarter's trading, debate upcoming opportunities and discuss the hottest topics in the industry.

**REVIEW OF THE MARCH  
PLATE-CHANGE & Q1 MARKET**  
Tuesday, April 6th

**REVIEW OF THE JUNE  
& Q2 MARKET**  
Tuesday, July 6th

**REVIEW OF THE SEPTEMBER  
PLATE-CHANGE & Q3 MARKET**  
Wednesday, October 6th

**THE GENERAL MANAGERS GUIDE TO...**

February – Increasing service retention  
March – Used car preparation  
April – Increasing profit per unit  
May – Keeping FCA compliance  
June – Staff management and motivation  
July – Enhancing workshop efficiency  
August – Improving stock turn  
September – Making a success of MOTs  
October – Winning back 'lost' customers  
November – Making admin easier  
December – Making customers EV converts

This webinar series is all about sharing best practice, enhancing a dealership's day-to-day operations and helping GMs/DPs to make their dealership as successful as possible. It will also allow those seeking their first general management position to gain crucial understanding.

Contact the team: [amconferences@bauermedia.co.uk](mailto:amconferences@bauermedia.co.uk) for more information

THANK YOU  
AND SEE YOU  
NEXT TIME.

**Automotive  
management**  
**LIVE**

**11th November, 2021**

[www.automotivemanagementlive.co.uk](http://www.automotivemanagementlive.co.uk)