

SHOW PREVIEW

Automotive management LIVE

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AM  **NFDA**

November 9, 2017
NEC, Birmingham

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AUTOMOTIVE MANAGEMENT LIVE: YOU CAN'T AFFORD TO MISS IT

This year's bigger, better exhibition offers deep insight into automotive retail – don't miss out

We are just days away from *AM*'s second one-day trade show, which takes place on November 9 at Birmingham NEC.

Once again hosted in partnership with the National Franchised Dealers Association, this year's event includes an additional two insight theatre sessions – covering the forthcoming General Data Protection Regulation (GDPR) and used cars – while the popular F&I session returns.

New this year is *AM*'s Profit Clinic, where visitors can get one-to-one advice on how to maximise

revenue opportunities from automotive accountancy and business management consultancy ASE.

Hosted by some of the sector's leading suppliers, eight best-practice seminars will tackle some of the major challenges and developments taking place in the industry, covering video, aftersales, online finance, live chat, social media, websites and digital technology, new cars, and customer reviews.

Suppliers in the exhibitors' hall will showcase and provide product demonstrations of the latest technologies available, allowing dealers to compare different services under one roof in one day.

Last year, nearly 500 visitors attended the event and this year even more are expected to attend from both the franchised and independent sector.

Once again, the exhibition is free for dealer and manufacturer delegates to attend, and there's still time to register at automotivemanagementlive.co.uk.

Automotive Management Live promises to be high-profile, fast-paced, insightful, enjoyable and essential for dealers looking to maintain their competitive edge.

Don't miss the best day you'll spend away from your dealership in 2017.

THE BEST DAY YOU WILL SPEND AWAY FROM YOUR DEALERSHIP IN 2017

NEW FOR THIS YEAR

- Profit Clinic
- Used car insight theatre sessions
- GDPR insight theatre sessions
- Greater Birmingham Chamber of Commerce
- Best UK Dealerships to Work For ceremony

BACK BY POPULAR DEMAND

- F&I insight theatre
- Best-practice seminars
- 100+ automotive retail suppliers
- Comfortable and relaxed café area for networking opportunities

TOPICS AND ISSUES

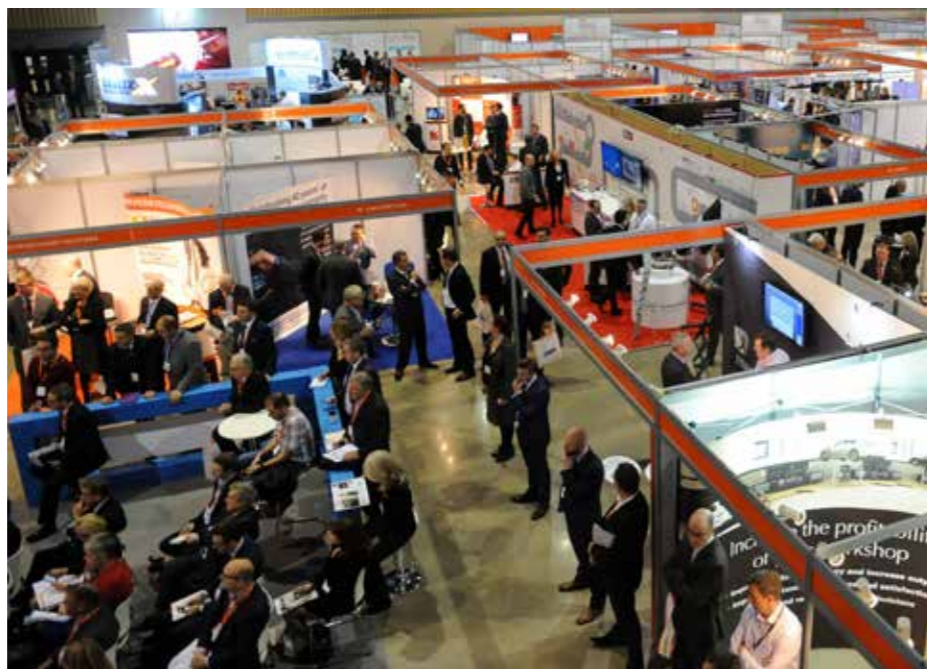
- Opportunities and challenges in the used car market
- Discussing the Financial Conduct Authority (FCA) 2018 review into motor finance
- Preparing for new GDPR data laws
- Secret strategies of some of the best-performing dealers
- Find out what your colleagues think with the latest NFDA Dealer Attitude Survey

WHY YOU SHOULD ATTEND

- Free for dealer and manufacturer visitors
- Compare and contrast different products in one day
- Best practice in video, aftersales, social media, online finance, new cars, digital technology, and reviews
- Find out if your data processes are compliant under next year's new data laws
- Discover activities to increase profitability

WHO SHOULD ATTEND

- Senior managers who need market insight and overview to devise strategy
- Independent dealers looking to maintain their edge and strengthen their market position
- Manufacturers who want to understand issues facing their network and potential solutions
- Dealer principals and general managers who want to take their businesses to the next level
- Line managers who want granular-level insights to boost performance
- Digital and marketing managers who need to drive results from marketing activity



- Those responsible for compliance or who would benefit from the latest FCA and GDPR insights
- Anyone who works in automotive retail and wants to stay one step ahead

BEST-PRACTICE SESSIONS

- Video
- Aftersales
- Customer reviews
- Social media
- New cars
- Finance
- Live chat
- Websites and digital technology

INSIGHT THEATRE

Expert speakers focus on hot topics currently creating challenges for the industry.

F&I

We ask:

- What can the industry expect from the 2018 Financial Conduct Authority (FCA) review into motor finance, including the main issues currently on the regulator's agenda, the likely outcome and next steps?

- Has the sector made the culture shift needed to perform in a highly regulated environment?
- How should dealers react to negative media coverage of 'miss-selling' of PCPs?

DATA

We explore:

- The new EU regulation, GDPR, which will introduce fines of up to €20 million (around £17.5m) or 4% of a company's global turnover
- Practices dealers need to have in place now and ways dealers can ensure they are on the road to compliance
- How criminals are trying to damage your business and how you can protect your systems against cyber-attack

USED CARS

We discuss:

- Opportunities and challenges in the used car market and what's on the horizon
- Increased use of sophisticated analysis influencing the understanding of the used car market and consumers' buying behaviours
- The importance of reviews as more of the buying process moves online and predictions that about a fifth of all cars will be sold online by 2027 (source: Trustpilot/CEBR)

INSIGHT THEATRE

The Insight Theatre will run throughout the day, with expert speakers focusing on topics that are creating challenges for the industry. The Insight Theatre will explore: Data – including the new General Data Protection Regulation (GDPR), which comes into force next year; F&I – including exploring what's on the horizon and the Financial Conduct Authority's forthcoming review; and Used Cars – how the market is likely to perform as 2017 closes and what is in store for dealers next year.

GDPR INSIGHT THEATRE

The forthcoming EU data regulation GDPR could see dealers facing fines of up to €20 million (about £17.5m) or 4% of a company's global turnover.



THE CHALLENGES DEALERS FACE IMPLEMENTING GDPR

Madeleine Ansbro, head of compliance, Marshall Motor Group



Dealers face huge challenges when it comes to implementing GDPR with a variety of interpretations and requirements. Ansbro, whose compliance remit has been extended beyond the Financial Conduct Authority to include the new data

regulations, explores the issues dealers need to overcome in order to devise a compliant and workable solution to meeting GDPR requirements. She also discusses the importance of appointing the person responsible for data compliance as required under the new rules.

HOW THE DIGITAL LANDSCAPE IS CHANGING – FOCUS ON CYBERCRIME AND GDPR

Dan Moore, director of IT consultancy, PKF Cooper Parry



A session that will look at how the digital landscape is changing, with a particular focus on cybercrime and the GDPR. They will investigate how criminals are trying to damage your business and how you can protect

your systems against cyber-attack. They will also examine how the GDPR will change the way that dealerships will have to collect, store and process data in the future.

EXPLORING SOME OF THE PRACTICES TO AID GDPR COMPLIANCE

Jenai Nissim, legal director, data protection and privacy, TLT



The GDPR introduces new accountability and compliance requirements for all organisations that process personal data, together with an increase in the fines for non-compliance. Discover some of the practices dealers need to

have in place now and explore ways dealers can ensure they are on the road to compliance. This session offers some practical guidance, raises questions about dealers' current approach to the GDPR and identifies areas of focus.

F&I INSIGHT THEATRE

THE 2018 FCA REVIEW AND WHAT COULD BE ON THE REGULATOR'S AGENDA

Andrew Smith, consumer credit director, Compliancy Services, FCA compliance consultancy



This session explores the 2018 Financial Conduct Authority (FCA) review into motor finance, including understanding the main issues currently on the

regulator's agenda, the likely outcome and next steps based on similar reviews that have taken place in other sectors. Exploring the measures that need to be put in place and how dealer groups can best prepare, as well as asking whether the sector has made the culture shift needed to perform in a highly regulated environment, Smith will also discuss media reports surrounding the 'mis-selling' of PCPs and quash the myths currently appearing in the media.

USED CAR INSIGHT THEATRE

THE IMPORTANCE OF TRUST IN THE USED CAR MARKET

Kristian Wheeler, sales team lead (UK), Trustpilot

Research from review site Trustpilot and the Centre for Economics and Business (CEBR) predicts that about a fifth of all car sales will take place online by 2027. Reviews are already an important stage in the buyer's journey and their relevance will increase as more of the purchase process takes place online. This session explores consumer attitudes to reviews, while also providing guidance on ways to monitor, manage and respond to consumer comments.

OPPORTUNITIES AND CHALLENGES IN THE USED CAR MARKET

James Dower, Black Book senior editor cap hpi



With 2016 a record year for used car sales and 2017 expected to see further gains, this session explores current and future opportunities, such as the rising popularity of ULEVs and the move away from diesel.

This session also discusses what's on the horizon and the increased use of sophisticated analysis influencing the understanding of the used car market and consumer buying behaviours plus the diversification of sales channels.



ADOPTING A MORE SOPHISTICATED DIGITAL STRATEGY TO SELLING USED CARS

Nathan Quayle, marketing manager, Fords of Winsford



Dealers are increasingly employing digital experts who are savvy with tracking traffic and measuring outcomes, resulting in a more scientific approach to attracting and nurturing leads.

Dealers that make use of the classifieds and expand their reach to incorporate digital disruptors as well as forging their own presence online will be the winners to attract used car buyers, to both their virtual store and their physical site. This session, from one of the largest independent used car supermarkets in the north-west, explores how the used car digital strategy is becoming even more sophisticated.

BEST-PRACTICE SESSIONS

VIDEO

THE FUTURE OF VIDEO IN THE AUTOMOTIVE INDUSTRY

Alistair Horsburgh, CEO, CitNow



Video is an accepted form of communication with consumers, and many expect to see it in use. CitNOW will discuss the role of video now and in the future as a customer retention and sales conversion tool. Using ground-breaking, fact-based consumer research, the session will also explore the role of video from the customers' point of view and how it can be used to enhance the customer experience and ultimately secure more business.



SOCIAL MEDIA

HOW CUSTOMERS MAKE USE OF THE MULTIPLE DIGITAL CHANNELS

Jeremy Evans, managing director, Marketing Delivery



This session will explore how customers make use of the multiple digital channels, often switching between several when researching vehicles and communicating with dealers. It will include crunching the numbers around time spent online on various channels and how digital engagement is a key driver of loyalty. The session also underlines the importance of data in a dealer's social media strategy, as well as for email and SMS communications, and how to



construct a cost-effective Facebook ad campaign.

NEW CARS

DIGITISING ADD-ON PRODUCT SALES TO BOOST REVENUE PER UNIT

Alan Graham, head of sales, Supagard



To maximise revenue streams, dealers need to embrace digital technology and develop a sophisticated communication strategy as part of the new car purchase journey. More than simply providing information on dealer websites, add-on products need to be backed up with an e-commerce offering that is triggered once a vehicle order is confirmed. Supagard also shines a light on changing attitudes to car ownership, including a shift in mentality to monthly payments and the rise of mobility as a service (MaaS).



ONLINE FINANCE

THE FUTURE OF ONLINE CAR RETAILING

James Tew, CEO, iVendi



The future of retailing will see increased digital functionality and consumers combining virtual and physical showrooms, with most accessing both at different stages. Delivering an end-to-end online purchase solution is essential and requires an effective, secure and easy-to-use finance function. Retailer reluctance remains at odds with consumer demand and this session seeks to debunk some myths, including how handing over more online control to consumers choosing their funding option could better meet FCA compliance requirements.



AFTERSALES

SHIFTING AFTERSALES SYSTEMS TO BE CUSTOMER-CENTRIC

Nick Horton, managing director of Profit Box, the training partner for eDynamix



During this masterclass, eDynamix will focus on the need to shift systems from being workshop-centric to customer-centric. As the so-called millennials continue to tighten their grip on how we operate and customers in general become more digitally aware, eDynamix will substantiate the ever increasing appetite from consumers to operate within a self-serve mobile environment. This session will also look at how motor retail performs against other sectors.



CUSTOMER REVIEWS

HOW TO CREATE 'RAVING FANS' TO BUILD LOYALTY, REPEAT BUSINESS AND ADVOCACY

Neil Addley, managing director, JudgeService Research



Measuring customer satisfaction is key to building loyalty, repeat business and advocacy. This session provides new insights into what behaviours create loyalty and practical steps dealers can take to develop 'raving fans' within their businesses. In addition, it will look at the importance of preparing to gain appropriate permissions before the GDPR comes into force on May 25, 2018.



LIVE CHAT

CONNECT EVERYWHERE: CREATE YOUR OWN MESSAGING NETWORK TO CONVERT MORE BROWSERS TO BUYERS

Ed Parkinson, director, dealer development, Contact at Once



Chat and mobile messaging can be incorporated extensively in a dealer's digital marketing plan. Maximising the potential of messaging for connecting with consumers generates leads and boosts conversion rates. This session shows how dealers can create instant connection points with digital shoppers in new and inventive ways using live chat and text.



WEBSITES AND DIGITAL

FROM MOBILE TO DESKTOP, EXPLORING THE LATEST DIGITAL AND WEB TRENDS THAT GENERATE LEADS

Martin Dew, head of operations, Autoweb Design



This session will examine ways to ensure websites are mobile-friendly and optimised to turn mobile website visitors into sales leads, and look at the latest developments in mobile-friendly digital marketing. With desktop and tablet traffic also hugely influential, understanding website user behaviour on different device types and how that information can be used to generate more enquiries will also be explored, including encouraging visitors to move forward from initial awareness and research to engaging with the sales team.



DIESELS, EVs AND OTHER USED CAR MARKET INFLUENCES

With a buoyant used car market, dealers need to be aware of the challenges and opportunities.

When James Dower, the senior editor of cap hpi's Black Book, takes to the stage as part of Automotive Management Live's insight theatre on used cars, he will highlight the ongoing appetite among drivers for used diesel vehicles. He will also discuss the need for a used electric vehicle (EV) package, including installing a charger.

He said: "We will see used car prices go up in October and stabilise in November. As new car registrations continue to deplete, the 2018 focus will be on used cars. For us, the challenge is making sure dealers are tuned into the opportunity and make the most of it."

"New car prices are going up and the exchange rate makes it impossible for manufacturers to pump volume into the UK market, plus their margins are slimmer as a direct result of the devaluation of the pound. Consequently, dealers are taking a step back from new car volumes and that will continue in 2018. Meanwhile, a rise in PCPs to fund used cars has fuelled the market further as monthly payments are often more affordable than those with a traditional HP."

"There has been a notable drop-off of about 8% in new car registrations for diesel. A corresponding shift towards petrol-hybrid is fuelling the growth in the alternative vehicle market, which is up more than 5% in August. But it's not an issue for the used car market. Yes, diesels are experiencing some depreciation, but it's not huge. For example, on a VW Golf Match TDI about 12 months old, depreciation will be about £184 over three years."

"There will always be a buyer for a diesel car. However, dealers do need to be mindful of the mix."

EVs make up only about 10% of the alternative fuel vehicles (AFV) market, compared with about 90% for petrol-hybrids, so dealers need to weigh up many factors when deciding to put EVs on their forecourts.

Dower said: "Dealers need to establish who the customers are and how to reach them. Someone who commutes 20 miles every day and has access to a charger will be right for an EV, but it's identifying those people. There are no additional subsidies for buying a used EV, unlike new, and there's no financial help for the installation of a home charger."

"Dealers and manufacturers serious about selling used EVs need to look at the whole proposition. It needs to be sold as a package, including the installation of chargers, and manufacturers and dealers will need to put that together."



“THERE WILL ALWAYS BE A BUYER FOR A DIESEL CAR. HOWEVER, DEALERS DO NEED TO BE MINDFUL OF THE MIX

JAMES DOWER, SENIOR EDITOR, CAP HPI BLACK BOOK

@AMLIVE2017 #AMLIVE

Register for your free ticket at automotivemanagementlive.co.uk

INSIGHTS YOU CAN EXPECT FROM SPEAKERS AT AUTOMOTIVE MANAGEMENT LIVE

A host of industry experts will take to the stage throughout the day at the event as part of AM's insight theatre, specialist dealer clinic or best-practice sessions. Speakers are selected for their specialist industry knowledge, covering topics in the insight theatre focusing on used cars, new data regulations and F&I. There are also eight best-practice sessions where a range of issues facing the sector will be tackled. They have plenty to say, so expect in-depth knowledge, industry predictions, tips and guidance and the odd controversial comment for good measure. Here's a flavour of what to expect:

ON COMPLIANCE



“It's not about the culture of putting the customer first or treating them fairly, as I think, absolutely, that exists, but the culture of operating in a professional finance landscape which needs to change. The sector has moved from operating in a lightly regulated environment to one which requires dealers to deliver financial services to the highest standards... and evidencing absolutely everything. This is where the culture shift still needs to happen.
Andrew Smith, consumer credit director, Compliancy Services



“Many dealers are ill-equipped for all the regulatory changes we are seeing. They simply want to focus on selling cars, but life isn't that simple. However, pushing more of their processes online into the digital arena is going to help, creating an infrastructure that will solve many, though not all, of their problems. We find a direct parallel between dealers who are best handling the demands of GDPR and FCA and those adopting complete online retail offerings.
James Tew, CEO, iVendi

ON THE IMPORTANCE OF THE EVENT



“THIS REGION AND THE AUTOMOTIVE SECTOR ARE INSEPARABLE. THE CHAMBER MEMBERSHIP INCLUDES A STRONG REPRESENTATION FROM THE SECTOR, INCLUDING JAGUAR LAND ROVER, BMW, DENNIS EAGLE AND GKN DRIVELINE, PLUS MANY OF THEIR SUPPLIERS. WE ARE DEEPLY EMBEDDED IN THE FORTUNES OF AUTOMOTIVE AND IT'S IMPORTANT THAT WE ARE REPRESENTED AT AM LIVE.

PAUL FAULKNER, CHIEF EXECUTIVE, GREATER BIRMINGHAM CHAMBER OF COMMERCE

ON DATA



“I do base decisions on data and I crunch a lot of numbers, but I don't believe you can run a successful used car operation relying on data alone. A car is an emotional purchase, so data will never tell you the full story. Sometimes, consumers will be swayed by something as simple as the car's colour or the experience they have on-site, which makes everything alongside your marketing, such as your customer service and your brand, all influential to the final outcome.
Nathan Quayle, group marketing manager Fords of Winsford



“As we search for increased customer-centricity, we also start to appreciate how the new GDPR regulation will affect all dealer/customer interaction and communication. Sophisticated technology, access to data and impending explicit control over the use of data is creating a much smarter consumer, who wants to make decisions via digital tools and apps including choosing how to pay for goods. This has huge implications for the aftersales department, which still takes payment over the counter with few offering an online payment facility.
Nick Horton, managing director of Profit Box, the training partner for eDynamix

ON THE MARKET



“Dealer profitability is undoubtedly under pressure. After a stunning start to the year, quarters two and three have been significantly more difficult, certainly from a new car perspective. This has led to lower profits for retailers, and an undesirable used car stock mix for many. As we move through quarter four, we usually see a significant divergence in performance. There remains huge potential within aftersales and used cars, even in a quiet new car quarter and I will be looking to share some of the hints and tips which we have seen produce an exceptional performance.
Mike Jones, global chairman, ASE

ON GDPR



“The vast scale of the implications of this legislation [GDPR] is not yet fully understood and more thought must be given to the way in which the many layers and multiple parties involved in purchasing a vehicle will manage that data under the new rules. We look forward to discussing these issues with delegates at AM Live in November.”
Dan Moore, director, PKF Cooper Parry

ON THE CONNECTED CUSTOMER



“The right social media strategy makes all the difference when it comes to generating web traffic. We have always advocated operating Facebook pages by dealership because the platform is all about tapping into the local community. I'll be sharing some stats that illustrate the impact of having your own page. For example, dealers with a local Facebook strategy are seeing up to five times the web traffic from the platform than those who have just group or brand pages.
Jeremy Evans, managing director, Marketing Delivery



“Overall, dealers deliver good customer service and when we compare performance to previous years, it is apparent standards are continually improving. In fact, currently 95% of customers who take part in a JudgeService review or survey would recommend their dealer to friends and family. The insights from our data will be more about smoothing out any rough edges and making tweaks to improve service even further. It can be surprisingly easy for dealers to get something wrong, which mars the entire experience from the customer's perspective.
Neil Addley, managing director, JudgeService



“Video relationship management, or VRM, is now a widely established form of communication between dealers and their customers and we are convinced video will eventually overtake email as the most popular form of communication. Over the past 12 months, we have seen both dealer groups and manufacturers become much more prescriptive on how video should be produced and presented, reflecting its growth and prominence.
Alistair Horsburgh, CEO, CitNOW



“Your vision should be to align the brand (dealership and its personnel) to the way 65 million Brits are connecting and communicating today. That's engagement through messaging, in a continuous and meaningful connected way. Dealers can achieve this by putting their brand on the same page and in the pocket of the consumer so that the dealer and its consumers can connect anytime, anywhere, any way, through messaging. The tipping point for messaging is upon us, especially since Google, Facebook and Apple in the iOS11 release are enabling consumer-to-dealer messaging functionality.
Ed Parkinson, director of dealer development, Contact At Once

EXHIBITOR NEWS

More than 100 exhibitors will demonstrate the latest products and services currently available to automotive retailers. Many suppliers are using the event to launch new products, with others showcasing recently launched tools and services. All designed to make running a modern dealership easier and more efficient, many are focused on enabling dealers to drive traffic to their websites and social platforms as well as the showroom itself, keep track and nurture leads and retain customers.

AUTO SERVICE FINANCE STAND A6

Auto Service Finance (ASF) will display its new dashboard and analytics tool, which presents real-time performance data to each of its 850+ customers.

Launched in mid-September, the tool's data includes the volume and value of upsell work funded by ASF, customer feedback and a full demographic breakdown of customers and their transactions.

ASF provides a simple payment solution for repairs, servicing and accessories including the option to pay over three instalments, interest-free, with the dealership paying a small transaction fee.

The results of its recent customer survey will also be available. Of 11,000 recipients, 90% said they would return to a dealership because they offer ASF and 82% would recommend to a friend.



AUTOWEB DESIGN STAND D16

"Last year, AM Live was a fantastic event for Autoweb Design. We met a great number of industry contacts thanks to the event being so well organised," said Martin Dew, head of operations at Autoweb Design.

This year, the company will showcase its new website products and digital marketing services. Autoweb Design will also give a talk on industry insights into website optimisation for mobile and desktop and how to turn website visitors into leads.



BLUEGRASSCOMS STAND D8

Can you take the Parts Throne and reach the top of the leaderboard? Visitors are invited to play VISION's Game Of Parts - 'your genuine car parts solution for the Seven Kingdoms'.

Built entirely in-house by Bluegrasscoms, the game is touch-enabled for mobile devices, and is billed as a "simple, silly and well made distraction".

Bluegrasscoms provides manufacturer trade parts programmes, delivering a complete 'in-house service' offering marketing, sales, training, and software development.

Bluegrasscoms also works on aftersales initiatives on behalf of dealers and manufacturers including mystery shopping, corrective training, marketing, capacity planning and upselling (red and amber work) through its own telesales department.



COPELAND AUTOMOTIVE RECRUITMENT STAND F4

Copeland's consultants will be at Automotive Management Live to meet and provide advice to automotive employers and job-seekers.

For employers, consultants will be available to discuss recruitment needs and advise on the current employment market.

For job-seekers, Copeland will be running a CV clinic throughout the show. Visitors just need to bring a copy of their current CV and they will be able to register with the company and discuss automotive career opportunities.

Experts in executive search for the automotive industry, Copeland recruits for automotive manufacturers, agencies, suppliers, finance companies, leasing and rental providers, aftermarket and dealers.



COX AUTOMOTIVE STAND C10

Cox Automotive will showcase new products from across its brands.

Visitors will be introduced to Manheim Bruntingthorpe, a next-generation auction with a showroom feel and AV technology.

Also new to the UK market is Incadea, a flexible and intuitive dealer management system that gives dealers a connected view of their business, enabling them to track acquisitions, inventory, sales performance and customer experience.

From the Modix business comes Modix AdBox, a search tool that uses dealers' live inventory to deliver targeted Google ads, and Modix 360, an easy way to take and present high-quality, 360-degree images and video.

The team will also share the latest news and developments from Data Solutions, Xtime, NextGear Capital and Motors.co.uk.



CONTACT ADVANTAGE STAND C32

The CRM and lead management company will provide automotive retailers with hands-on experience of its Contact Advantage showroom solution.

Visitors are invited to navigate the iPad-based solution themselves while enjoying a complimentary cup of coffee (or two).

With more than 14 years' experience building showroom systems for the automotive industry, Contact Advantage offers complete transparency of all leads and enquiries within the sales funnel. With FCA compliance, appraisal tools, stock control, and a marketing suite on offer, the team aims to demonstrate the product is much more than just a CRM system.



DURA STAND D34

Visitors can find out more about Dura's 'Integrated Workshop Concept' at stand D34. Designed and manufactured in Britain, Dura has more than 20 years' expertise in delivering design-led solutions.

Its award-winning product range can be seen in the workshops of the world's leading automotive brands.

The company's message to visitors is simple: "Your workshop plays a critical part in the efficiency and profitability of your business, so it's essential that it's designed right first time. Our aim is to provide you with design solutions and products of the highest quality and lowest environmental impact, delivered with unmatched levels of service."

The team will talk to visitors about ways to improve the profitability and efficiency of their businesses.



EDYNAMIX STAND D40

At eDynamix, the team has been working diligently to ensure that its systems and those dealers using them are compliant with the forthcoming General Data Protection Regulation (GDPR).

Having recently gained ISO 27001 certification for information security and through the launch of its new 'Consent Server', eDynamix is aiming to make compliance as smooth as possible.

The company will highlight the benefit of having one supplier with one customer data pool. eDynamix provides a connected software solution for service plans, electronic vehicle health check, proactive follow-up, sales and aftersales videos, online bookings and surveys.



ENQUIRYMAX STAND A4

Dealers can now obtain finance quotes from leading providers in the enquiryMAX system, making it quicker and easier to close a sale.

Visitors to the enquiryMAX stand can find out how customers will be able to enjoy a quick and seamless experience with access to leading lenders, including Black Horse, Santander and VW Financial Services. Since users can complete the quote in the enquiryMAX system, FCA compliance on 'Treating Customers Fairly' is supported.

enquiryMAX provides sales lead management software and retail consultancy services to more than 600 UK dealers. Customers use a cloud-based sales lead management system to help implement a structured sales process.



GARDX INTERNATIONAL STAND B14

GardX International will showcase its AD-Vantage Spincar 360 digital merchandising platform, providing demonstrations to stand visitors. The platform aims to give the consumer an immersive and interactive experience that increases time on the dealer's website and generates more qualified leads.

An F&I supplier to the automotive industry with proven profit-generating solutions, professional account management and training, GardX is renowned for its vehicle protection system, aftermarket products and more recently its niche insurance products.



GMD PEOPLE EXPRESS CAFÉ

Once again, the training agency is sponsoring the Express Café area, in conjunction with Steele-Dixon.

With the pace of change the motor retail sector is experiencing, GMD embarked upon its own research to gain further insights into what line managers and senior leaders believe are the greatest challenges in their businesses, as well as what skills they need to do their jobs better, now and in the future.

More than 250 automotive managers and leaders were surveyed and the outputs from this work provided some insightful views. It has also helped the company consider how to best support its customers.

Copies of its executive summary will be available at the event.



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HITACHI CAPITAL CONSUMER FINANCE STAND B20

Hitachi Capital Motor Finance will be talking to visitors about its wide range of fast and flexible finance solutions.

"Our APR-based model is simpler to administer, fairer to the customer and more profitable for dealers than traditional difference-in-charges commission structures," said Jonathan Turner, strategic development manager.

With more than 30 years of retail finance experience, Hitachi Capital Motor Finance underwrites the individual rather than the asset, thus reducing restrictions on the loan to value ratio and the age of the vehicle dealers can lend against. They also specialise in promotional credit products to help differentiate dealer advertising. With 90% of application decisions made instantly and the use of e-signature, deals can be closed there and then.



ISUZU STAND OP2

Following an increase in vehicle registrations, Isuzu's dealer development team will be undertaking introductory conversations regarding its open point locations.

Claire Ketchion, group dealer development manager, said: "An increase of circa 4,000 registrations over the past five years has seen some exciting changes for the brand and we aim to continue this success moving into 2018."

At Isuzu, the focus is on meeting customers' specific pick-up needs. The new generation Isuzu D-Max incorporates a new turbo diesel engine producing 164PS and 360Nm of torque whilst meeting Euro 6 emission standards and delivering more than 40MPG combined (all manual models). Single, extended and double cab variants are available.



JUDGESERVICE STAND B32

Online review provider JudgeService will spell out what it takes to create a loyal customer who also acts as an advocate for your business.

Neil Addley, managing director, said: "We have been surveying customers for over six years now, which has provided us with masses of data from which we can glean extensive information on car buyers' views of customer care."

"We have been able to determine the key elements which dealers have to get right in the eyes of consumers, to be considered as delivering excellent customer service. These insights will be available for the first time at this year's Automotive Management Live event."



LTK CONSULTANTS STAND A16

Showcasing Konnect, its software platform linking telephony, DMS, data, resource and multi-media channels, the system provides visibility of the customer contact journey, agent resource, return-on-investment and real-time activity output.

Launched in 2016, Konnect is already used by two dealer groups in the top 30 of the AM100, as well as its own contact centre.

The LTK team are keen to talk to vehicle manufacturers and dealers who operate a contact centre, outsource their customer contact, need to improve customer retention or understand that the cost of a lost call is too high.

Konnect components include - Konnect CJM for campaign and call management; Konnect Live provides remote real-time visibility of activity; Konnect Communicator utilising artificial intelligence technology; Konnect Data Manager; and Konnect Reporter.



MAIDEN INSURANCE PARTNERSHIPS STAND D54

Currently developing a new automotive product, Maiden Insurance Partnerships' representatives are keen to gain feedback from dealer groups and manufacturers on the concept to help shape the final outcome.

The team - Ian Wardle, Ronnie Simmons, Lyndsey Gibbins and Dan Lissaman - also wants to understand dealers' business challenges. They will talk to visitors about creating a customer insurance programme to help maximise aftersales revenue and parts profit and produce innovative marketing campaigns to sell cars.

Maiden generated £44 million worth of aftersales revenue in 2016 for a range of manufacturers and dealer groups across Europe and Australia and its programmes insure more than 250,000 policyholders.



ORACLE STAND D10

Oracle representatives will explain customer experience journey mapping (CXJM), the ability to visually map out customers' journeys across the entire lifecycle of their relationship with a business.

Visitors to the stand can register for a free CXJM masterclass that has been specially designed for automotive retailers. CXJM helps dealers to understand customers' functional and emotional needs, but more importantly the 'moments that matter' during their engagements.

The top 20 global automotive manufacturers and suppliers depend on Oracle applications to deliver personalised and optimised customer experiences across their digital and in-person customer journeys, accelerate innovation and drive brand loyalty. Oracle will demonstrate how businesses capture the right prospects at the right time, with the right messaging, thereby maximising marketing spend and customer experiences.



PKF COOPER PARRY STAND D6

The accountancy firm prides itself on providing services that helps dealers to sell more cars. Its dealership team will be on hand to explain how their support frees up time to enable dealers to sell more cars and make more profit.

The team will be on hand to explain how they can help dealerships become more efficient, while protecting and boosting their profits. They will be able to talk to dealers about a range of issues including: attracting, rewarding and retaining talent; updating cyber-security, enterprise resource planning (ERP) systems and dealership management systems (DMS).



REACH IT MANAGEMENT STAND F8

Reach IT Management is offering a free, zero-obligation and confidential IT health check for dealer visitors to its stand.

The IT health check will involve an IT strategy review, current IT system infrastructure, communications and security. If required, Reach IT will report any recommendations for improvements, which can be discussed at the show or by appointment.

Paul O'Dell, managing director, said: "Whether you are looking to cut costs while improving service and response times, have plans for an IT project and need extra resource, or want help migrating to Office 365 or Exchange Online then we would like to hear from you."



REPUTATION.COM STAND D44

Reputation.com will offer a free consultation that highlights the depth of data available from its online reputation management platform.

Dealers registering before the event, on its website or by emailing uksales@reputation.com, will be given insights on their online reputation as a representative sample of a maximum of 10 locations. It includes average star ratings, how a group's top locations perform, customer sentiment analysis, operational insights, industry benchmarking and brand reputation score.

Reviews and accurate listings help convince buyers a dealer offers the best deals and service. The Reputation.com platform integrates reviews from all major review sites and enables dealers to reply to third-party reviews from a single dashboard, manage business listings and post on social media.



SUBARU STAND OP1

Subaru's dealer development team will look to engage in introductory conversations regarding its open point locations.

Three key factors in finding the right partners are: working with modest targets; product knowledge in offering vehicles unlike any other - Subaru globally produces more all-wheel drive cars than any other manufacturer; and a direct focus on all facets of the business - including aftersales, parts and accessories, used cars and new car profit.

Claire Ketchion, group dealer development manager, said: "2018 brings new challenges and exciting changes. The addition of EyeSight driving aid/safety system, which uses stereo camera technology, currently in Outback and Levorg models, will be fitted as standard across the core range next year, adding to our all-round safety ethos."



SUPAGARD STAND C22

The paint and fabric protection provider will be showcasing its new 'Bionic Technology' range as well as its multi-purpose customer take-home bags which are best in market. 'Bionic Technology' is an all-round upgrade to Supagard's programme, including major enhancements to all treatment products, an improved consumer guarantee, new branding, including new point-of-sale materials, and a re-launched website.

The company, which celebrates its 30th anniversary next year, will also host a 1959 Aston Martin DBR4 on its stand. Developed over the winter of 1957-58 by Aston Martin's racing development department, the Formula 1 car was produced to run alongside its successful DBR1 sports racer.

The car is protected and maintained by Supagard products, demonstrating their efficacy on vehicles of every age.



GO TO THE AM HUB AT 12PM FOR THE REVEAL OF THE 2017 BEST DEALERSHIPS TO WORK FOR.

Register for your free ticket at automotivemanagementlive.co.uk

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SYNCRON STAND B10

The Synchron team will explain how its cloud-based aftersales service solutions can help dealers to navigate the evolving aftersales landscape in the face of current challenges while exceeding customer expectations and increasing financial performance.

Gill Devine, vice-president sales EMEA, said: "There are multiple factors pushing companies to transform aftersales service, shifting from a break-fix model to maximising product uptime."

"Few industries are as part and service-heavy, and with older models of cars running longer, a large number of independent aftermarket players emerging, technology advances and increased customer expectations, there is more opportunity than ever in the aftersales service space. As a result, automotive brands are seeking new avenues of efficiency and growth to succeed in this changing world."



TITAN DEALER MANAGEMENT SOLUTIONS STAND C28

Titan will showcase its flagship product, Titan DMS, a cloud-based dealer management system designed for global application.

Recent additions to the Titan system include: 'dealer analytics', delivering real-time visibility of the entire dealership within a secure, online environment; and 'dealer appraisal', delivering an appraisal process that actively engages the customer to clearly identify influential items for a more transparent and accurate appraisal.

Since 2009, Titan has been adopted by dealerships covering more than 45 different automotive brands throughout Europe, Australia, South Africa, Asia, and the Middle East.



TRACS SOLUTIONS STAND E40

Following their recent merger, FISC and TRACS will demonstrate their compliance and CRM solutions.

TRACS, now a trading division of FISC, is an appointed representative network that has developed a reputation for providing simple yet compliantly robust systems supported by excellent service and advice since its inception in 2014.

FISC provides the FCA Tracker compliance system and eMaster customer retention software to nearly 2,000 dealers across the UK.

Attendees will also be able to leave their business card in a prize draw for a Christmas hamper.

Managing director Simon Young, compliance manager Jackie Crookes and business development manager Peter Chisholm will be present at the stand.

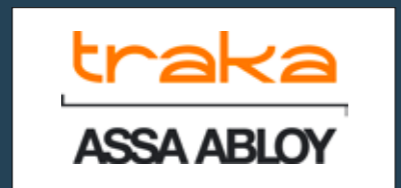


TRAKA AUTOMOTIVE STAND F26

Developed specifically for the automotive market to deliver improved security and increased productivity and profitability to dealers, Traka Automotive's fully networked key management solution can be seen on its stand (F26).

Traka Automotive works with the largest and most successful dealer groups in the UK including Sytner Group, Mercedes-Benz Retail, Lookers, Arnold Clark, Jardine, Peter Vardy, Marshalls, HR Owen and many others. At least four million keys are now managed and protected by Traka Automotive, with well over 85 million key movements recorded to date.

Priding itself on a service that's 100% bespoke to automotive dealerships, Traka Automotive doesn't build for anyone else.



OTHER EXHIBITORS YOU CAN SEE AT THE SHOW

- AG Automotive
- ASE
- Automotive Compliance
- AutosOnShow
- AutoVHC
- Blue Motor Finance
- Buyacar
- Broadplace Advertising
- Call It Automotive
- Calltracks
- Castrol
- CitNOW
- Codeweavers
- ContactAtOnce
- Credit Card Keys
- Crystal Clear Warranty
- Cymphony
- DealTrak
- Dealer Auction
- Diamondbrite
- EMaC
- Fuchs Lubricants
- Incadea
- Inductus
- Insurethat
- Interactive Marketing
- iVendi
- Key Tracker
- Manheim
- Marketing Delivery
- MazePoint
- Mentor Systems
- MFG Group
- Modix
- Moneypenny
- MotorCheck
- Motor Trade Delivery
- Movex
- NextGear Capital
- Nash Management Consultancy
- NFDA
- Paintseal Europe
- PIXXREVIEW
- Premia Solutions
- Pro Driver
- Regit
- Rhino Events
- RMS Automotive
- Sound Marketing
- Spear Recruitment
- SsangYong
- Startline Motor Finance
- Steele-Dixon
- Tennants UK
- The Warranty Group
- Triumph Motorcycles
- TRUSTPILOT
- Visitor Chat
- Xtime

NEW PRODUCT LAUNCHES

Automotive Management Live provides the perfect platform for suppliers to showcase their latest innovations to the motor retail sector. Here are just a few highlights to look forward to

INTERACTIVE MARKETING STAND F2

Interactive Marketing will launch a new service to handle live chat and an enhanced inbound call service, while its 'pick and mix' stand is sure to attract visitors. A special offer of 200 free calls, representing a saving of more than £500, will be available only at the event.

The company, which is GDPR-ready and has 20 years' experience in the UK motor industry, provides an effective inbound and outbound solution.

Christine Spooner, operations manager, said: "We believe customer relationships are the most valuable assets of your business, but they can also be fragile. We know how to make your marketing work today while building value for the future."

"Our approach is flexible, allowing us to tailor any service to meet your needs. Whether it's your service department, your sales department or your website, we have the services to enhance your customers' experience and create you more business."

NASH MANAGEMENT CONSULTANCY STAND C16

Nash Management Consultancy (NMC) will be launching its new 'Auto Body Check' app at the show. Developed for service advisers to check in a customer's vehicle, it offers a simple way to undertake a damage check with all pictures recorded and automatically uploaded to cloud storage.

It will also showcase two other innovative products from its e-solutions department. Its self check-in terminals, launched last year, allow customers to drop off their vehicle without the need to queue. An app, eCAD, launched earlier this year, allows collection and delivery drivers to better manage the process and deliver the same level of service the customer would receive on-site.

NMC provides strategic and operational support to the automotive industry using a variety of cost-effective and flexible services such as mystery shopping, training, consultancy and auditing.

CITNOW STAND D28

CitNOW's new still image app, which does away with the need for a photographer on site to capture used cars for imagery, will make its debut at the event.

Called CitNOW Web with Smart Image, the product enables dealer staff to photograph and video used cars for upload onto their website using a step-by-step process. All content is uploaded within minutes of the vehicle being retail-ready. It has been specially developed to meet all brand standards to maintain quality and consistency.

Andrew Howells, CitNOW's founder, said: "We believe Smart Image is a bold, radical step forward. Allowing dealers to create their own high-quality content is the future of automotive retailing."

"There's a clear link between photography and selling cars. If there are no images, the consumer moves onto the next vehicle. Quicker marketing of used cars with images boosts the likelihood of sale, resulting in increased stock turn."

STARTLINE MOTOR FINANCE STAND A12

Startline launches its new 'flexible prime' motor finance product Finish-line. Targeted at used car buyers who narrowly fail to meet the company's current lending criteria but are still considered to be good quality applicants, the product aims to be priced more fairly than certain sub-prime lenders where these customers may otherwise be placed. The Startline team will listen to dealers' specific requirements and explain more about how they can help increase finance conversion rates.

Now firmly established in the near-prime market, Startline sits behind the prime finance panel of many AM100 car retailers. Croissants and coffee will be available on the stand and visitors can enter a free competition for a weekend at the Gleneagles Hotel.

MFG STAND D24

The prospecting training provider will launch new consultancy and bespoke training divisions, adding to its highly successful prospecting event services.

MFG's consultants will help identify opportunities for growth and can advise on how best to improve any aspect of dealership or group performance. It has designed a range of in-dealer training courses to help dealership teams excel, including new and used sales, finance, corporate, aftersales and management operations.

Declan Gaule, co-founder, said: "All of these changes will help dealers boost sales, build skills and transform dealership performance. We're looking forward to welcoming people to our stand to find out more about how we can help."



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automotivemanagementlive.co.uk

TACKLING HEADLINES THAT DEMONISE PCPs HEAD-ON

Andrew Smith, consumer credit director, Compliancy Services, will host an F&I Insight Theatre, where he will discuss finance-bashing news stories and why dealers should not fear the FCA

You couldn't fail to miss the mass of headlines that appeared in the press, from *The Daily Mail* to *The Guardian*, warning that consumers are being hoodwinked into purchasing vehicles using PCPs, and their major contribution to the nation's current debt problem.

With household debt in the UK increasing 7% in the past five years and currently at £1,630 billion (source: *The Guardian*) and Mark Carney, the Governor of the Bank of England, warning all of us to curb our credit, dealers are probably already feeling the backlash.

The language bandied about in the reports is extremely negative, with dealers practically likened to loan sharks and PCPs being talked about in almost the same scathing tone as the media did about payday loans a few years ago. Sales executives are often referred to as 'greedy' and dealers are 'reckless'.

There is even talk of sub-prime lending to the poorest and most vulnerable in society. Read the many articles in the mainstream press and you will find comparisons to the 2007 crash fuelled by the sub-prime mortgage market.

While the Financial Conduct Authority's (FCA) announcement of an investigation into car funding may send shivers of fear down the backs of most dealers, in some ways it is welcome. Look at the response to the GAP insurance rules. Most providers are implementing consistent and rigorous procedures, resulting in a more transparent and open system that consumers trust more.

In my experience, most dealers genuinely believe they are acting responsibly and in accordance with the rules, and do seem to want to do the best for their customers by providing the cheapest way for them to drive a new car. I would like to think the FCA will discover a sector with a genuine desire to do the right thing by their customers, despite some of the negative press recently.

Of course, as with every sector and particularly those new to FCA regulation, there are always improvements to be made. One of the areas I think dealers can improve is in their audit trail and adopting a financial services approach that ensures every 'i' is dotted and every 't' is crossed.

Evidence is the key, and dealers must really get to grips with the 'show me' mentality of the FCA. In a significant number of cases, it will not be the actual treatment of a customer that will let the dealer down, but their lack of evidence of the customer journey. It's also important that those selling motor F&I products understand that sometimes the 'right' thing to do to result in a fair customer outcome is to say 'no'.



“ DON'T FEAR THE FCA OR REGULATION IF YOU ARE A DEALER WHO REALLY DOES HAVE A CULTURE OF FAIR TREATMENT OF ITS CUSTOMERS

ANDREW SMITH, COMPLIANCY SERVICES

Only by giving the regulator every opportunity to scrutinise the sector's practices and bring those who are still operating questionably to task, (as opposed to requiring small tweaks), will we be able to quash these scaremongering stories. The FCA has the power and resources to do just that.

With the PPI deadline fast approaching, we can be sure the claims companies will be looking for a replacement and there is no doubt they have PCPs and the automotive sector in their sights. Only by ensuring our houses are in order and by welcoming the FCA's investigation will we have the chance to avoid a PPI-like scandal surrounding PCPs and wider motor F&I products.

Think of it like looking in a mirror – take an honest

look at what you see reflected. If you are not completely happy, don't hide or ignore it. Preparation and understanding exactly what the regulator expects are key.

But most of all, don't fear the FCA or regulation if you are a dealer who really does have a culture of fair treatment of its customers. Yes, there may be things you are not doing correctly and there may be things you need to change. However, having a foundation of fair customer outcomes is a good place on which to build and make positive change.

Compliance does not have to be a burden, it can, if managed and implemented correctly, be a 'business-enabling' function and ultimately a competitive advantage.

SHOW FOCUS

In putting together this year's Automotive Management Live, AM has partnered with some of the sector's most well known organisations and personalities

PROFIT CLINIC



Dealers can learn how to become more profitable by attending the profit clinic sessions run by automotive accountancy and business management consultancy ASE.

Mike Jones, the chairman of ASE Global, will look at the top 10 elements that the most profitable dealers have put in place to identify the key characteristics that differentiate the most profitable dealership – often it's the simple tweaks that make all the difference. ASE Global is one of the most renowned consultancies in the motor retail sector and it has been helping dealer groups optimise performance and mitigate risk since Trevor Jones founded the company in 1975.

Drawing on data gathered by ASE on a monthly basis and the thousands of dealer performance improvement visits the consultancy performs annually, it has a complete library of best practice. While there is no 'one size fits all' – solutions are very much geared to the individual dealership and their particular situation – the clinic will provide top tips and general guidance. Some ideas can produce quick wins, with dealers able to see an immediate impact, while others are long-term and much more strategic in nature.

THE NATIONAL FRANCHISED DEALERS ASSOCIATION



Automotive Management Live is co-hosted by the National Franchised Dealers Association (NFDA), which represents franchised car and commercial vehicle dealers in the UK. The NFDA's main activities include lobbying the Government on behalf of its members and dealing with issues that affect dealers on a day-to-day basis, such as the relationship with

manufacturers and advising on legislation. It is also involved in aspects of dealers' businesses such as used cars, finance and insurance and aftersales.

Not surprisingly, Brexit is currently high on the NFDA agenda – any impact on the economy will have a direct effect on retailers. The sector is heavily dependent on external sources of funding, as well as changes in trade regime and tariff arrangements, which could all be affected. Potential divergence from some European-level policies may open some opportunities for UK retailers, but also risks adding costs and complicating trading relationships for the automotive sector.

Twice a year, the NFDA publishes its Dealer Attitude Survey, a barometer for dealer sentiment with their manufacturer partners. Summer 2017 saw a 0.5-point dip in the overall relationship between franchised car dealers and manufacturers, with an average score of 5.6. The score is 0.5 points down from the last survey and 0.6 lower than the same time last year. Kia became the highest-scoring franchise, with 9.2 points, surpassing Mercedes at 9.0 points. Lexus remained the third-placed network, with 8.4 points.

The NFDA is the dealers' voice, talk to them to find out more and to become a member.

GREATER BIRMINGHAM CHAMBERS OF COMMERCE



One of the UK's largest Chambers of Commerce joins us at Automotive Management Live. Support from the Greater Birmingham Chambers of Commerce reflects how the motor sector has helped to shape Britain's second city over the years and its importance in the continuing prosperity of the region. Paul Faulkner, chief executive of the GBCC, will be in attendance on November 9.

The GBCC represents more than 2,500 companies, which employ almost 200,000 people throughout the region.

The motor trade has strong roots in the West Midlands, which is home to Jaguar and Land Rover, which between them account for almost a third of UK automotive production, and Aston Martin. It also has one of the highest concentrations of automotive companies in the UK.

Dealers located in the West Midlands are being encouraged to join the GBCC. At its stand, which also includes a hospitality area, GBCC representatives, along with some of its retailer members, will be on hand to provide business advice.

WHAT VISITORS CAN EXPECT FOR 2017

37%

INCREASE IN EXHIBITORS

85

BRANDS REPRESENTED

600+

VISITORS

17

EXPERT SPEAKERS