

BCA plans 'major enhancements' to its network

From the shipping dock to defleet and beyond, BCA (British Car Auctions) handles more than 3.5m new and used vehicles a year, working with manufacturers, fleet operators and dealers to provide an integral part of the UK's automotive supply chain.

Its resources embrace not only regional defleet sites, but also vehicle logistics along with physical, hybrid and digital remarketing channels.

Following the acquisition of the Scottish Motor Auction Group, BCA is planning a series of "major enhancements" to its remarketing network over the next two years, covering the Midlands, north, south and M1 corridor.

Simon Henstock, chief operating officer, UK remarketing, BCA, said: "As BCA is handling growing volumes of stock both from existing vendors and new business wins, we are investing in the physical footprint, logistics, technology and process to deliver a comprehensive remarketing service that meets the needs of all customers."

Through its partnership with the AA, more than 400,000 vehicles a year undergo a 30-point mechanical check under the BCA Assured brand.

Cars less than eight years old and 120,000 miles are eligible for the programme, along with LCVs that come under the company's commercial video appraisal service.

Condition reports appear in digital catalogues

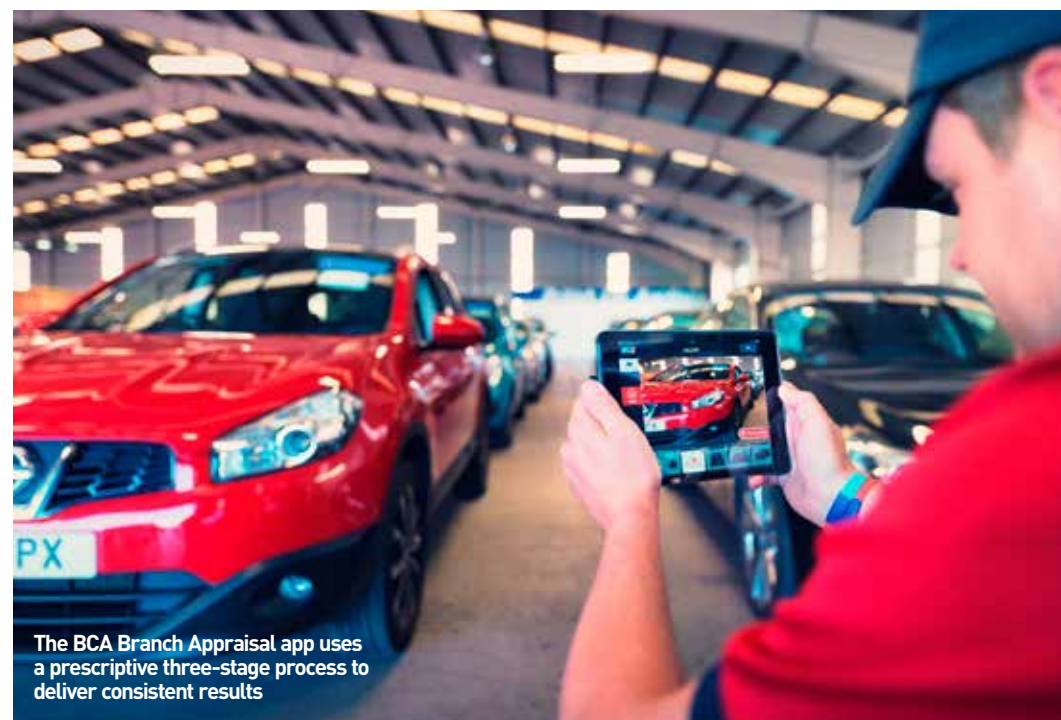


BCA offers the widest choice to customers at facilities nationwide



"We are investing in the physical footprint, logistics, technology and process to deliver a comprehensive remarketing service"

Simon Henstock, chief operating officer, UK remarketing, BCA



The BCA Branch Appraisal app uses a prescriptive three-stage process to deliver consistent results

on the BCA website (bca.co.uk) and a printed copy is available with the vehicle when it is sold.

"The partnership with the AA brings a massive range of benefits, including the scale and scope to deliver such a comprehensive service across the BCA network and a brand name synonymous with reliability and trustworthiness," said Henstock.

As part of a vehicle grading scheme run by the National Association of Motor Auctions, BCA has also introduced an appraisal app for its branches.

Using an iPad, appraisers are guided through a three-stage process, beginning with five shots of the vehicle with the iPad camera that are checked for consistency in quality.

The appraisal itself comprises bonnet, wings, doors, and so on, with a condition rating and images of any damage. This generates a BCA grade from 1 (retail ready) to 5.

Finally, there's a listing of the car's features – log book and service record, vehicle equipment, colour and additional specification such as sat nav or driver connectivity.

The app creates a summary, uplifted to the BCA website and generating an interactive graded condition report on Auction View which can be interrogated by potential buyers before bidding. Online bidders can call up the condition report on a tab at any time, while hall bidders can view it on mobile devices.

"The appraisal app ensures vehicles consigned for sale gain valuable digital marketing exposure as soon as is possible," said Henstock.

Nowhere is the need for good quality data more critical than in part-exchange and with car buyers better informed than ever before, accurate

appraisals are critical to profitable deals. This is one of the reasons why BCA has worked closely with dealer groups to develop its Dealer Pro tools. A key element is helping dealers identify and retain retail-quality vehicles to maximise their profit opportunities.

Dealerships can tailor the process to meet their needs, specifying that any part-exchange franchise vehicle within certain age and mileage parameters should automatically be seen by the group buyers. Use of Dealer Pro can increase retention rates by 7-10%, says BCA.

Similarly, when it comes to remarketing, BCA recognises the ongoing demand for business intelligence data and analytics. Such information can help reserve price setting through daily condition adjusted vehicle valuations (rather than the traditional monthly data), for example, vehicle demand data (which channel the vehicle might best sell in, which sales to enter it in), as well as making use of retail market pricing and demand.

It also offers an insight into the benefits of vehicle preparation, mechanical checks, vehicle movements and other activities in the remarketing process. "These factors are all gaining importance with vendors who seek to differentiate their vehicles in the market and ensure their vehicles are sold as quickly as possible," said Henstock.

"The critical factor for remarketing success is to have the tools and processes that make buyers feel as comfortable buying via their laptop or mobile device as they do seeing the vehicle being driven through an auction hall. It is all about being 'easy to do business with'."

Due to be complemented in October this year by



BCA will open a new commercial vehicle centre at Belle Vue, Manchester, next to the existing facility



BCA transports 1.5m vehicles annually

a new facility at Birmingham – Perry Barr – BCA is also set on further physical growth. This will feature three auction halls, a digital auction suite and customer parking for more than 400 vehicles.

Blackbushe, already Europe's biggest remarketing centre, is to expand by a further 36 acres for defleet, storage and appraisal post-valet facilities.

In Belle Vue, Manchester, a site adjacent to the existing facility is to be developed for commercial vehicle sales, with undercover viewing for 300 LCVs.

At BCA Bedford, another increase in acreage will see the construction of a defleet and vehicle storage compound, in addition to new post-valet appraisal and imaging facilities at the current site.

The company has also opened a defleet operation in Doncaster, specialising in pre-delivery inspection, in-life fleet management and end-of-life refurbishment for manufacturers and volume fleet operators. The 12-acre site expects to handle around 9,000 vehicles a year.

Commenting on the development, Phil Walker,

regional manager at BCA Technical Services, said: "As the defleet process becomes more complex, due to an ever increasing range of specification and connected technologies, we have ensured that we continue to invest in training our technicians to the highest standard."

Along with SMA is another acquisition, new and used vehicle preparation specialist Ambrosetti. With bases in Northamptonshire and Kent, the company handles around 100,000 vehicles a year and will be integrated with BCA services division, BCA Automotive. Headed by Mike Pilkington, this division includes single plate and multi-car moves, inspections and technical services.

Avril Palmer-Baunack, executive chairman of BCA Marketplace said: "We are committed to broadening the delivery of service across the whole automotive supply chain to support our customers and the purchase of Ambrosetti now means BCA can offer a full logistics, defleet and refurbishment service, together with new car preparation to our OEM, fleet and dealer customers."

To find out more, please visit bca.co.uk or call 0345 600 66 44

