

Helping dealers to deliver sustainable profit in uncertain times

EMaC is the UK's leading aftersales partner, working with more than 500 dealer groups and 15 manufacturer endorsements. We drive an aggregated £250 million of aftersales revenue into the UK network, annually, through our range of solutions.

At EMaC, our principal aim is to help our dealers maximise their aftersales performance and we are continuously thinking of new ways in which we can do this. We look at the aftersales market from the view of our dealers, but also from your consumers' perspective. Through our focus groups, we listen to what consumers want from the vehicle retailing and servicing experience, and we see it as our job to share that with you!

Today's consumer is well informed, demanding and hard-wired to shop around. They are prepared to pay a premium for quality, but want to be made to feel special when doing so. It requires a proactive operation using a range of retention solutions to convince today's consumer to be loyal. Brand differentiation has never been more important, but is rarely truly executed.

The following is essential reading for dealers looking to generate more from less in these very uncertain and challenging times.

Drive Now, Pay Later: BOOST your amber and red work conversion over the winter months

An interest-free facility for consumers to budget amber and red work into monthly instalments over a flexible repayment



period, Drive Now, Pay Later can also be used for up-sell opportunities identified in the dealership.

This is an excellent consumer journey as it provides a choice of options, for often unexpected and unwelcome outlays, which will ease the burden on a family budget. Consumers receive and expect flexible payment offers in their retail experiences on the high street and online, and now you can offer it to them in the dealership.

Get ahead of the competition and offer your consumers a genuine solution to their problems today.

Drive Now, Pay Later is also a highly transparent performance improver for your aftersales team with an easy-to-implement platform, intuitive process and detailed management information; all

accessible via the EMaC Evolve platform.

Maximise the winter period and go the extra mile for your customers. Get in touch today to see how we can help.

Lifetime Warranty: Offer your consumers a relationship for life – Stand out from the crowd!

Lifetime Warranty makes a major statement to your consumers about the quality of your stock. This drives more website visits, more listing views, more consumer confidence and ultimately more sales driven by quality, not price.

How does it work?

Lifetime Warranty requires the plan holder to have their vehicle annually inspected and serviced by the supplying dealer, putting you in full control of



“Today's consumers are prepared to pay a premium for quality, but want to be made to feel special when doing so”

quality management. From taking confidence in owning the process, you can give the consumer peace of mind. We believe this is the model our franchised dealers need to adopt in order to differentiate and not join the race to the bottom.

Lifetime Warranty is a powerful retention tool and our experience proves it will provide:

- Increased service income
- Increased warranty/breakdown repair income
- Increased add-on sales income
- Increased repeat car sales
- Retention for the following keeper of the vehicle (as Lifetime Warranty is transferable)

Get in touch with EMaC today to see how

a Lifetime Warranty programme can help your business.

Service plans: Don't forget the basics this winter

Your consumers want service plans!

All our research tells us that an affordable, flexible and tailored approach to servicing costs is a big tick for your consumer experience. Some 1.7m consumers in the UK benefit from an EMaC-supported service plan and they renew year after year.

The main reason consumers do not take a service plan is because one is not offered to them. Do not allow your business to fall behind this winter – get the basics right!

Every service plan sold is, on average, three years of service

