



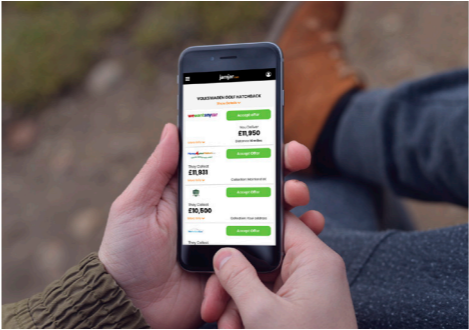
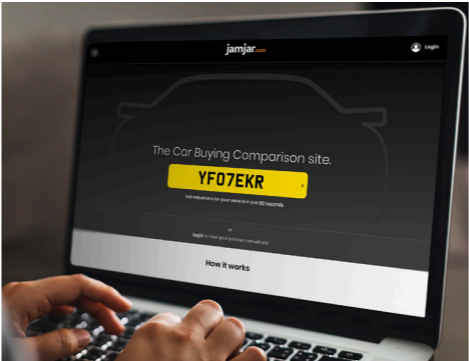
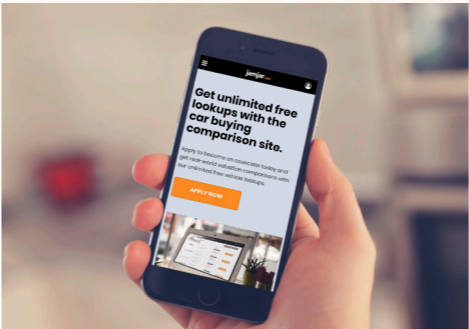
Jamjar sets its sights on rival online giants

Online used car buying website jamjar.com is offering dealers unlimited free part-exchange valuations as part of its plan to increase the number of dealer associate partners it works with. Jamjar.com is positioning itself as an alternative to webuyanycar.com that will put dealers in touch with customers looking to dispose of their used vehicles. The website, previously called sellyourjamjar.com, has been established since 1997 as the UK's first online car buying service, before the marketplace rapidly grew in popularity in 2006. The business relaunched in October last year after successfully acquiring the jamjar.com domain and is now looking to offer three core propositions to tempt dealerships – unlimited free valuations, used car stock-alerts and the ability for dealers to set up their own part-exchange buying

e-commerce portal as a direct rival to webuyanycar.com. Andy King, jamjar.com managing director and former Porsche Retail Group used car buyer, said: "Our ultimate goal is to connect retailers with customers looking to sell their used car or van, or even dealers that are looking to dispose of stock to other dealers. "We're trying to give small and medium-sized businesses a way to compete on a level playing field with webuyanycar for part exchanges. We're putting customers and dealers together and cutting out the middle man." **Unlimited free valuations** Dealers that become a partner associate with jamjar.com will be able to use the website to look up prices for part-exchange vehicles as many times as they want. Valuations are based on all the data coming in to jamjar.com for

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ANDREW KING

similar vehicles, according to elements such as make, model, mileage and postcode location. King said: "If you have the customer sitting with you, showing them the price on the screen offers transparency and a realistic price on what they should be expecting for their vehicle.



"Other alternative sites may ask for a price to do this, or they'll limit you to a number of look-ups based on your IP address. We don't do that and that actually forms a core part of our business model." King is aware that many customers will visit a rival website to get their car valued out of curiosity, but they might not be serious sellers that want to dispose of their car. He said: "We've tracked that consumer behaviour. We've decided to make it possible for customers to look up valuations for free and not have to enter any personal information until they're ready to take that next step. "It means we're only passing on stock leads to dealerships when we know a customer is really serious. It also means we're being consumer friendly by not asking for all of their

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personal information until they're ready to do so, and the fact we'll likely offer a better price for their part-ex will persuade more consumers to use us." The benefit for dealers is that they're getting clean data with serious sellers and customers feel understood that the website isn't trying to pass on their info before they're ready. King said: "Looking up valuations for free is going to be forever. I can say that confidently because the more data we can get coming in, the better the offering is going to be for customers and dealers."

Stock alerts for specific vehicles Used car buyers at franchised and independent dealerships on the lookout for specific stock can set up alerts on jamjar.com. As soon as customers enter their vehicle details through jamjar.com and it meets a dealer's requirements, they will be alerted immediately by text or email.

King said: "Used car buyers at small and medium-sized dealerships know all too well that feeling of viewing vehicles at auction, knowing exactly what they're looking for and doing all those checks to inspect the vehicle they're looking for, only to be gazumped by a large group or used car supermarket. "The network of vehicles we're putting at dealers' fingertips here will help them locate those special vehicles that are going to stand out for their used car forecourts." There are no limits on age or mileage for vehicles that customers are looking to part-exchange and they can range from anything to £500 vehicles all the way to £90,000. Dealer associate partners will have access to their own dashboard within jamjar.com and here they will be able to see used vehicle leads that have met their criteria. The pricing percentage dealers are charged is determined by how competitive they are with their part-ex valuation, and how expensive the car is in question. To land at the top of a consumer's search listings for valuations on jamjar.com, the price

will have to be higher than other dealers for that customer's area. Jamjar.com offers guidance on pricing to help dealers stay competitive. The higher the dealer is on the valuation listing, the more likely the consumer is to go with that particular dealer. As a pricing example, a consumer searching for a valuation for their vehicle may be offered £5,000 and the dealer that offers that best price would attract a charge of around £5.44 to acquire that lead. Jamjar.com also acts as a spiritual successor to Auto Trade Mail as dealers can trade used car stock between themselves online to dispose of stock for the highest return. King said: "An Audi dealer might get a BMW through part-exchange and wants to get in contact with buyers from a specialist in that rival network. Auto Trade Mail was a very simple concept and we want to bring that idea back with our own offering."

Set up your own 'We Buy Any Car' rival web portal Dealer groups find themselves in competition to acquire stock for their forecourts with rival online used vehicle buying websites, where customers are looking to dispose of their vehicles in the speediest and most cost effective manner possible. Jamjar.com dealer partners can effectively set up their own part-exchange acquisition web portal. Dealers can either embed their jamjar.com part-exchange portal on their own websites, or they can direct customers to their own part of the jamjar.com website where customers can dispose of their vehicles directly to that specific dealer if they wish. Jamjar.com rolled out a marketing campaign towards the end of last year that saw television adverts on Channel 4. This brought in 70,000 visitors a month to jamjar.com. There will be more TV advertising to market the brand to consumers this autumn. King said: "We know our rivals are spending millions on getting to the top of Google's natural search results for the term 'sell your car'. We're already in third position for natural search results and it's a big goal to get customers to consider us and see if they can't get a better deal. We're currently in a growth phase and we would love for dealers to get in touch and put us to the test."

jamjar.com

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