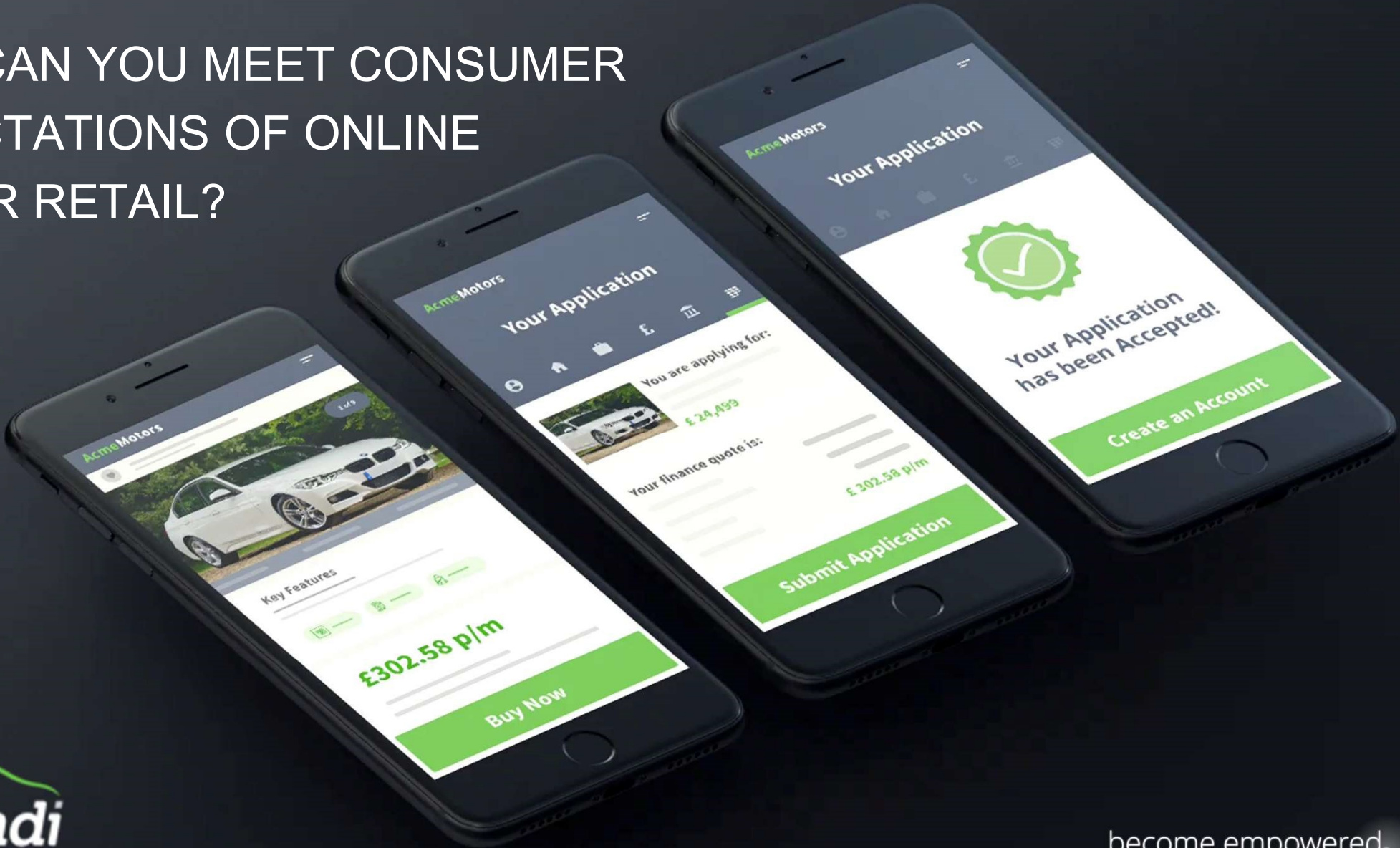
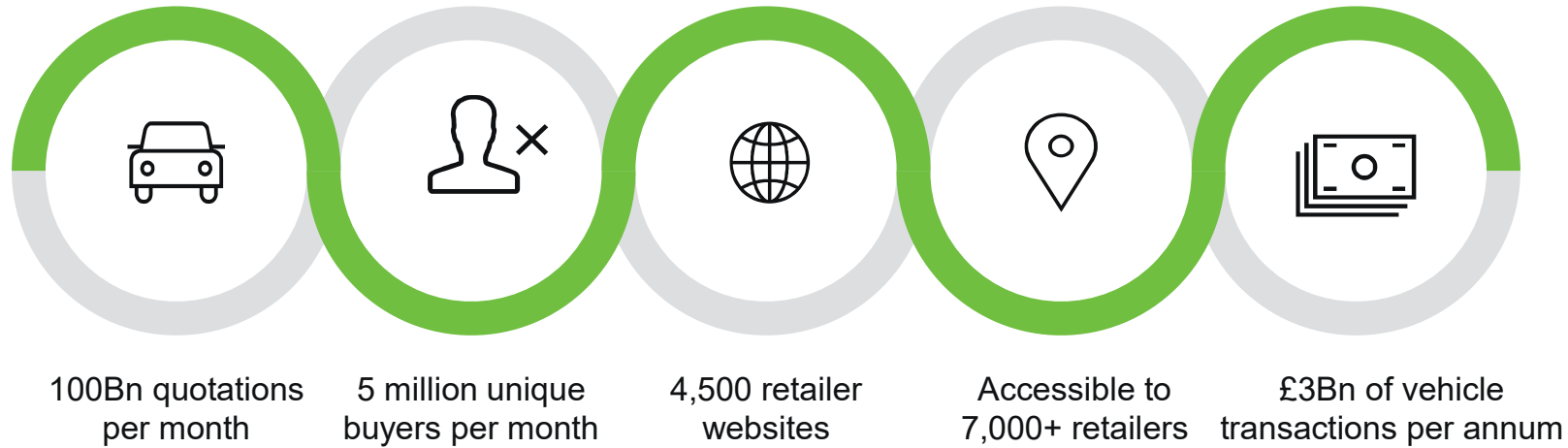


HOW CAN YOU MEET CONSUMER EXPECTATIONS OF ONLINE MOTOR RETAIL?

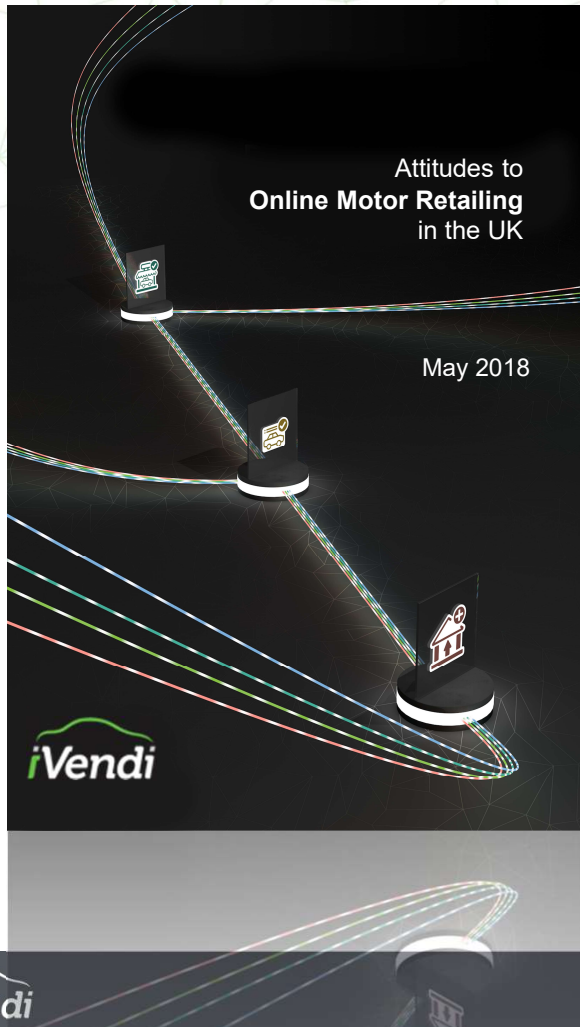


become empowered.

SOME FACTS About iVendi



SOME OF THE KEY FINDINGS FROM *ATTITUDES TO ONLINE MOTOR RETAILING*



iVendi has commissioned a report into the current mindset of consumers, dealers and manufacturers with regards their views around the online retailing of vehicles and financial services

**To obtain a copy of the full report visit the
iVendi stand today**

WHAT ARE CAR BUYERS SAYING?

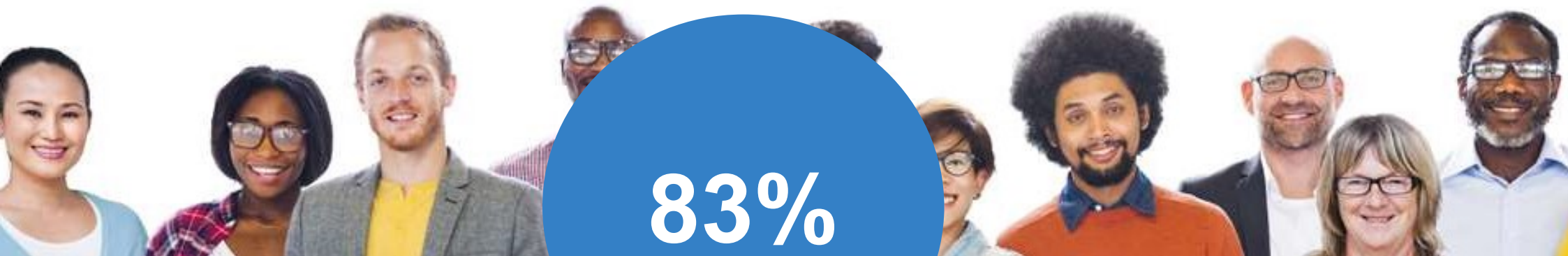




87%

...indicate that visiting a car showroom is an important part of the buying process

iVendi Research 2018



83%

...would still use their local dealer for maintenance and other services even if vehicle was bought online

iVendi Research 2018



79%

...say they would be “confident” or
“completely confident” about buying a
car online

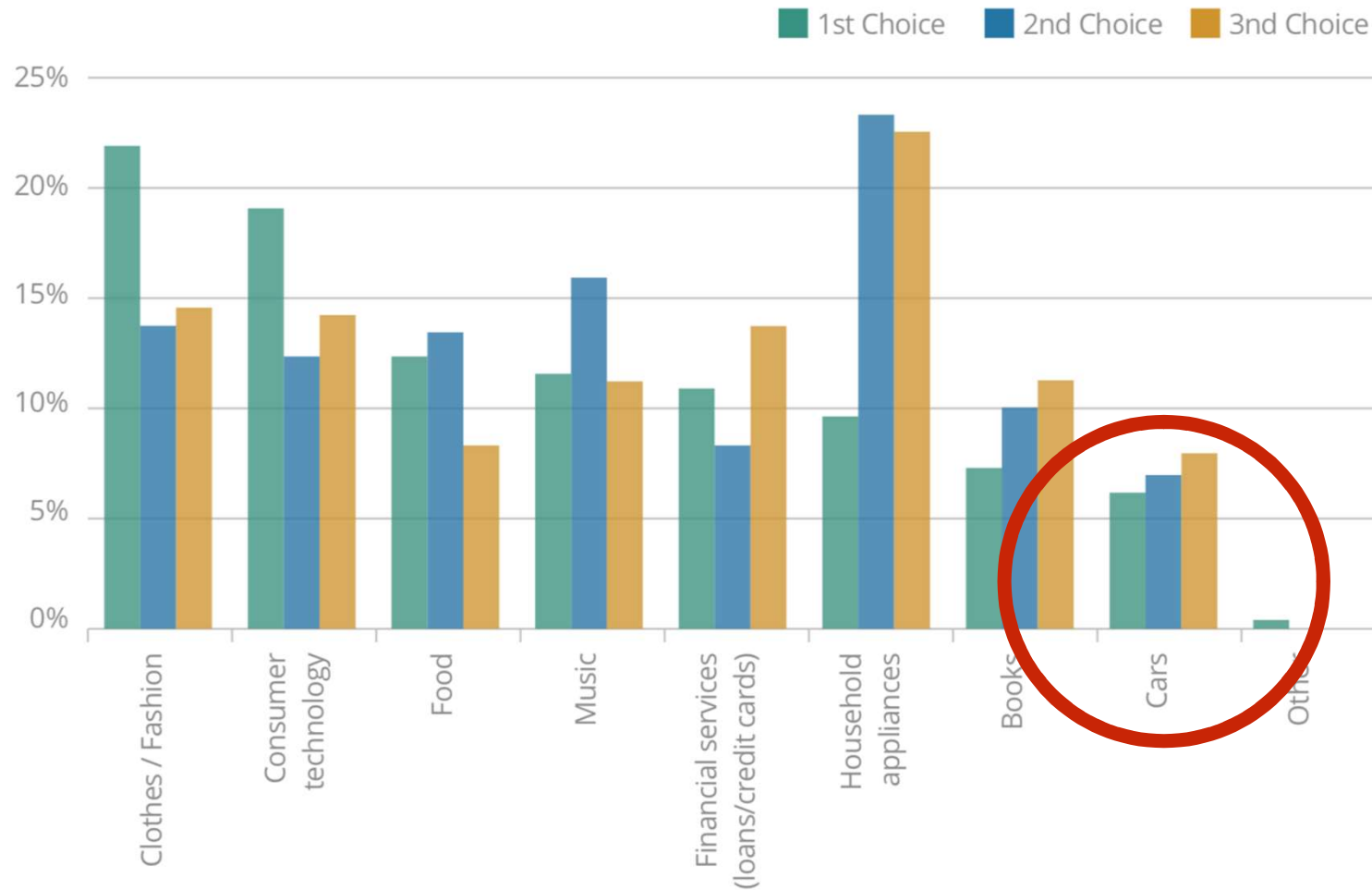
iVendi Research 2018



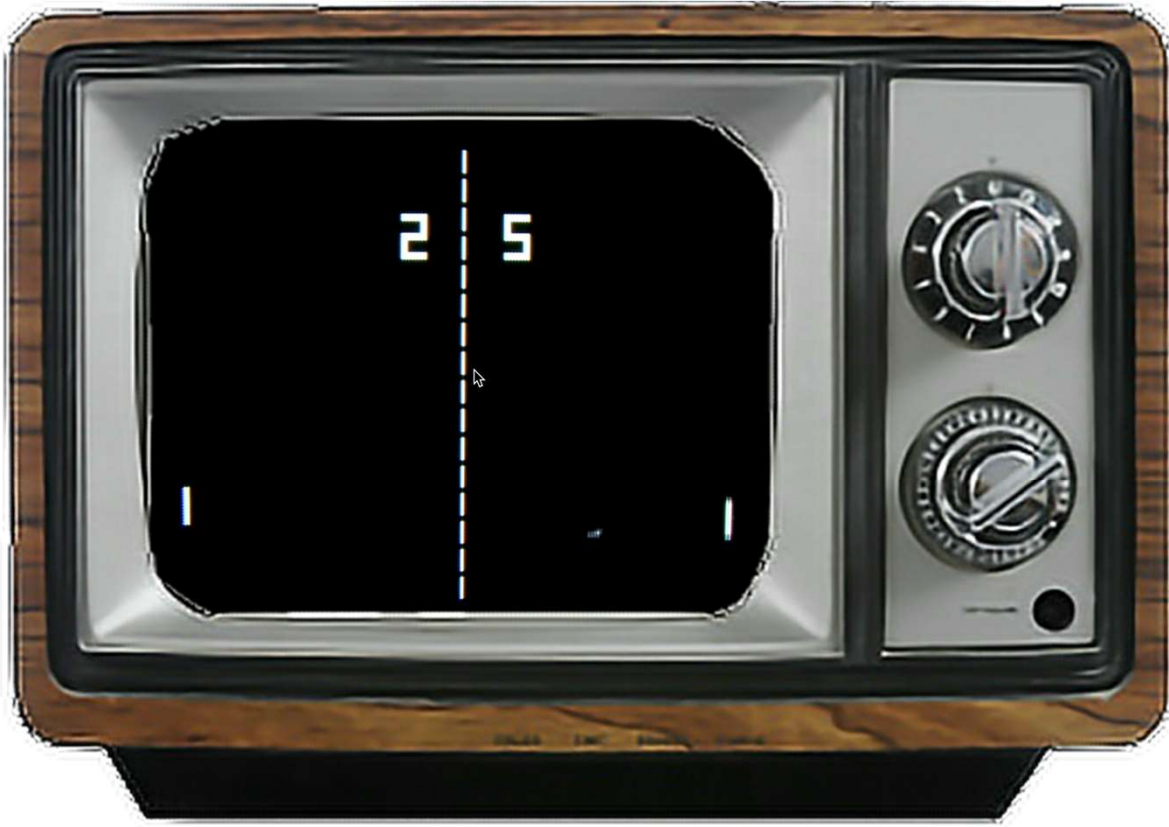
But...

and there's a **BIG** but..

WHICH IS THE MOST ADVANCED SECTOR FOR ONLINE RETAILING?



MUCH OF THE CURRENT ONLINE RETAILING IS A LITTLE LIKE 'PONG'!



WHAT ARE CAR DEALERS SAYING?





84%

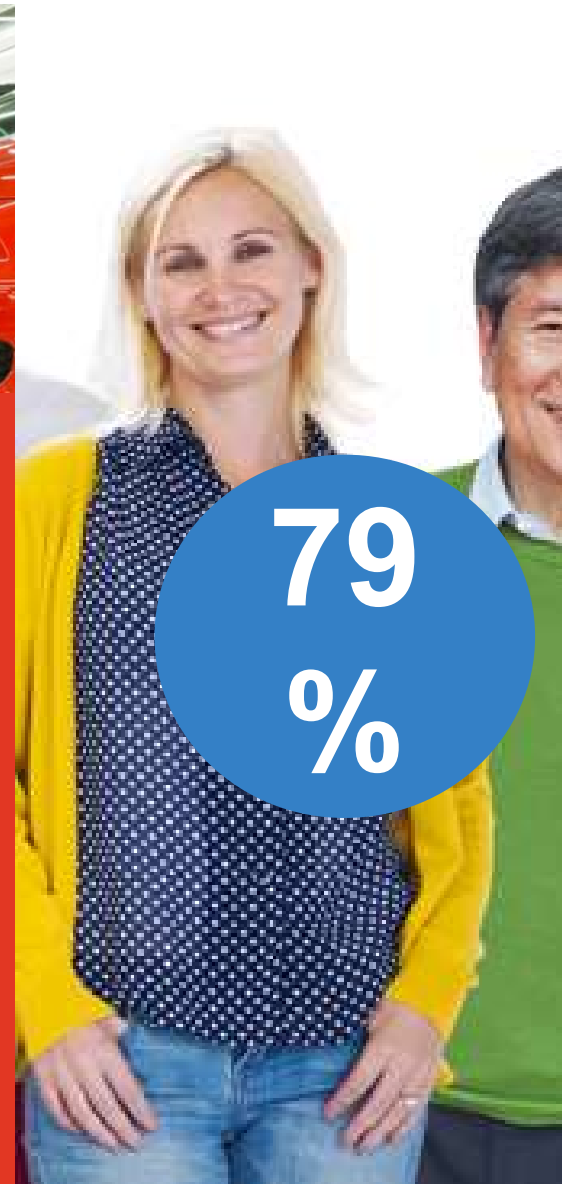
...say it remains important for the customer to visit the showroom

iVendi Research 2018



51%

...believe that customers would buy a car from them entirely online and 6% offer this option currently



79%

iVendi Research 2018



become empowered.



42%

...plan to increase their online retail activity in the next 18 months

iVendi Research 2018

WHAT ARE MOTOR MANUFACTURERS SAYING?

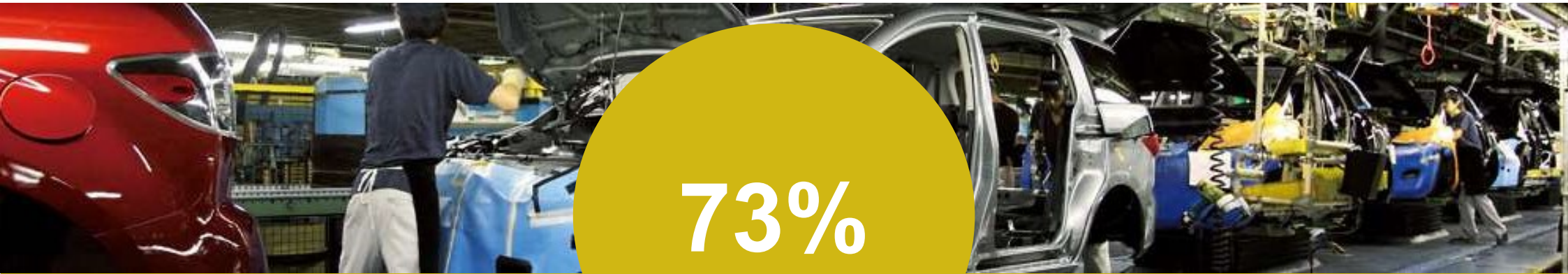




33%

...plan to offer the option to buy
and finance a car online within the
next 18 months

iVendi Research 2018



73%

...say that they will be increasing their investment in the option to buy and finance a car online

iVendi Research 2018



91%

...believe that their existing dealer networks should be involved in online retail

They currently see car supermarkets as their biggest online competition but, in the future, foresee it becoming digital marketplaces such as Amazon

iVendi Research 2018

become empowered.

THE 'MOMENTS' OF TRUTH

Breaking down the customer journey



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

*Google Automotive Insights 2016

THE 'MOMENTS' OF TRUTH

Finding the vehicle through search

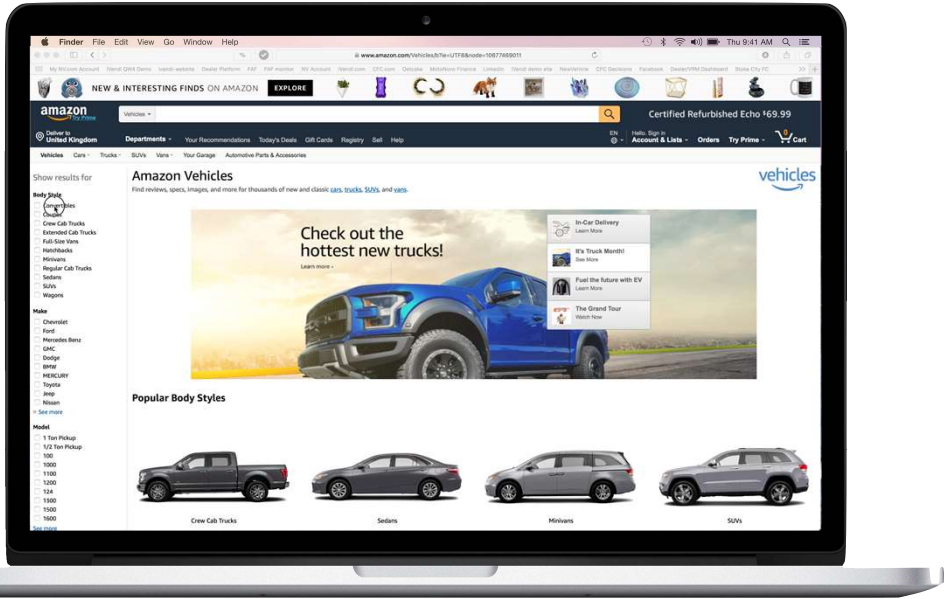


Which-car-is-best
moments

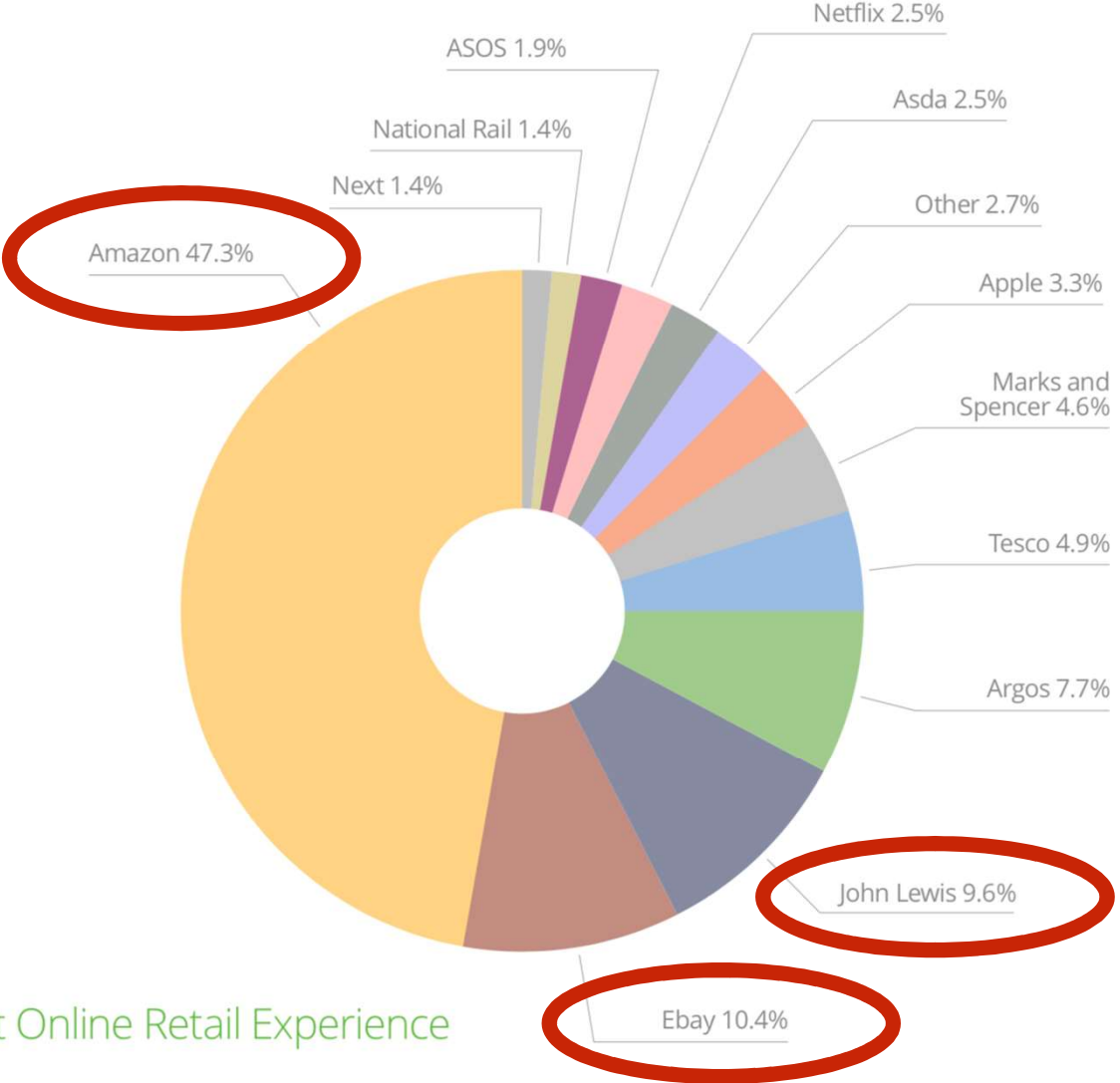


Is-it-right-for-me
moments

WITH WHOM HAVE YOU HAD THE BEST ONLINE RETAIL EXPERIENCE?

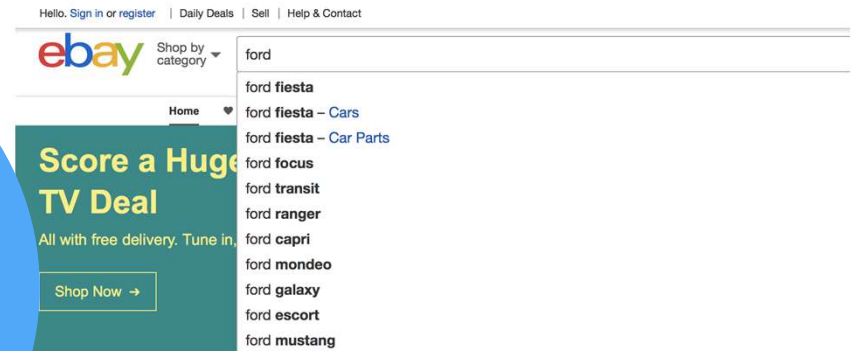
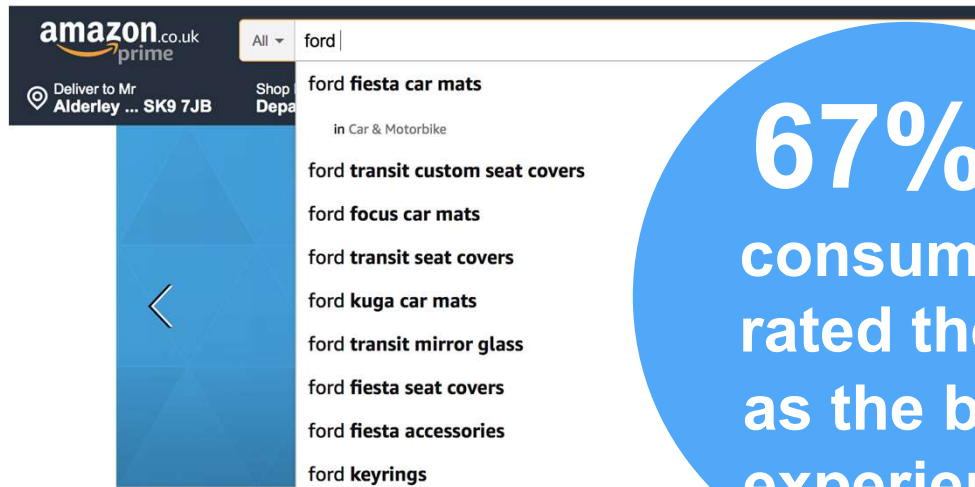


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Best Online Retail Experience

IS THERE A TREND IN THESE CONSUMER EXPERIENCES?



67% of consumers rated these as the best experience

Our shops | Customer services | Partnership Card | Insurance

Create an account | Sign in | Track order | Wish List |

John Lewis

Basket

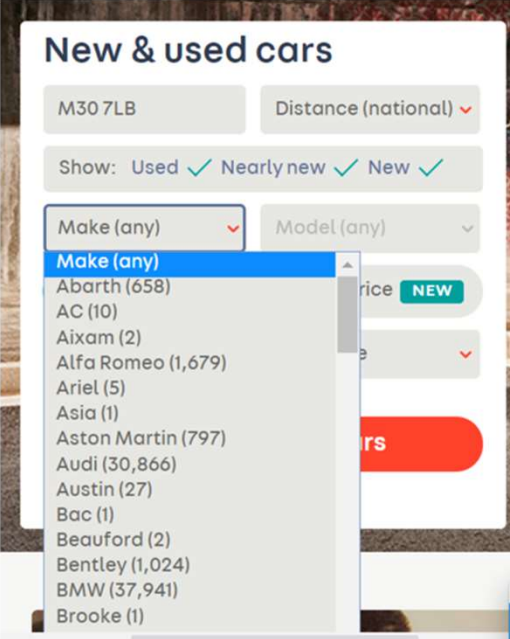
HOME & GARDEN | FURNITURE & LIGHTS | ELECT

- BRANDS
- TOM FORD

SPORT & LEISURE | GIFTS | OFFERS | BRANDS

WHAT WILL BE THE FUTURE OF THE CONSUMER SEARCH EXPERIENCE?

Easy: Human Interprets the Machine













Complex: Machine Interprets the Human



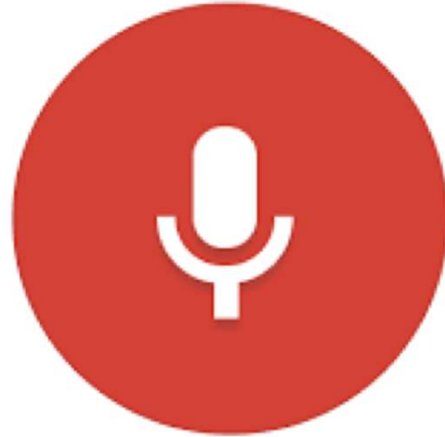
NOW STARTING TO ENTER THE DEALER WEBSITE SECTOR

SINCLAIR | Order by Reset Exit

249 vehicles | Filters: None Filter

 <p>PCP from £459.17 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £33,490</p> <p> 3,265 mls Petrol Dsg Cardiff</p>	 <p>PCP from £447.21 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £32,990</p> <p> 1,489 mls Petrol Dsg Cardiff</p>	 <p>PCP from £460.37 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI GTI PERFORMANCE...</p> <p>PRICE £32,395</p> <p> 1,456 mls Petrol Dsg Newport</p>	 <p>PCP from £426.11 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 3-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £31,415</p> <p> 3,491 mls Petrol Dsg Bridgend</p>	 <p>PCP from £418.41 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £31,399</p> <p> 3,500 mls Petrol Manual Swansea</p>
 <p>PCP from £439.36 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI GTI PERFORMANCE...</p> <p>PRICE £30,995</p> <p> 2,147 mls Petrol Dsg Nevland</p>	 <p>PCP from £415.23 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £30,800</p> <p> 4,987 mls Petrol Dsg Newoort</p>	 <p>PCP from £381.26 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £29,000</p> <p> 6,137 mls Petrol Dsg Newoort</p>	 <p>PCP from £382.03 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 3-DR 2.0 TSI R 4MOTION 310PS...</p> <p>PRICE £28,850</p> <p> 4,645 mls Petrol Dsg Newoort</p>	 <p>PCP from £373.71 p/m</p> <p>VOLKSWAGEN GOLF MK7 FACELIFT HATCHBACK 5-DR 1.4 TSI GTE PHEV 204PS DS...</p> <p>PRICE £28,499</p> <p> 3,500 mls Petrol Automatic Swansea</p>

WHAT'S NEXT?



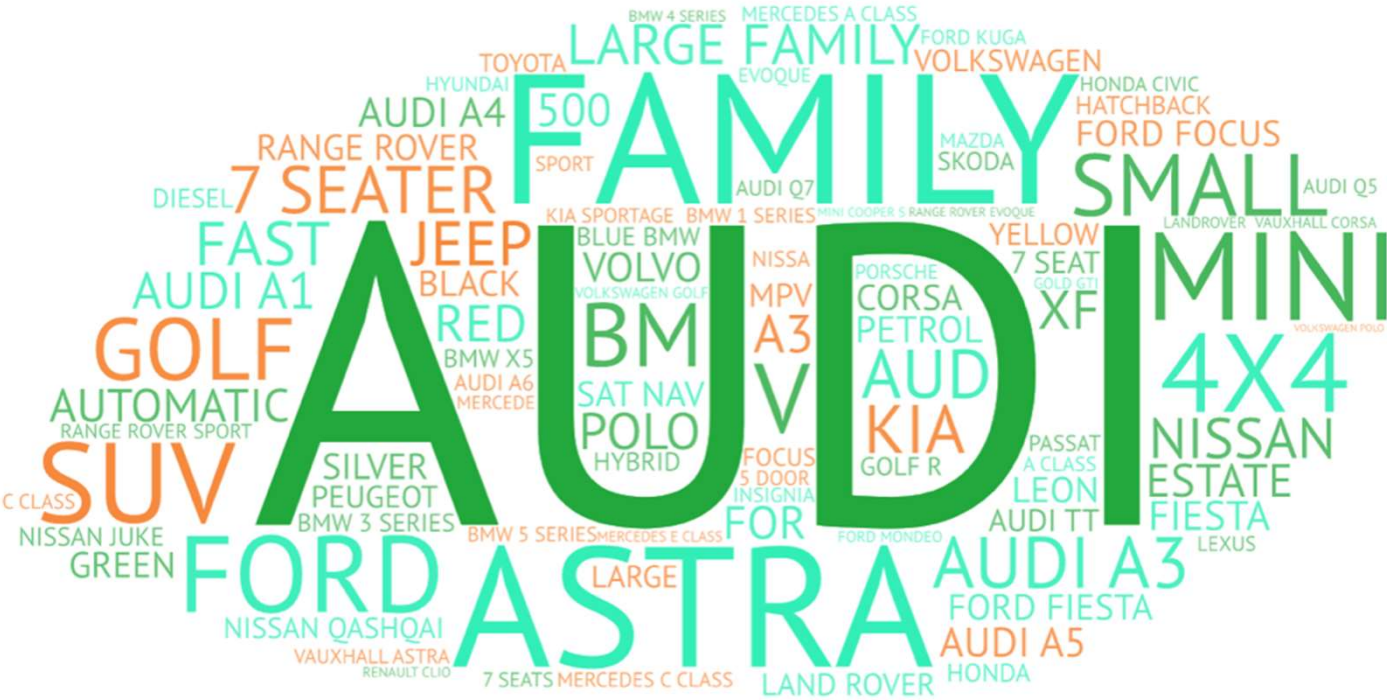
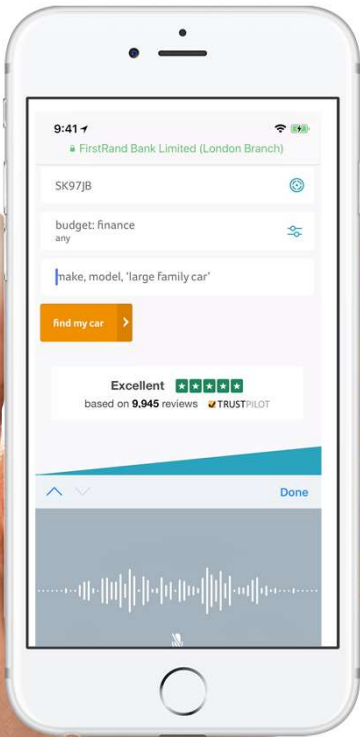
WHAT'S NEXT?



“40% of adults now use voice search once per day” according to *Location World*

“50% of all searches will be voice searches by 2020” according to *Comscore*

CONTEXT SEARCH + VOICE SEARCH CAN EVOLVE INTO INTELLIGENT SEARCH



*Most popular search terms on Find & Fund My Car during April

iVendi Research 2018

THE 'MOMENTS' OF TRUTH



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

*Google Automotive Insights 2016

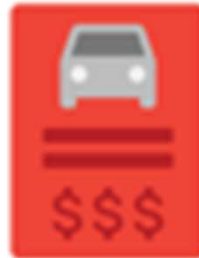
THE 'MOMENTS' OF TRUTH



Which-car-is-best
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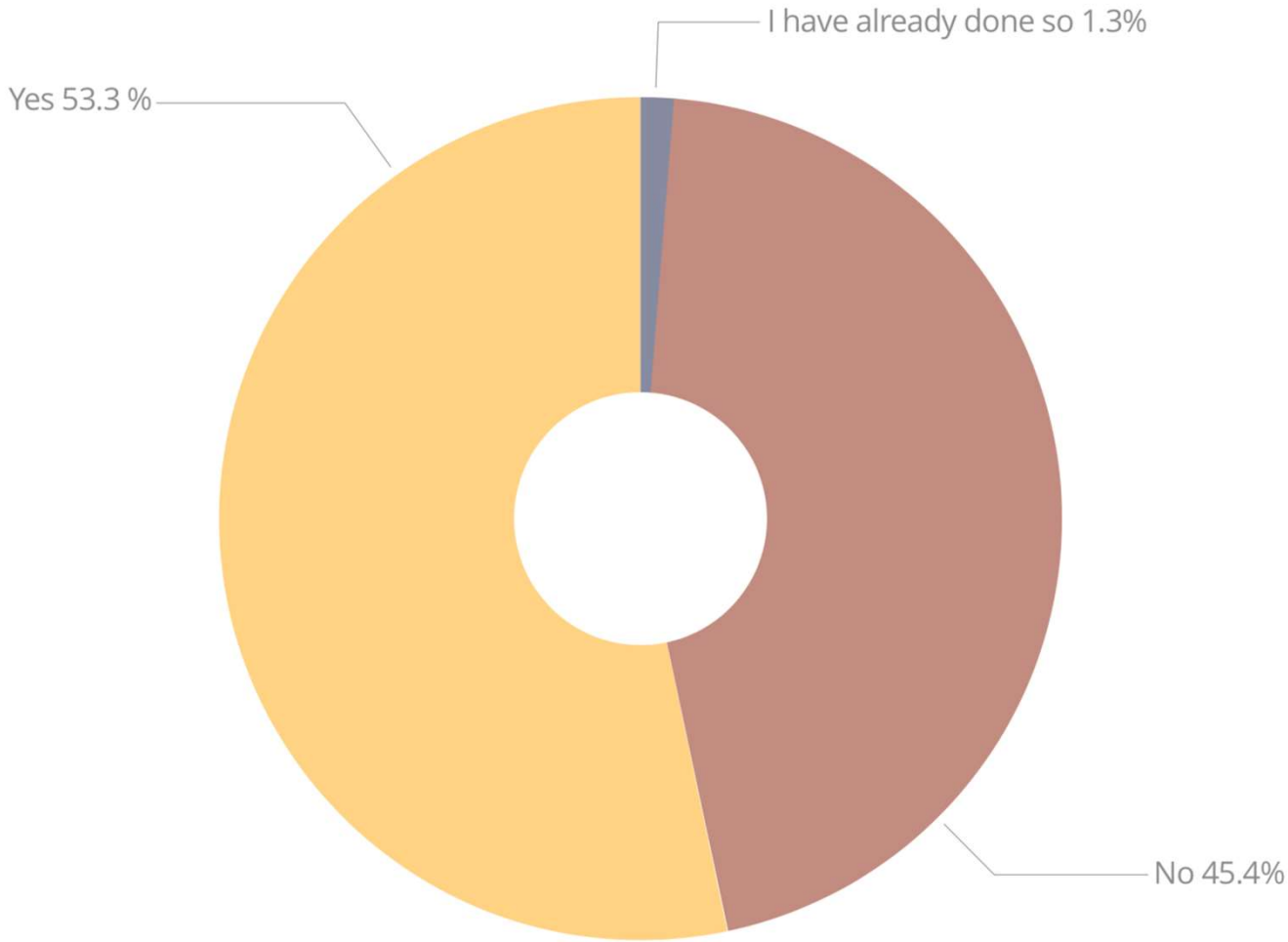
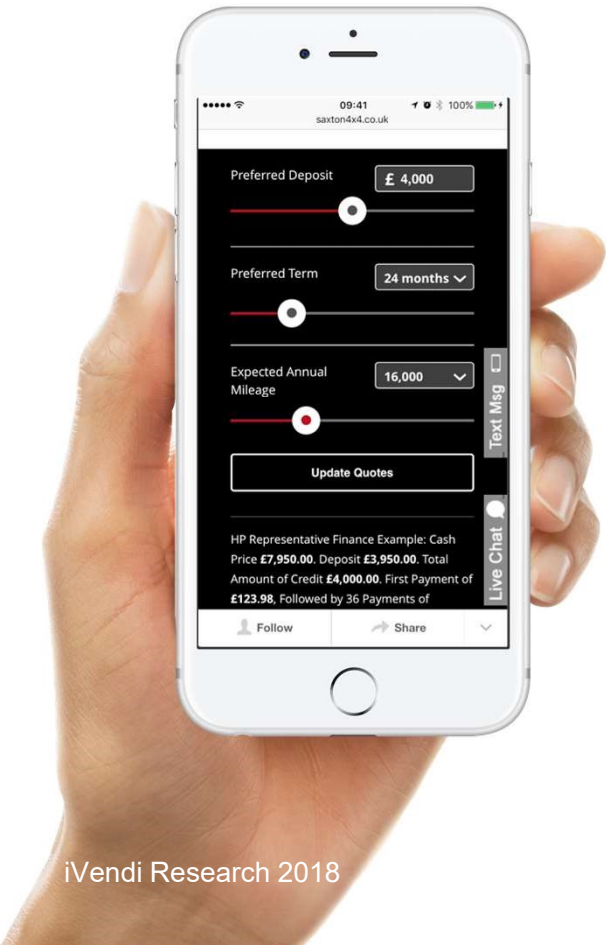
Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

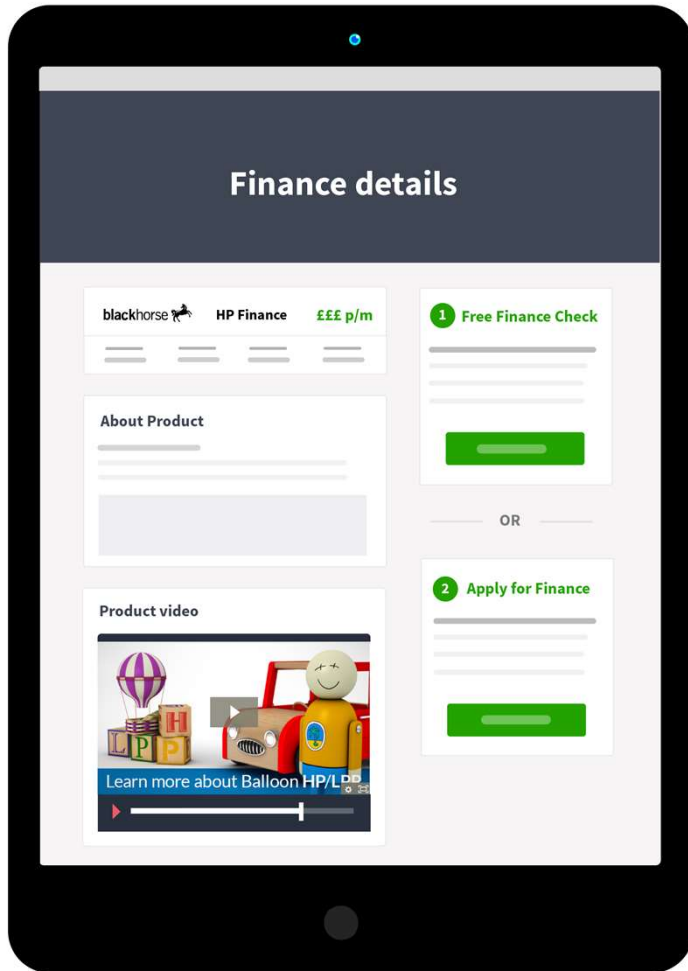
*Google Automotive Insights 2016

55% WILL BUY FINANCE FULLY ONLINE - DOES YOUR WEBSITE CATER FOR THIS?



iVendi Research 2018

SO IF 55% WOULD BUY FINANCE ONLINE THEN WHAT'S THE...

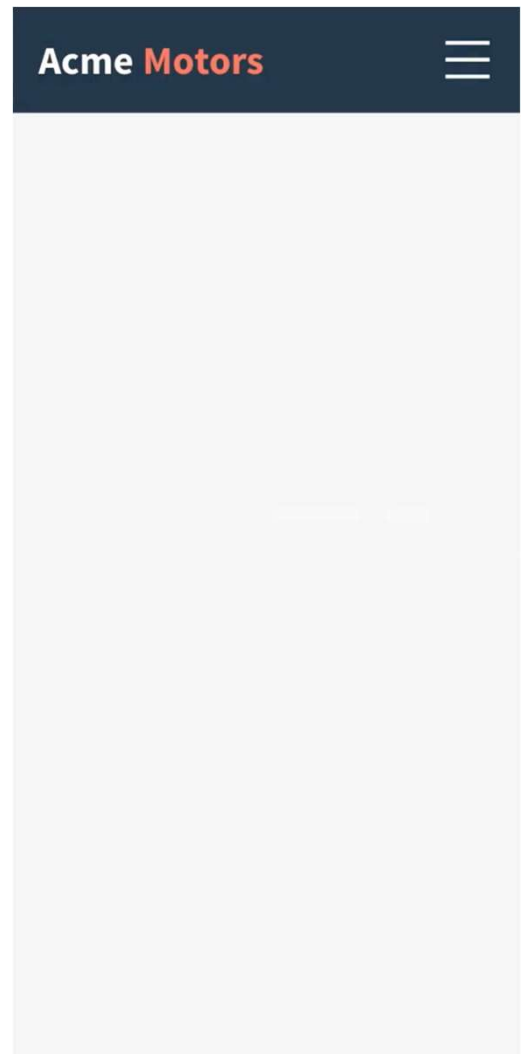


- prominence of finance on your website?
- functionality: ability to transact?
- conversion from Full Page Advert to lead/application?
- the impact of adjusting interest rates?

TO INCREASE FINANCE CONVERSION...

FACTS

- Greater propensity to convert when more lender products offered (0.5 correlation)
- You'll get 11 x more conversion using eligibility checking



THE 'MOMENTS' OF TRUTH



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



Where-should-I-buy-it
moments



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*Google Automotive Insights 2016

THE 'MOMENTS' OF TRUTH



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



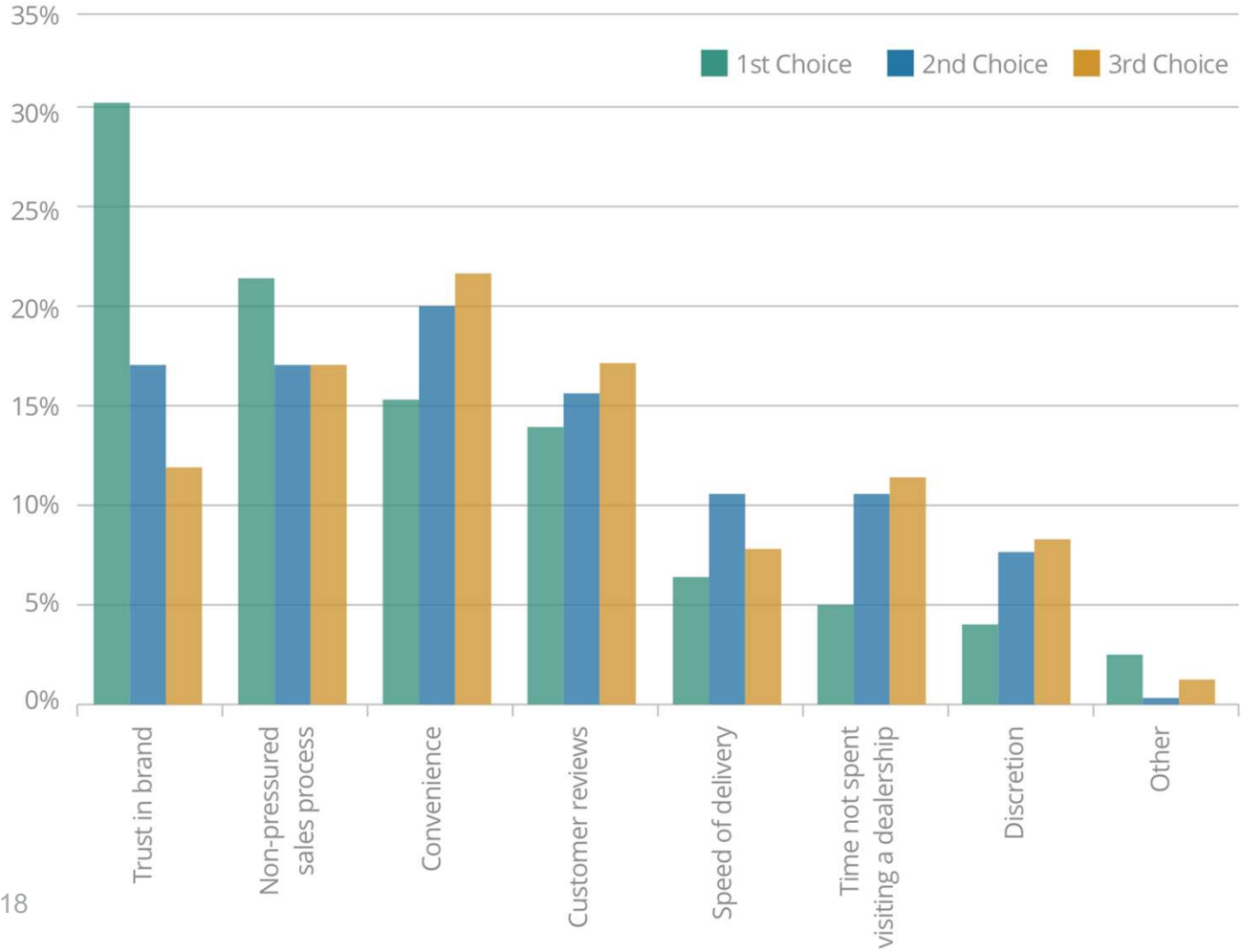
Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

*Google Automotive Insights 2016

FACTORS MAKING IT MORE LIKELY TO BUY AND FINANCE A CAR ONLINE



iVendi Research 2018

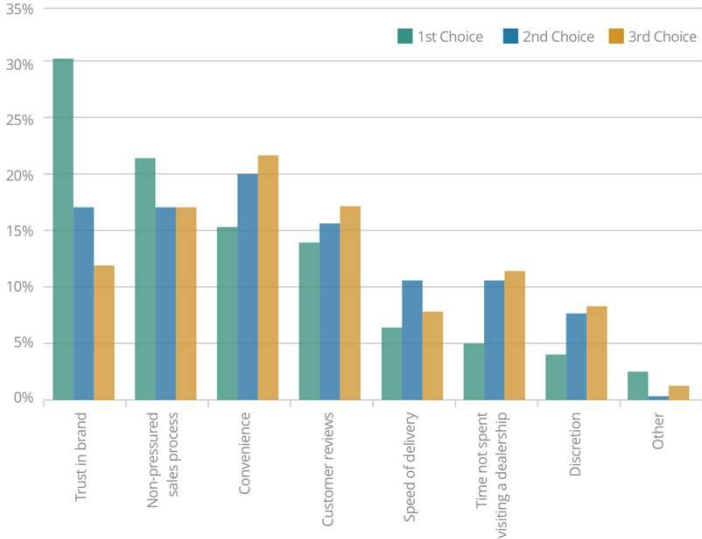
FACTORS MAKING IT MORE LIKELY TO BUY AND FINANCE A CAR ONLINE

1. Trust

2. No Pressure Sales

3. Convenience

4. Reviews



FACTORS MAKING IT MORE LIKELY TO BUY AND FINANCE A CAR ONLINE

Vehicle, Lender,
Insurer brands,
Accreditation,
Security, Use of
data

Trust factors

More consumer
empowerment,
Self-serve,
Transparency of
information

Non pressured sales

Finance, Eligibility,
Trade in,
Progression of sale
online - more
sanity than vanity

Convenience

Reviews sites,
Testimonials,
Social media,
Corporate & social
responsibility

Reviews

iVendi Research 2018

THE 'MOMENTS' OF TRUTH



**Which-car-is-best
moments**



**Is-it-right-for-me
moments**



**Can-I-afford-it
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**Where-should-I-buy-it
moments**



**Am-I-getting-a-deal
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*Google Automotive Insights 2016

THE 'MOMENTS' OF TRUTH



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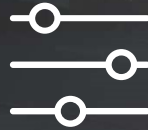
*Google Automotive Insights 2016

3 FORMS OF TRADE IN SOLUTIONS



EMAIL

Basic Data Capture - no automated value



VALUATION RANGE

A range of values provided



ONLINE AGREED PRICE

Dealer or Auction House agree price 'subject to'

TRADE IN SOLUTIONS



TRADE IN DETAILS

Audi A4 Avant estate 2.0 TDI Black Edition 5DR Quattro.
DOR 31/01/2013
52 000 miles

Sold for: **£15,200**

By a dealer in May 2018

 **SETTLEMENT FIGURES
TYPICALLY BREAK THE ONLINE
PROCESS**

Rockar.

Money4yourMo

carwow

AutoTrader

£11,157

£11,856

£12,000

£12,150

£11,154 -
£12,542

£11,760 -
£12,880

PURCHASE

PURCHASE

PURCHASE

PURCHASE


INDICATION

INDICATION

CONSUMERS 'BUY' VEHICLES & FINANCE BUT ARE 'SOLD' VAPS

Acme Motors

© Copyright NewVehicle.com

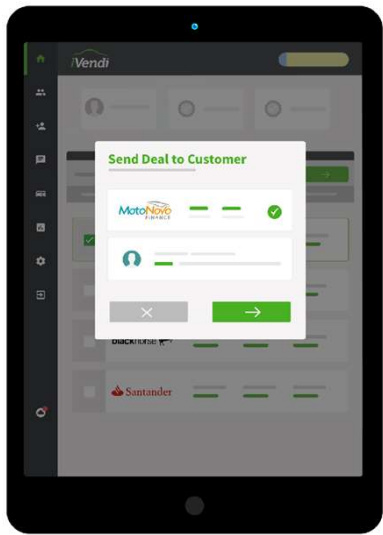
 Tyre & Alloy Insurance
£9.99 per month

[More info](#)

[Buy Now](#)

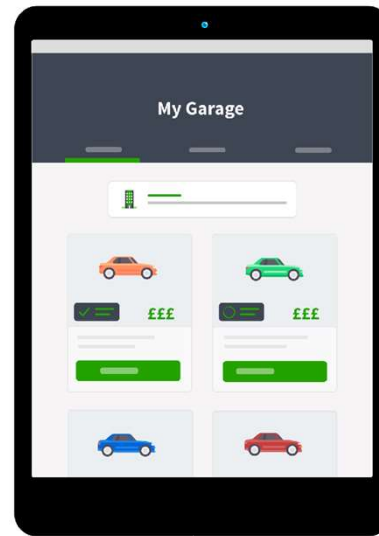
MANAGING 2-WAY TRANSACTIONS

Retailer builds deal in showroom...

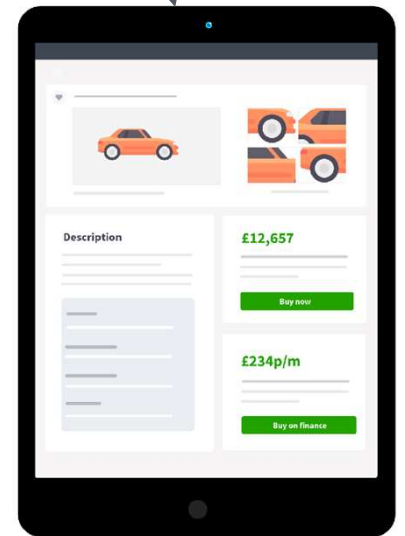


...and sends 'digital deal' to customer

Customer reviews, compares & interacts



Commits to purchase with or without finance, online



MANAGING 2-WAY TRANSACTIONS

Online sales, transacting...

£2m+

VEHICLE & FINANCE SALES MONTHLY



51% online approval rate



SEND DEAL



RE-MODEL



CUSTOMER BUYS

NEXT GENERATION - ONLINE VEHICLE RETAILING

ONLINE RETAILING 1.0

Single lender & apply

FINANCE



TRADE IN



DEAL MAKING



Value range, fixed price,
3rd party guarantee

1 way approach 'happy path'

ONLINE RETAILING 2.0

Eligibility check, multiple lenders,
instant decisions, managing
updates/declines

Ability to restructure trade in value/equity
position, manage settlement figures

2 way deal making

IN SUMMARY



Customer experience around search is not aligned to e-commerce leaders



Web enable - Trust factors, sales process, improve convenience & add reviews



Consumer expectation > dealer perception with regards online retailing

“He who dares, wins!”

Derek Trotter



Q&A Session

... visit our stand to
obtain copy of the
report

