

Digital in Retail

Richard Hollis – Head of Used Car Development

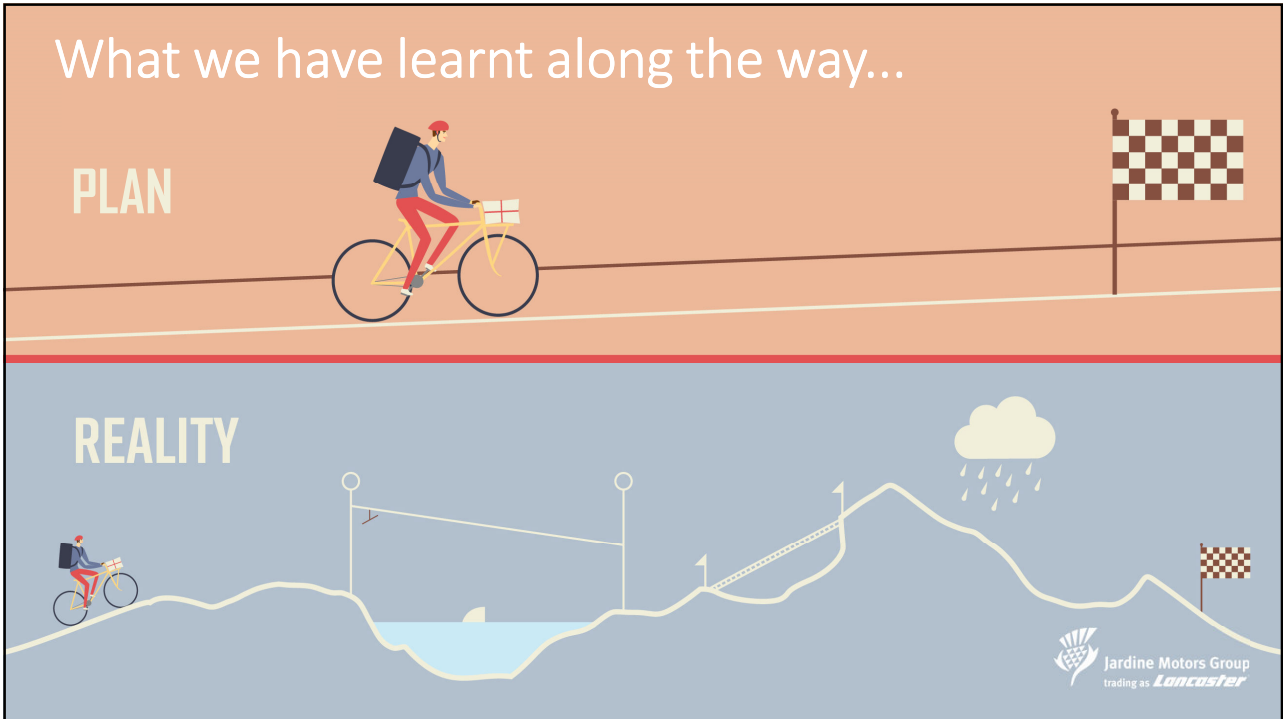
May 2019



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Focussed on being truly customer-centric...

CUSTOMER

quality value convenience

CUSTOMER

Customer "buying" process

Jardine Motors Group
trading as **LANCASTER**

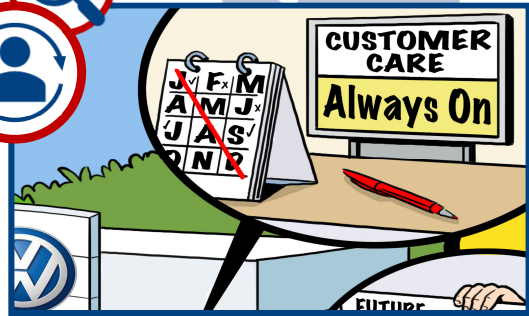
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The customer is king, or queen, always!

The days of score-chasing are long gone!



Price transparency means service transparency is the differentiator



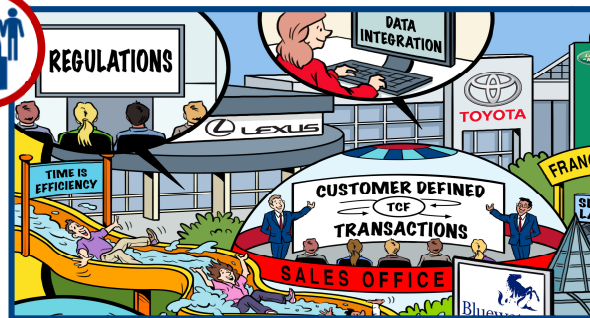
“ Save me time, build my trust, treat me as a valued individual ”



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We are becoming more connected... and regulated

GDPR is a burning platform and the leaks we needed to plug in our sales funnel



FCA + GDPR = TCF

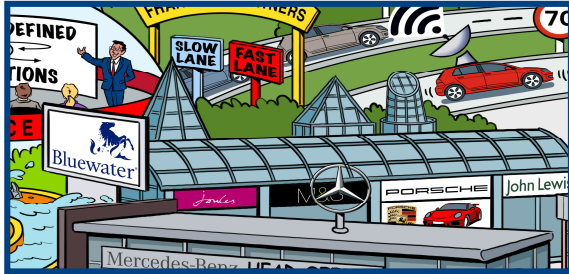


System integration is a great way of staying compliant

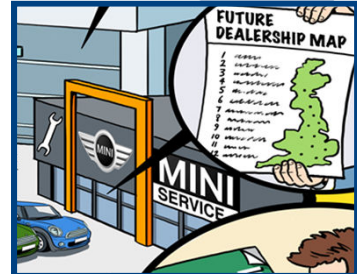


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We need to ask ourselves old questions...



What real estate do we need?



Multi-brand shopping hubs with off site fulfilment and servicing centres?



How much servicing does an electric car need?
EV drivetrain 20 parts, ICE 2,000+

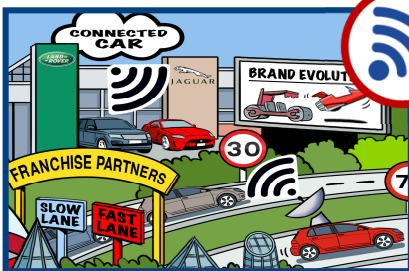


What about Hydrogen?

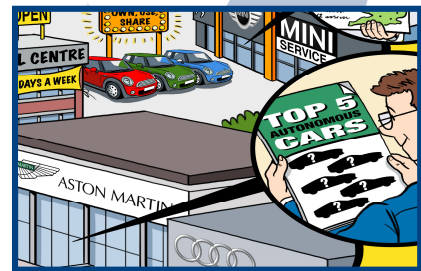


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What about cars that drive themselves...



The challenge is 'Connected Dealer' not 'Connected Car'



Monetisation models will drive up vehicle utilisation and impact RVs

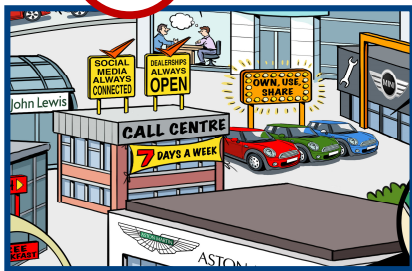
What happens to 'traditional cars' when the robots take over?



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MaaS: 24/7 – 365 days a year

Is MaaS
(Mobility as a Service)
the new PCP?



The Clicks & Bricks experiences
must be equal, frictionless &
flexible to the customer's choice

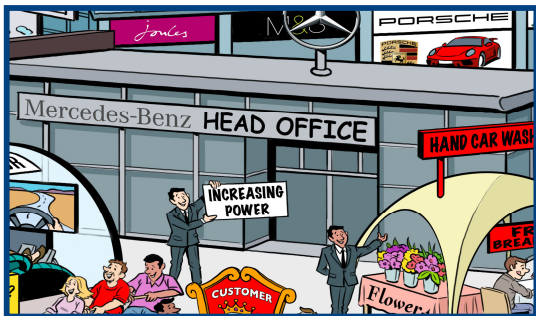


Online sales is no
longer discretionary



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How much control do we really have?



OEMs steer the marketplace
+(-) depending on their
largest pressures



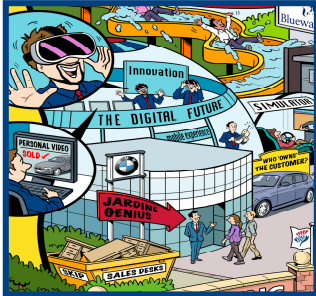
OEMs have different
pressures & measures
from the top down

We all have a place in
the eco-system as long
as we remain agile



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We have to innovate or die...



We no longer want to work with 'suppliers' - our world has already changed and we want to continue to change it with partners



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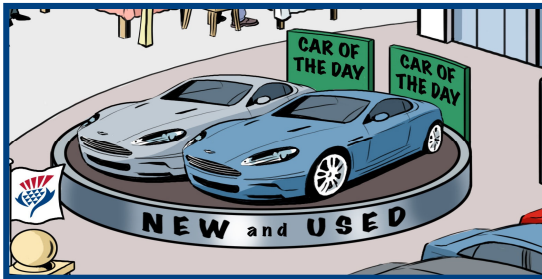


So how does all that affect our remarketing world?



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Evolution not revolution



Vehicle parc end of 2018



ULEV Vehicle parc end of 2018



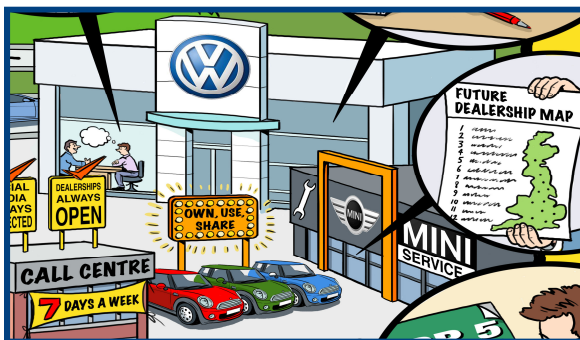
"21 million more electric vehicles expected **worldwide** by 2030" – Deloitte 21 January 2019

"It'll be decades before autonomous cars are widespread on the roads"
- Waymo CEO, John Krafcik – December 2018



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Evolution not revolution



Online trade sales will continue to increase but the need to see the car will continue in the dealer px world



The revolution that I will continue to push for is that of data integration and intelligence

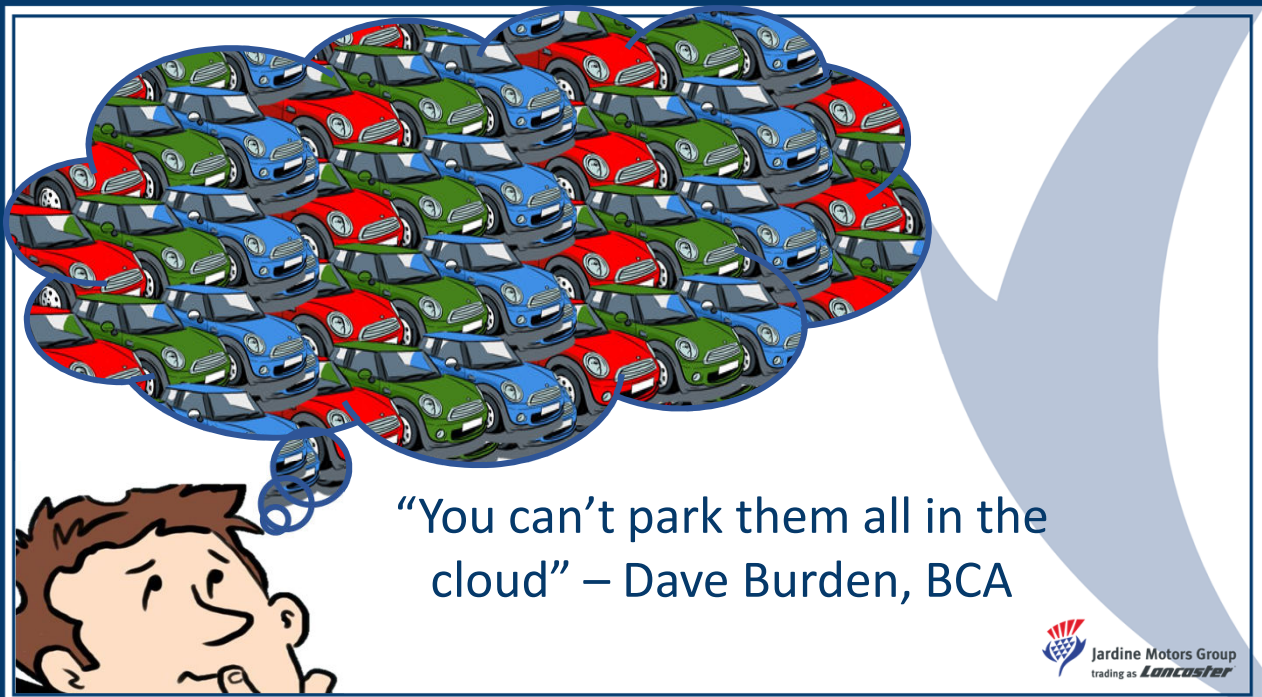
I still don't want traders on my sites




I will still need to convert cars into cash asap, so I can reinvest in retail stock



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“You can’t park them all in the cloud” – Dave Burden, BCA



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