



Commercial Vehicles



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# T H E F U T U R E O F R E T A I L

TRENDS AND INNOVATIONS SHAPING THE INDUSTRY

greenhous

Danny Minshall, Regional Retail Director

# AGENDA

- ▾ WHO ARE GREENHOUS **01**

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- ▾ THE FUTURE OF AUTOMOTIVE RETAIL **02**

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- ▾ FORECAST: HEADWINDS OR A GALE? **03**

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- ▾ WHAT CAN WE DO TO SURVIVE AND THRIVE **04**

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- ▾ TAKEAWAYS **06**

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# WHO ARE GREENHOUS GROUP

- Established in 1912, committed to delivering quality services and products.
- A privately owned company with a flexible, customer-focused approach.
- Managing 90,000 fleet units across 6 strategically located fleet centres with 200 acres of land for optimal service.
- Operating 2 dedicated refurbishment centres capable of refurbishing 40,00 vehicles per annum.
- Expertise in remarketing vehicles, maximising value for customers and partners.
- 28 DAF dealerships and service centres, providing comprehensive sales and maintenance services.
- 7 Retail sites representing 10 different esteemed manufacturers.



Commercial  
Vehicles



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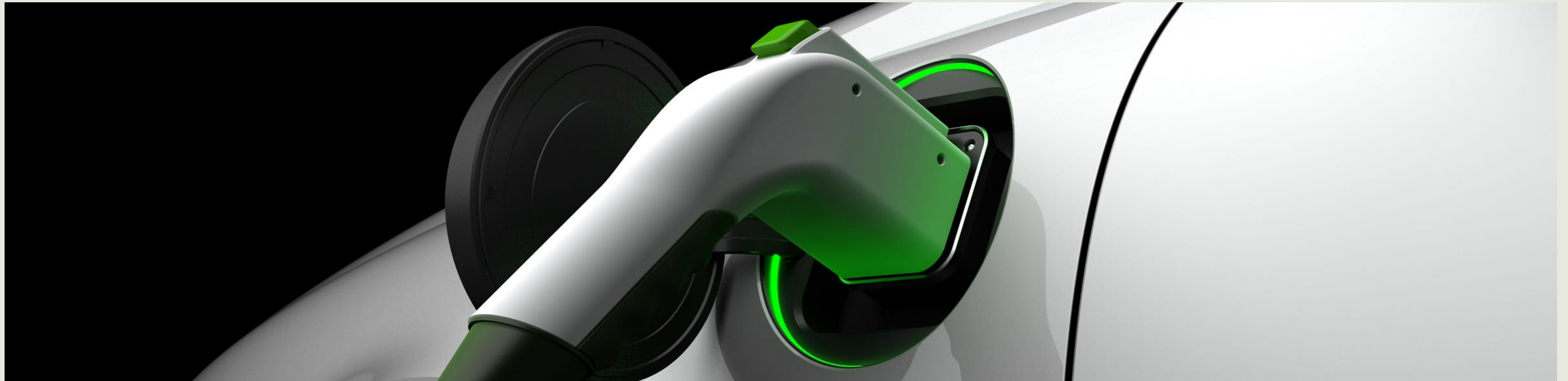


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# THE FUTURE OF RETAIL

TRUTH IS - IT'S MISTY AND UNCLEAR



## AGENCY MODEL

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OEMs trying to sell directly to consumers, but this is currently not working.

## SHIFTING TO EV

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Shifting towards EV has been challenging due to low customer demand and lack of Government incentive. Mostly from salary sacrifice and business users.

## ZEV MANDATE

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The ZEV mandate is intensifying pressure on both manufacturers and dealers, especially with ambitious government targets.

## DISRUPTORS

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Online retailers, online purchasing and new Chinese entrants.



NEVERMIND HEADWINDS

# STRONG CHANCE OF GAIL FORCE WINDS

Microscope on  
Finance  
Comissions

Gap  
Insurance  
Loss Revenue

Utility  
Bills

Chinese  
marketing  
aggressively

Changing  
consumer  
behaviour

Challenging  
Trading  
Environment

High  
Interest  
Rates

Labour  
Budget

Low EV  
Demand

New & Used  
Profits  
Squeezed

Technician  
Costs  
Rise

Less  
consumer  
loyalty

# HOW TO SURVIVE AND THRIVE



# CHANGE

Embrace the changes, adapt and move as quickly as possible, have you got the ability to move fast? The good old days are sadly gone, but change is good!

# GREENHOUS

## OUR SOLUTION IN 2024 FOR RETAIL

Greenhous has undergone significant transformations to diversify and innovate its operations. Key changes include rebranding Telford to encompass Vauxhall, Citroën, Peugeot, and Leapmotor, introducing Omoda Jaecoo alongside used cars in Shrewsbury, transitioning a large Nissan site to Lumen Automotive and Corvette, and expanding Livingston with a Motorhous car supermarket. Additionally, the company has invested in a town-center Greenhous Hub and launched a live BI portal for real-time data tracking.



LUMEN  
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# TAKEAWAYS

## Adaptation

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**01** Can you adapt and move quickly?

## OEMS

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**02** Are you working with the “right” OEMS and do you understand them?

## Speed

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**03** How quickly can you get your vehicles to market – Sell more cars – we all can!

## Preparation

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**04** Can you improve your prep process and centralise this?

## Diversification

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**05** Can we turn our dealerships into destinations and create multiple streams of revenue?

## Communication

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**06** Are you using text/WhatsApp, video, live chat, and AI to communicate with customers?

## Efficiency

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**07** Look at your accounts, administration and marketing setups, can you centralise this to become more efficient and flexible?

## Software

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**08** Have you got the right software and data driving your business?

## Facilities

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**09** Are you looking at your facilities and looking for the low cost of entry opportunities to sweat your asset?

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THANK  
YOU

Danny Minshall, Regional Retail Director

