

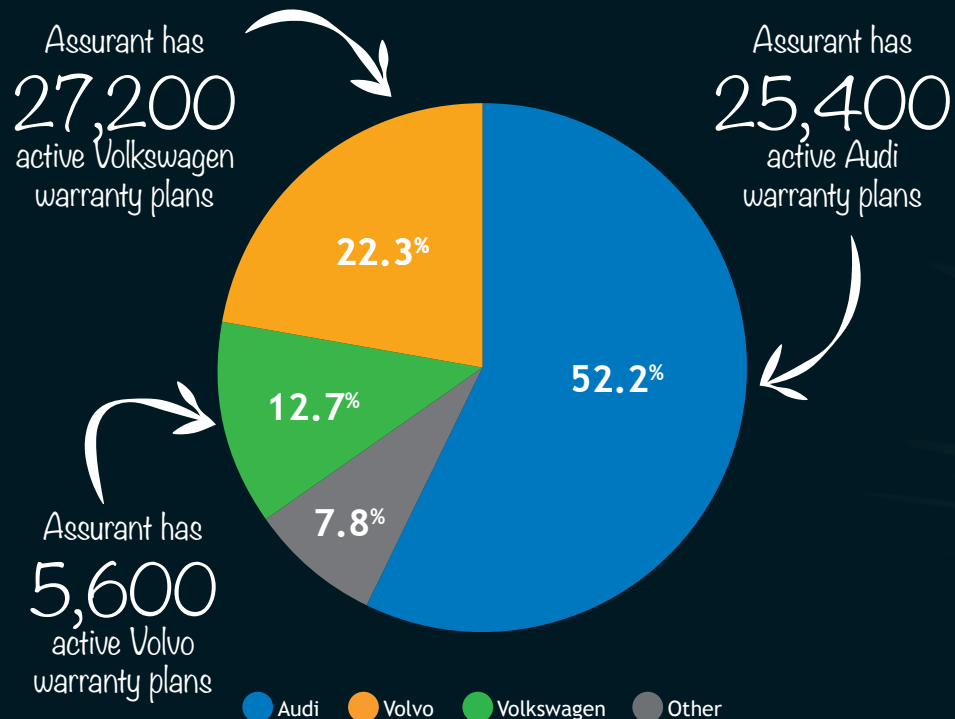
YOUR BUSINESS'S PERSONAL DASHBOARD



Using the used car stock mix listed on your website, we have carried out a high-level analysis on your vehicles. From this, we have detailed what we believe this could mean for your business by looking at several data points. Ultimately, we want to provide you with a snapshot of how we can leverage our vast capabilities, including data analytics, to help improve value-add product performance across your group.

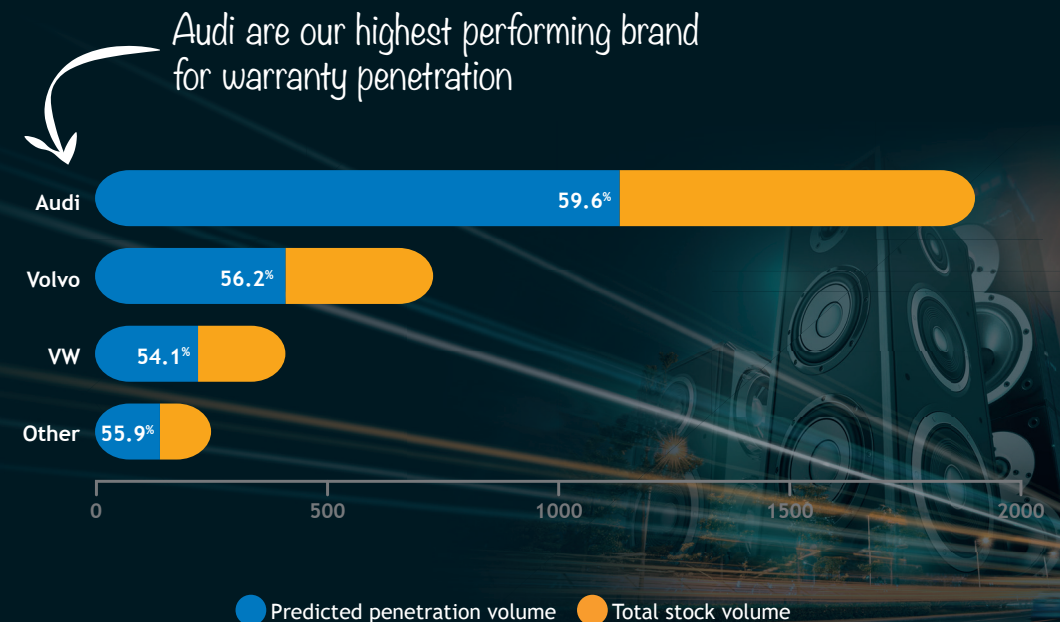
Your key brands

Unsurprisingly, Audi makes up the majority of your vehicles with Volvo and VW the notable second and third. Through our decades of experience, we can support in spotting key trends, buyer behaviour and even predict model turnover/time on forecourt to support your buying strategy for these brands.



Warranty performance

Based on our client performance, we predict that we can get your warranty upsell penetration to the percentages shown below for each brand. This comes from a mixture of the right product presentation, training programme and data analysis (right down to the salesperson!) to identify areas of opportunity and improvement and act on these as quickly as possible.



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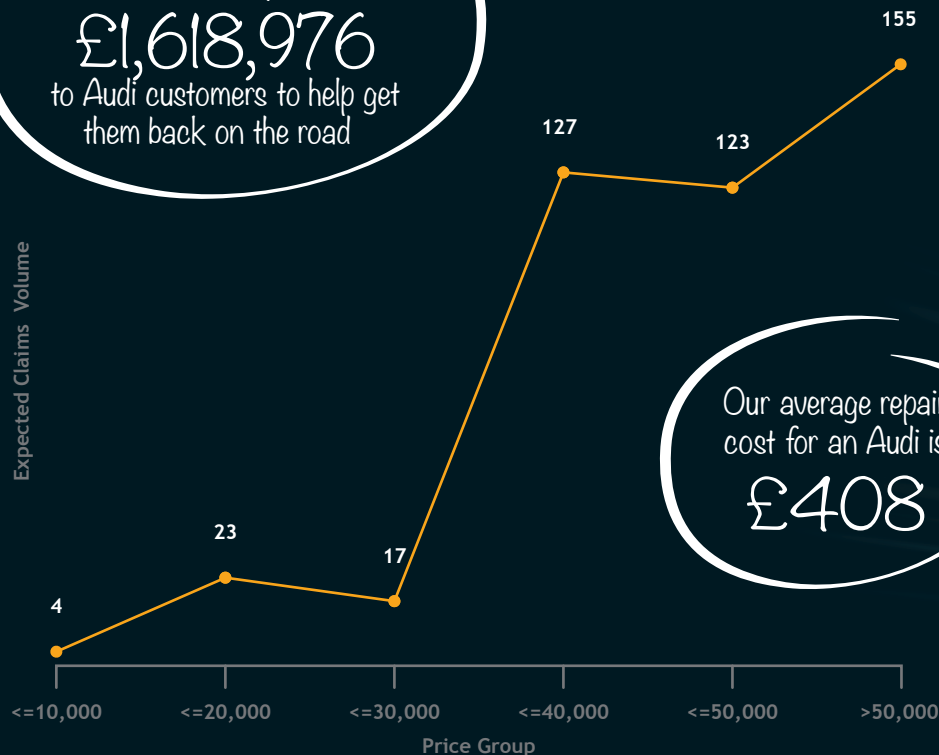


Warranty claims











A successful warranty programme doesn't just mean you get more value out of every vehicle and meet a need of your customers, it also means you see the customer again for any claims and rectify the issue - and get the claims revenue back into your workshop. Based on your current stock, we predict you would see the below numbers and revenue for any repair work within the warranty period.

In 2020, even with reduced car usage, we paid out
£1,618,976
to Audi customers to help get them back on the road

Expected Claims Volume



Our average repair cost for an Audi is
£408

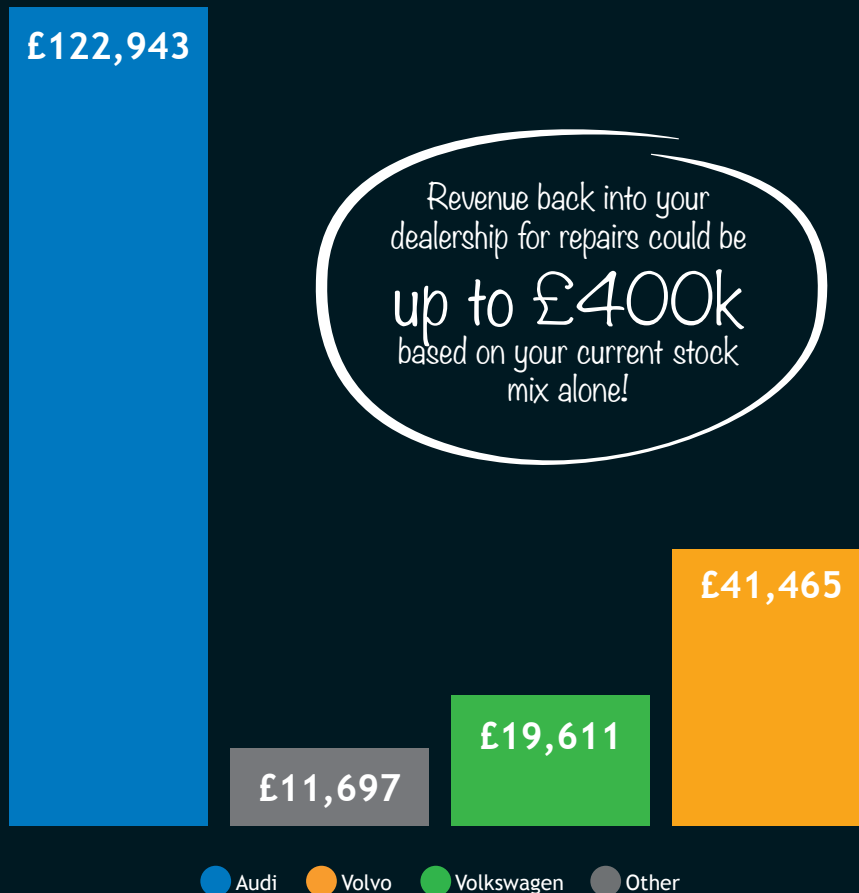
Vehicle Part	Total Claims	Average Paid Amount
 Water Pump	505	£388
 Sensors	206	£376
 Suspension	133	£228
 Injectors	110	£533
 Coolant	94	£446
 EGR Valve	83	£557
 Lambda Sensor	55	£371
 Wiper Motor	55	£333
 Gearbox	54	£1,251
 Clutch	51	£599

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Warranty revenue

As well as working with you to ensure your Warranty programme is a profit centre as opposed to cost through upsell performance, we'll also direct customers back to you for repair. Based on our calculations, this could mean the below revenue by brand for your business.



...and there's more!

This is just the tip of the iceberg on how we'd like to support your group with strategy and insights. With other client data we are able to provide information to support on more business decisions, for example what the location of the buyers are and where to focus their marketing and, through our other lines of business D2C brand expertise, the right time to send a communication in the customer journey and what should be included.

When it comes to supporting our partners, we don't miss a beat. To discuss further, please contact me on the below details or you can visit our website for more information [here](#).

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