

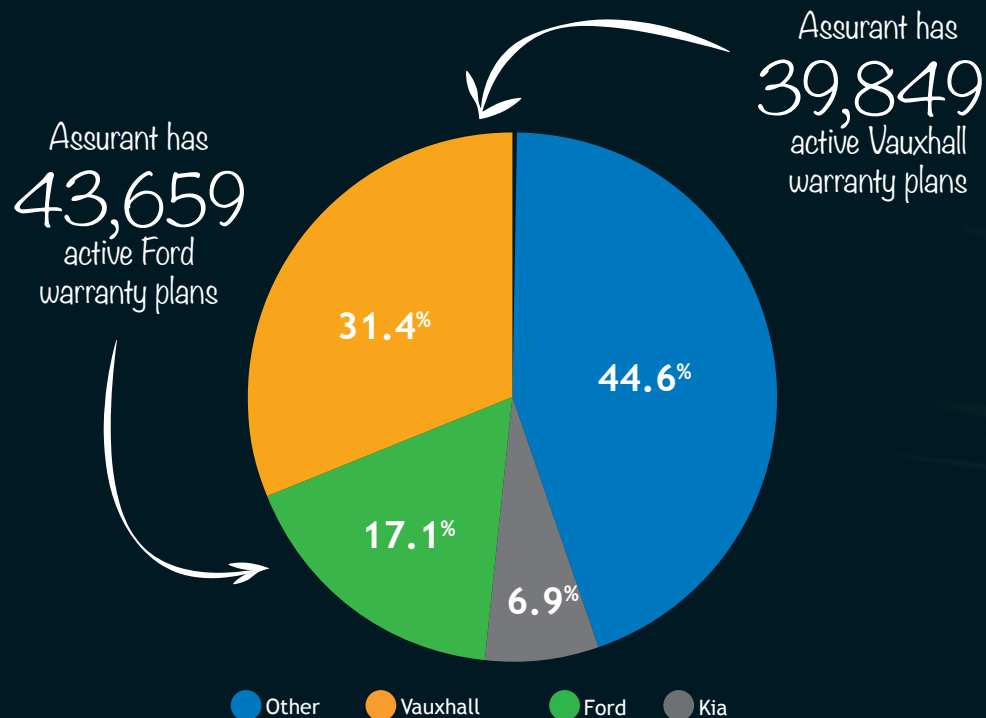
YOUR BUSINESS'S PERSONAL DASHBOARD



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.

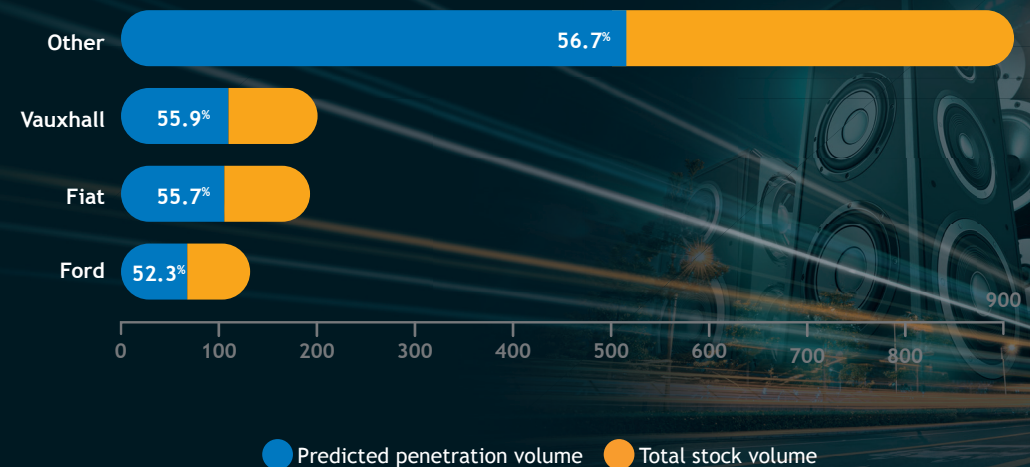
Your key brands

Unsurprisingly, Vauxhall makes up the majority of your vehicles with Ford the notable second. 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 off our client's performance, we are confident that we would be able to support you to increase penetration to the percentage 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.

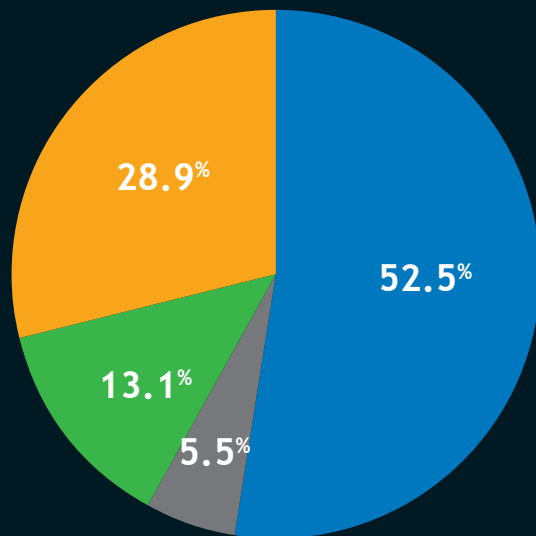


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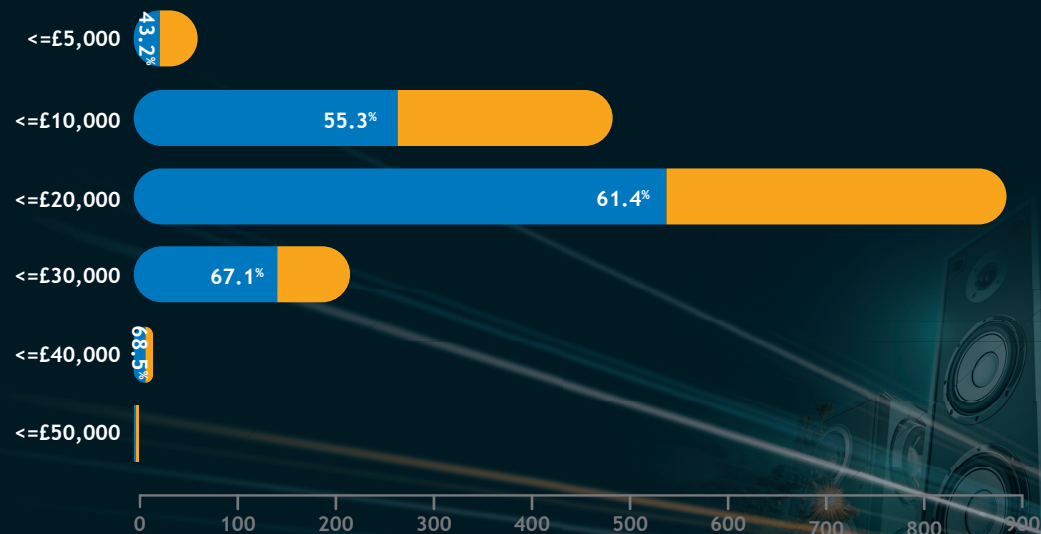


Warranty performance

As your group has such a wide range of vehicle brands (34 in total!), we have also looked at the price ranges of your vehicles to see how this could impact warranty penetration.



● <=£10,000 ● <=£20,000 ● <=£30,000 ● >£30,000



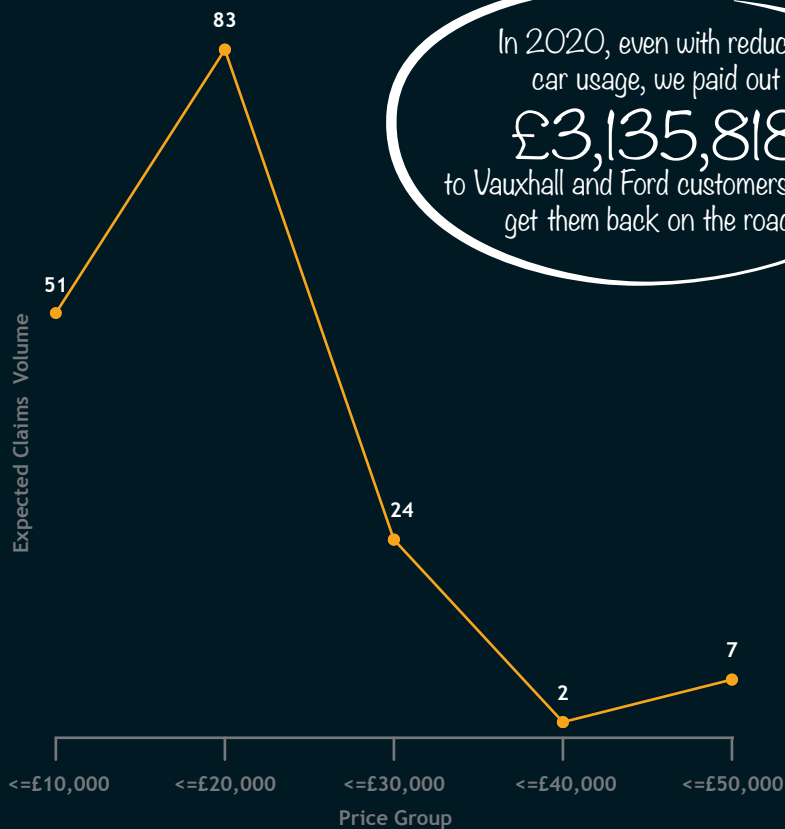
● Predicted penetration volume ● Total stock volume

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Warranty claims

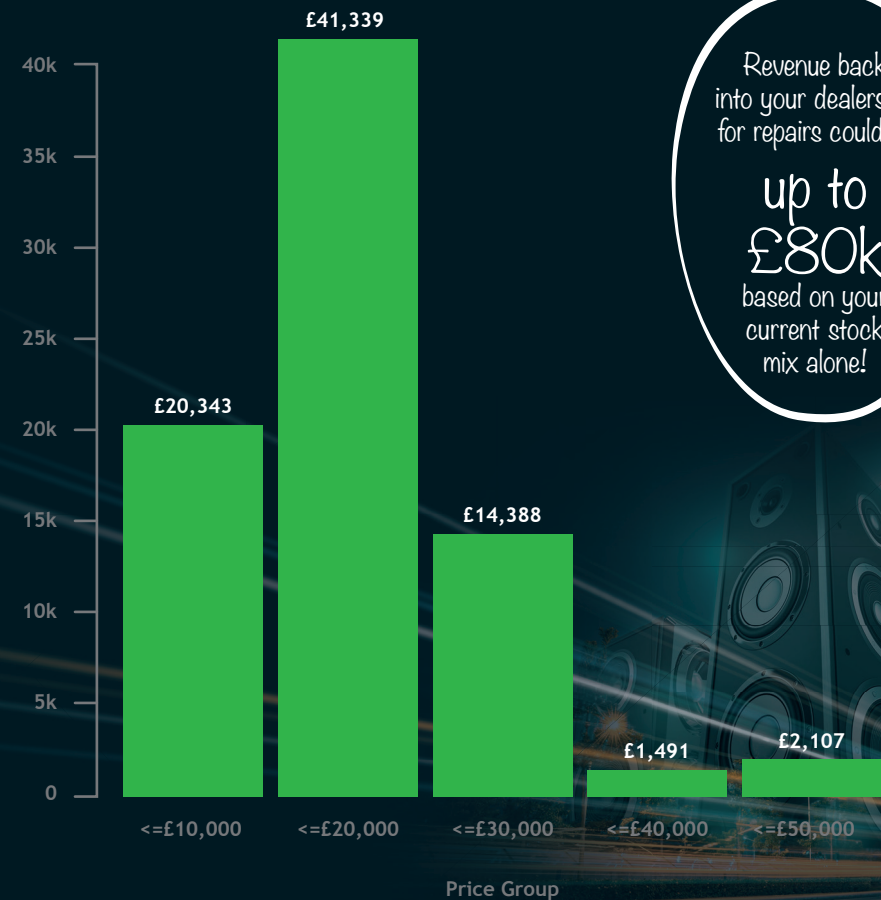
A successful warranty programme doesn't just mean you get more value out of every vehicle and meet the needs of your customers, it also means you see the customer again for any claims to rectify the issue - and get the claims revenue back into your workshop. Based off your current stock price ranges,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



In 2020, even with reduced car usage, we paid out
£3,135,818
to Vauxhall and Ford customers to help get them back on the road

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 price range for your business.



Revenue back into your dealership for repairs could be

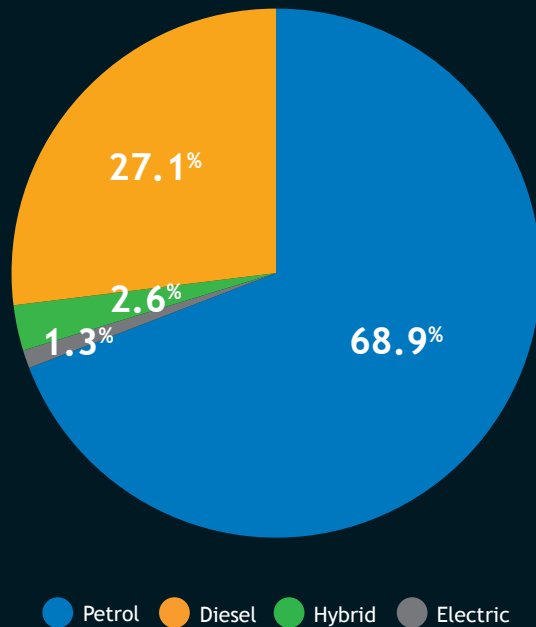
**up to
£80k**
based on your current stock mix alone!

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Putting the right product on your EV stock...

Although currently a small percentage of your stock, this will inevitably increase and you can help protect and grow your business by offering the latest vehicle protection product for this changing market, our specialist electric vehicle warranty, EV One.



...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 further 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 visit our website for more information [here](#).

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