



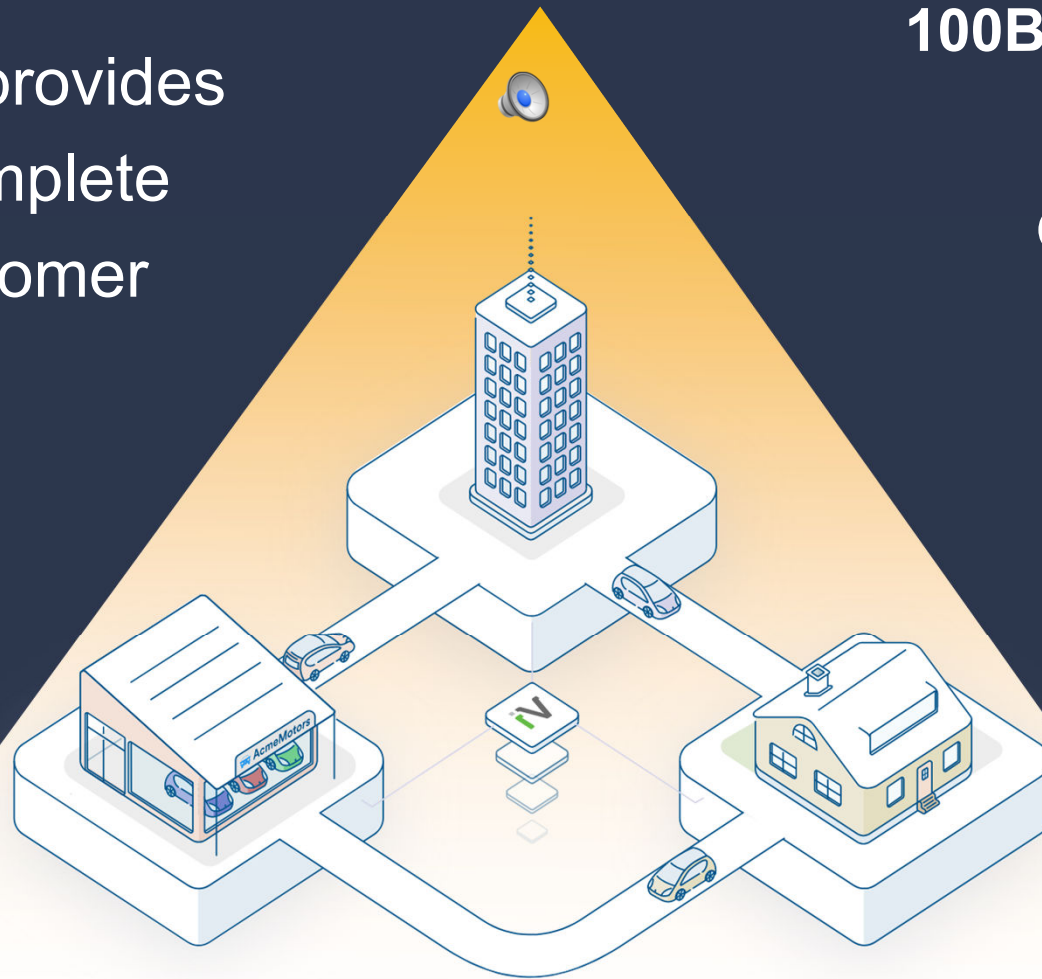
 **Online Vehicle Retailing**
Trends for 2020

Rob Severs, VP Data & Insight



● PLATFORM REACH

iVendi Platform provides insight of the complete **End to End** customer journey



100Bn Quotations per month

Quoting on **250k** unique vehicles per day

Visibility on **5m** prospective car buyers per month



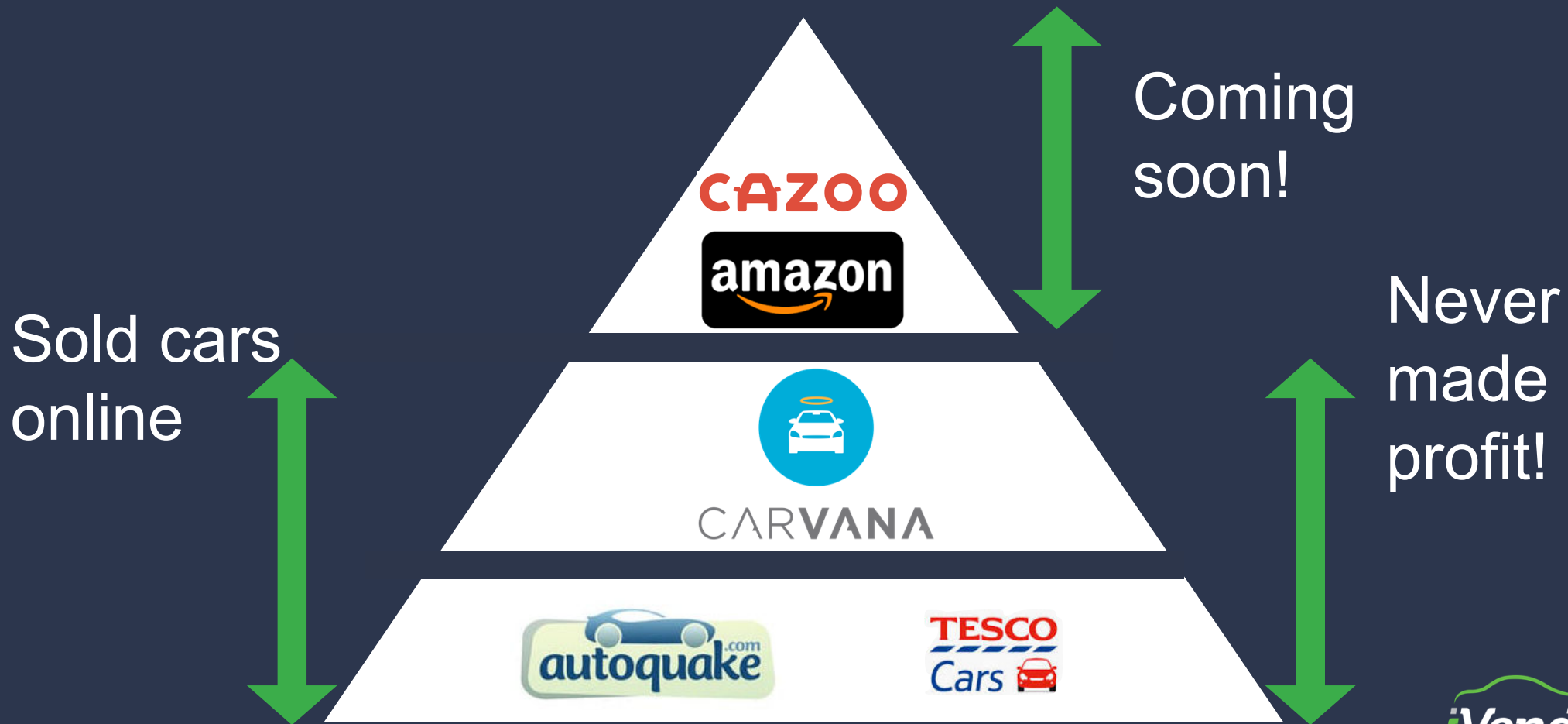
DOES RETAILING VEHICLES ONLINE ACTUALLY WORK?

Yes



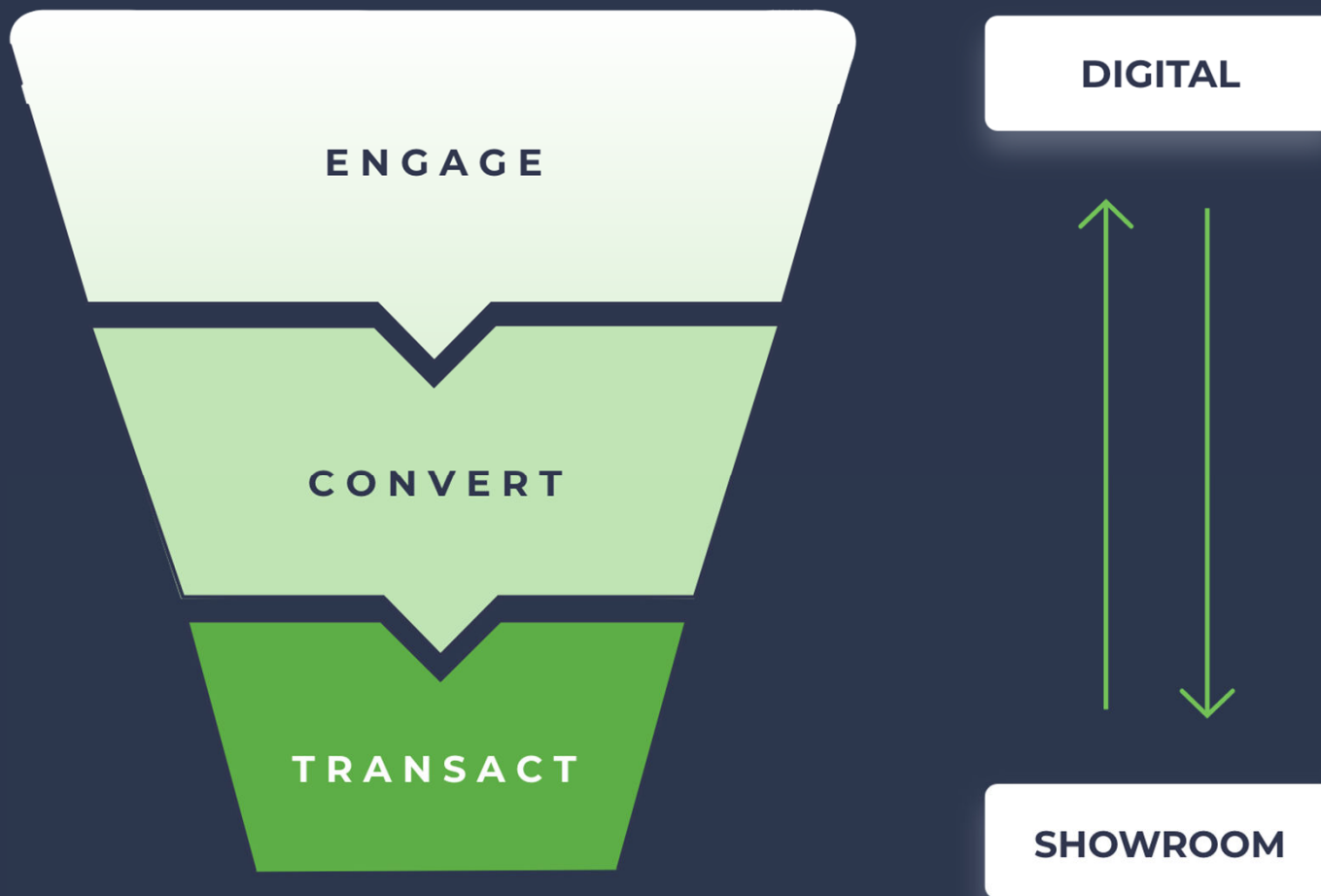
No

● ● PURE ONLINE RETAILERS





WHAT IS OMNI-CHANNEL RETAILING?





EXISTING SOLUTIONS ARE TOO “HAPPY PATH”





THE REAL WORLD PATH





VEHICLE TRANSACTION



Vehicle

Price

Discount

Changes in price

Distance Selling

Reservation



Trade In

Valuation methodology

Capture of information

Face2Face evaluation

Settlement figure

Negative equity/VT



Finance

Quoting

Application journey

Decisions

Update application

Regulation

FDA's

Declines



VAP's

Non-Insured

Insured

Regulation

Distance selling

STRATEGIC BUSINESS PROCESS FOR CONVERSION AND COMPLIANCE

● COMPLEX TRANSACTIONS

Complex transactions are not catered for in existing solutions and need 2 way engagement



69%

Based on 8312 paid out transactions during July 2019

● ● 2 WAY TRANSACTION MANAGEMENT

Manage the 4 components of the sale –
Send the customer a personalised deal

A simple extension of your existing
business processes

Provide an audit trail for regulation

****It works!!!!****

AcmeMotors

My Account ▾

Signup

Offer details

Part excl



Vauxhall Corsa-E
5 Door Ultimate

RRP **£ 16,999**

NewVehicle.com price  **£ 15,999**

Extras:

£ 500 deposit contribution

1 year warranty

1 year breakdown cover

Message from Acme Motors:

Here is the deal we discussed, if you have any questions please let me know!

 [Message retailer](#)

ONLINE COMPLIANCE

Protect:

- the dealer
- the lender
- the consumer

Let the customer self serve key parts of the transaction

iVendi



Self Certified Suitability Assessment



John Doe

2018 Ford Edge Diesel Estate



12 May 16:19

Yes



Created and logged into **NewVehicle.com** account



12 May 16:22

Yes



Have you read the product explanation and/or watched the video?



12 May 16:23

Yes



Do you believe that you will be able to comfortably afford the repayments?



12 May 16:24

Yes



Do you intend to keep the vehicle

iVendi



ONLINE COMPLIANCE

Cars Prestige cars Vans Bikes Motorhomes Caravans Trucks Farm Plant Safety & Security Advice

Buying new & used Sell your car Value your car Car reviews Finance, insurance & more

Saved Sign in Sell my car


USED CAR

DS Automobiles Ds 31.2 PureTech Elegance 5 door

REAR SENSORS, FULL HISTORY

£7,375
AutoTrader GREAT PRICE
Based on similar cars

Check this car's past Get an insurance quote Share



0% APR AVAILABLE

1 of 30

★★★★★ 4.7 (525 reviews)

Location map Get directions

(0115) 6718780

Seller online Chat with seller

Email seller Visit website

Buy this car

Total Price £7,375

Part exchange your vehicle +

Total to pay £7,375

Enquire now

Part exchange your vehicle →
Get an Auto Trader guide price and tell the dealer you'd like to part exchange your vehicle.

Interested in this car?

How much is it to insure?
Compare insurance quotes for this car through Compare The Market

Check its full history

Save & compare Print Report ad

Overview

Auto Trader rating ★★★★★ 3.4
Read Auto Trader review

Owner ratings (1) ★★★★★ 4.5
Read owner reviews for DS AUTOMOBILES DS 3

2016 (16 reg) Hatchback 30,593 miles 1.2L

Manual Petrol 3 doors 5 seats





ONLINE COMPLIANCE

70 YEARS Est 1948 AA You can trust our Approved Dealer

Search Cars Vans Offers Servicing Shop Find Us Account

Home > Used Car > DS > Ds 3 > FC16VEF

DS Ds 3 Elegance

1.2 PureTech Elegance 5-door

Popular! Viewed over 70 times recently.

Grey | 30593 Miles | Petrol | 101 BHP | Full Service History + HPI Checked

- ✓ Free 1 Year AA Roadside Assistance
- ✓ Eligible For Moving Closer
- ✓ Ready To Drive Away On The Same Day
- ✓ Home Test Drive Available
- ✓ Sandycliffe Warranty Available

£7,375 + £99 Admin Fee

Or £131.82 Per Month

12.90% APR

View Full Finance Example

Get Your Sale Price
Our Lowest Price Within 3 Minutes.

Get A 0% Finance Quote

Reserve It Now!

Request a Callback

Book a Test Drive

Or Call 01156 724 597

Part Exchange?

Get an Instant Valuation

Google ★★★★★ Trustpilot ★★★★★

60.10 MPG

9.60s 0 - 60

112 MPH Top Speed

101 BHP Max Power

113 CO2 Emissions

£30 Annual Tax

Conditional Sale PCP

Offline



What's the PCP GFV based on?



ONLINE COMPLIANCE

Innocent mistakes
may have
significant
implications for
Online Retailing

Cars Prestige cars Vans Bikes Motorhomes Caravans Trucks Farm Plant Safety & Security Advice

Buying new & used Sell your car Value your car Car reviews Finance, insurance & more

Saved Sign in Sell my car

ALMOST NEW CAR

KIA Proceed GT-LINE 1.6 CRDI 134BHP 6-SPD 3dr

£19,995

Check this car's past Get an insurance quote Share

(028) 3811 0941

Email seller Visit website

Buy this car

Total Price £19,995

Part exchange your vehicle

Total to pay £19,995

Enquire now

Part exchange your vehicle
Get an Auto Trader guide price and tell the dealer you'd like to part exchange your vehicle.

Interested in this car?

How much is it to insure?
Compare insurance quotes for this car through Compare The Market

Check its full history
Get peace of mind before you buy

Save & compare Print Report ad

Overview

Owner ratings (1) ★★★★★ 4
Read owner reviews for KIA PROCEED

2019 Hatchback 1,188 miles 1.6L
Manual Diesel 3 doors 5 seats





ONLINE COMPLIANCE

Data accuracy is key to retailing online

Home Used Cars SKODA Offers Kia Offers SKODA Motability Kia Motability Servicing & Parts

Home > Used Cars > KIA PROCEED GT-LINE CRDI ISG < Back

KIA PROCEED GT-LINE 1.6 CRDI 134BHP 6-SPD WAS £20,995 **NOW £19,995**
EX-DEMO, IMMACULATE

CALL US NOW
Book a test drive
Make An Enquiry
Print Details

Our Finance Example

Personal Contract Purchase

| | |
|------------------------|----------------|
| 48 monthly payments of | £278.07 |
| On the Road Price | £19,995.00 |
| Customer Deposit | £3,000.00 |
| Balance to Finance | £16,995.00 |
| 48 Monthly Payments of | £278.07 |
| Final Payment | £7,590.11 |
| Total amount payable | £23,937.47 |
| Representative APR | 8% |
| Annual Mileage | 8,000 |

Key Information About This Car

| | | | |
|--------------|-------------------------|--------------------|--------------|
| Year | 2019 | Body Style | Estate |
| Reg | MXZ8801 | Engine Size | 1.6L |
| Mileage | 1,188 | Colour | FUSION WHITE |
| Transmission | Manual | Doors | 5 Doors |
| Fuel | Diesel | Registration Date: | 04/02/2019 |
| Price | WAS £20,995 NOW £19,995 | | |

Finance Terms and Conditions
Finance is subject to status and available to over 18s in the UK only (excluding the Channel Islands). Guarantees and indemnities may be required. Monthly repayments correct at the time of calculation. Howard Abraham Motors Ltd is authorised and regulated by the FCA (Financial Conduct Authority). Firm ref no.306228. Our status is not independent. We have agreed commercial terms with a limited number of credit providers

We check our vehicles with **hpi**
HPI Checked for theft.

Other Information

5

Data has changed!

iVendi



HOW BIG IS THE PROBLEM?

A conservative estimate is **8% of all vehicles** have potential data conflicts



+ **5% of vehicles are not coded**, instant barrier to potential online sale



● ● 2 VERY IMPORTANT QUESTIONS FOR ONLINE RETAILING

Dealers – “*Data Controllers*” – what are your suppliers doing with your vehicle data?

Suppliers – “*Data Processors*” - are you taking reasonable steps to ensure accurate data?



ONLINE COMPLIANCE



- Misleading advertising on vehicle and finance
- Incorrectly quoted residual value products
- TCF issues
- Questionable dealership processes
- Refusal to pay Insurance claims
- Incorrectly described vehicle on finance agreement
- Compensation to customer
- Clawback of commission



ONLINE COMPLIANCE – Show your data processing

Stock List

Filter by

Reset all

Data Accuracy [?](#)


- ★★★★★ 32
- ★★★★☆ 3
- ★★★☆☆ 0
- ★★☆☆☆ 0

findandfundmycar.com

peugeot 208 5dr 1.2 allure

Showing 3 vehicles in your dealership

CE16FMJ Advertised on findandfundmycar.com

 **PEUGEOT 208** **£7,495.00**

1.2 ALLURE 5dr 82 BHP

| | | | |
|-------------|------------|--------------|--------|
| Mileage | 14039 | Fuel Type | Petrol |
| Date of Reg | 21/03/2016 | Transmission | Manual |

Data accuracy [?](#)
★★★

Fix issues



ONLINE COMPLIANCE

Please select the correct vehicle to quote with

 Your supplied vehicle may not match with what we use for quoting.

Supplied vehicle info:

MAKE:
PEUGEOT

MODEL:
208

DERIVATIVE:
1.2 ALLURE 5DR 82 BHP

FUEL TYPE:
PETROL

BODY STYLE:
HATCHBACK

DOORS:
5

TRANSMISSION:
MANUAL

What we use for quoting:

MAKE:
PEUGEOT

MODEL:
208

DERIVATIVE:
1.2 VTI ALLURE 3DR

FUEL TYPE:
PETROL

BODY STYLE:
HATCHBACK

DOORS:
3

TRANSMISSION:
MANUAL

Search and confirm vehicle:

 PEUGEOT 208 1.2 ALLURE 5dr 82 BHP Petrol Manual 2016

Confirm your vehicle derivative from the search results below:

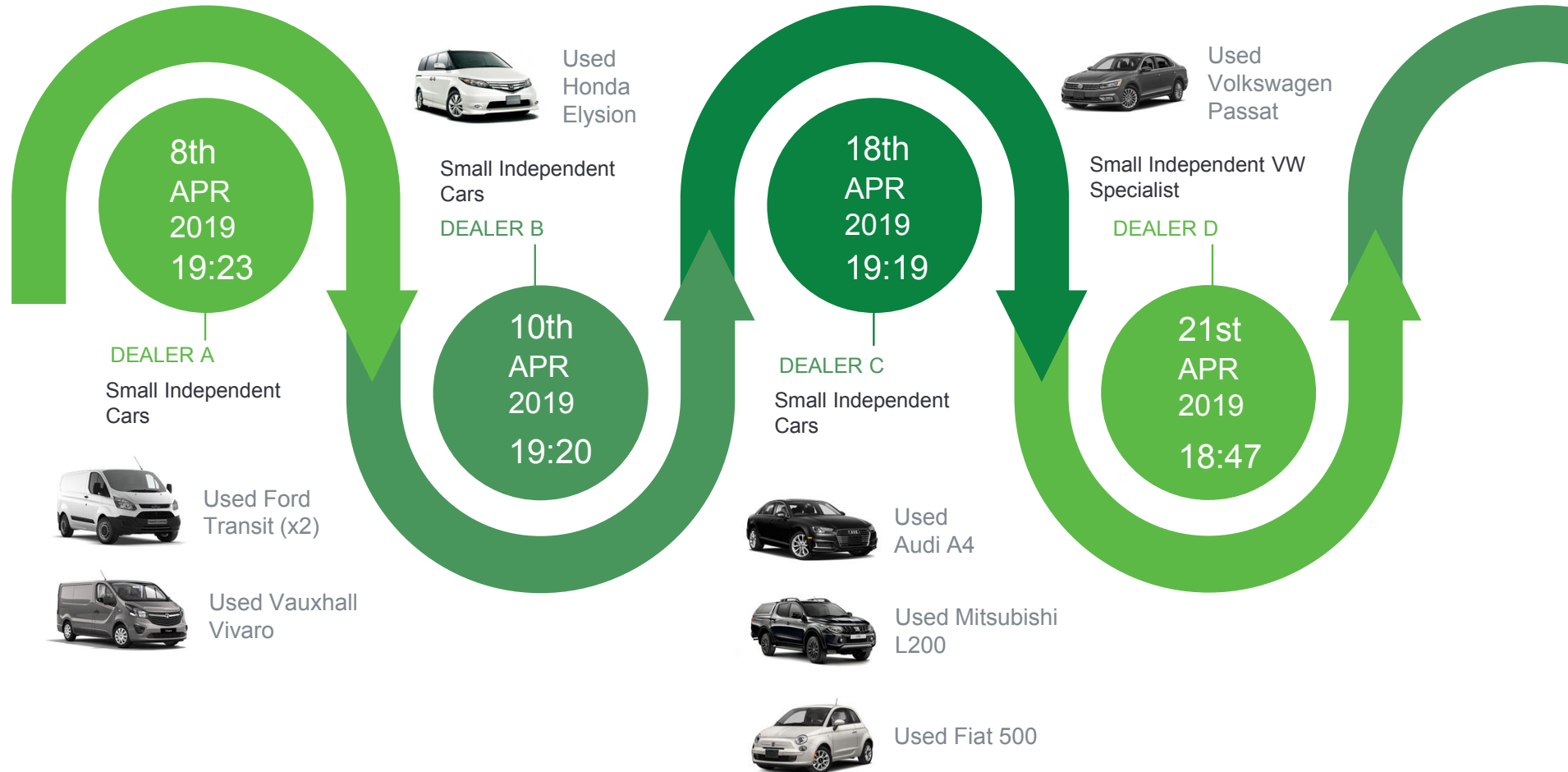
Highlight conflict
and immediately
address them

Distribute
accurate quote
across 3rd party
partners

**WHAT ABOUT THE TOP OF THE FUNNEL?
WHO'S RECENTLY BOUGHT A CAR...AS A CONSUMER?**



A real customer journey...





Used Volkswagen Passat (search x5)



New Volkswagen Passat

Major VW Franchise Group
DEALER E

21st
APR
2019
19:00

21st
APR
2019
20:35

DEALER F
OEM Site



New Vauxhall Insignia (Search x6)



Used Volkswagen Passat

Major VW Franchise Group
DEALER E

21st
APR
2019
20:49

21st
APR
2019
21:51

DEALER D
Small Independent VW Specialist



Used Volkswagen Passat



Used Volkswagen Passat (Search x2)

Major VW Franchise Group
DEALER E

22nd
APR
2019
5:46



Used Volkswagen Touareg



Used Volkswagen Transporter



Used Volkswagen Tiguan (x2)

Small Independent VW Specialist

DEALER D

22nd APR 2019 11:17

23rd APR 2019 20:30

DEALER D

Small Independent VW Specialist



Used Volkswagen Touareg



Used Volkswagen Passat

Major VW Franchise Group

DEALER E

23rd APR 2019 20:32

24th APR 2019 6:03

DEALER F
OEM Site



New Vauxhall Insignia (x4)



Renault Trafic



Nissan Np300 Navara



Land Rover Defender

Small Independent cars and vans
DEALER H

24th
APR
2019
6:10

DEALER G
Major VW Franchise Group



New Vauxhall Insignia

24th
APR
2019
11.38

24th
APR
2019
18:32

DEALER H
Small Independent cars and vans

APPLICATION REFERRED



Renault Trafic

Small Independent cars and vans
DEALER H

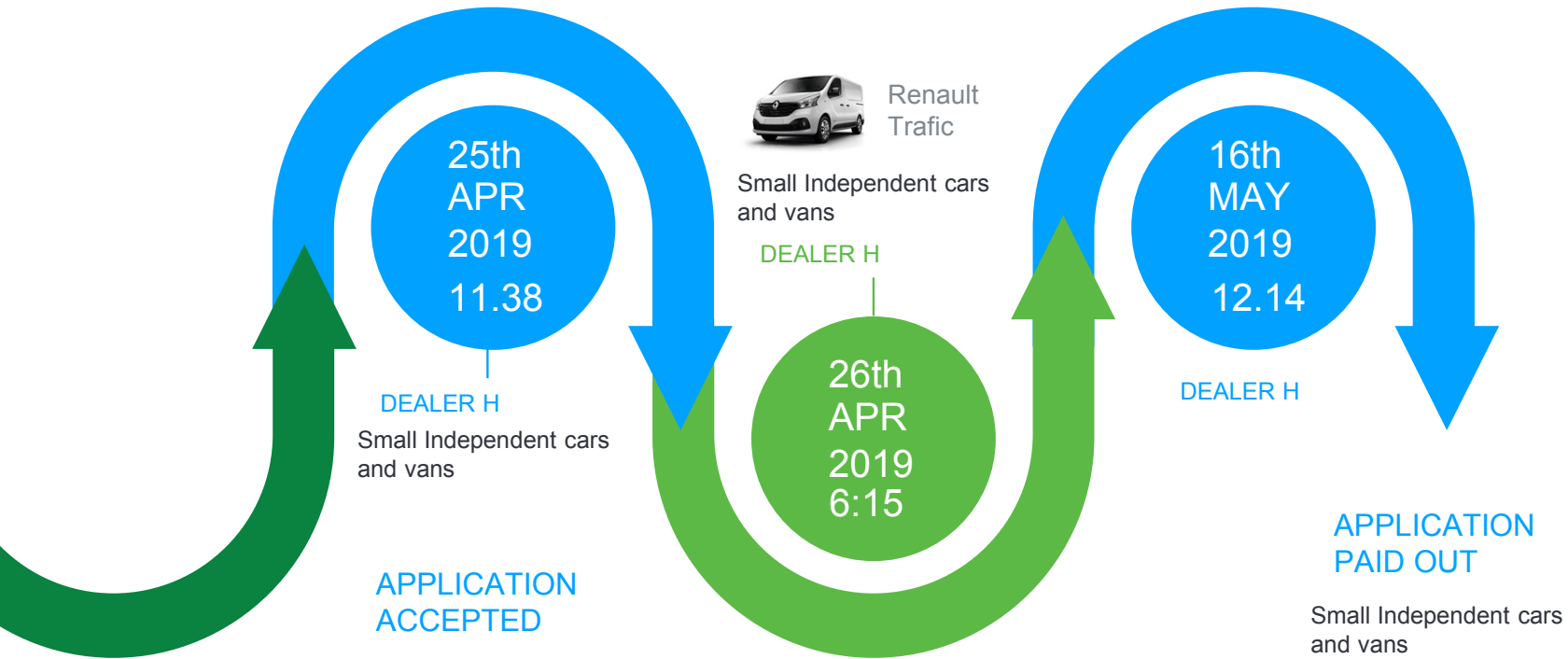
24th
APR
2019
20:04

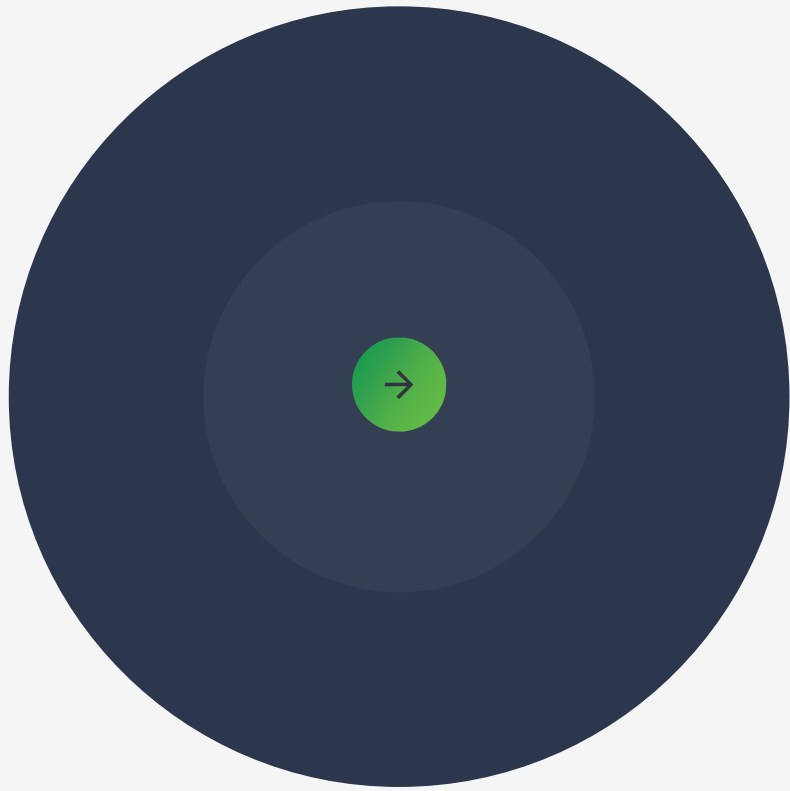
25th
APR
2019
6:19



Renault Trafic

DEALER H
Small Independent cars and vans





A real customer journey...

- **7 dealers & 1 OEM site** (where iVendi motor finance technology is installed)
- Over a **39 day** period
- Typically looked at **vans** and **large cars**
- A **finance buyer** that **applied online**
- Will have **repeated search** requirements on every site visited.

WHAT DOES A CONSUMER CENTRIC SEARCH LOOK LIKE?

amazon.co.uk prime
Deliver to Mr Alderley ... SK9 7JB
Shop by category

ford

- ford fiesta car mats
in Car & Motorbike
- ford transit custom seat covers
- ford focus car mats
- ford transit seat covers
- ford kuga car mats
- ford transit mirror glass
- ford fiesta seat covers
- ford fiesta accessories

Hello. Sign in or register | Daily Deals | Sell | Help & Contact

Shop by category

ford

- ford fiesta
- ford fiesta - Cars
- ford fiesta - Car Parts
- ford focus
- ford transit
- ford ranger
- ford capri
- ford mondeo
- ford galaxy
- ford escort
- ford mustang

67% of UK consumers rated these as the best experience

Our shops | Customer services | Partnership Card | Insurance

John Lewis

ford

BRANDS

TOM FORD

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

Basket

HOME & GARDEN | FURNITURE & LIGHTS | ELECT | SPORT & LEISURE | GIFTS | OFFERS | BRANDS



CONTEXT BASED v FACETS - SPEED TEST

The image is a composite of two blurred sections. The left section shows a white car in motion, with a red bar at the bottom. The right section shows a website interface with several elements: a logo for .juhu.AUTO in green, a logo for mobile.de in orange and black, and a logo for AUTO SCOUT24 in blue and orange. Below these logos, there is a green bar, a purple bar, and a white bar with text. The text in the white bar is partially legible and includes the word "MESSAGE".

● ● ● HOW DO YOU QUALIFY YOUR ONLINE CUSTOMERS?

Build a Digital Profile

Vehicles of
interest

Attributes of
vehicle

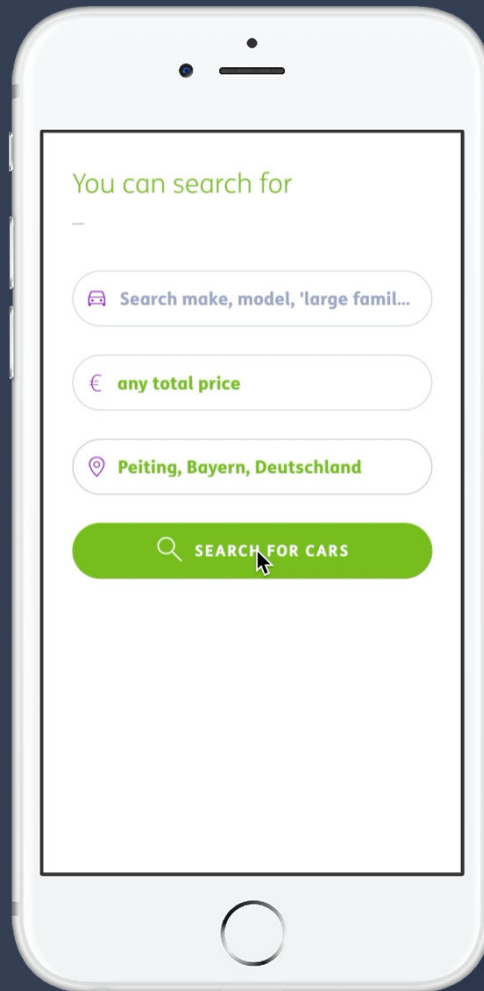
Attributes of
price/finance

Levels of
engagement

Time in market

PERSONALISATION – Let the stock find the customer

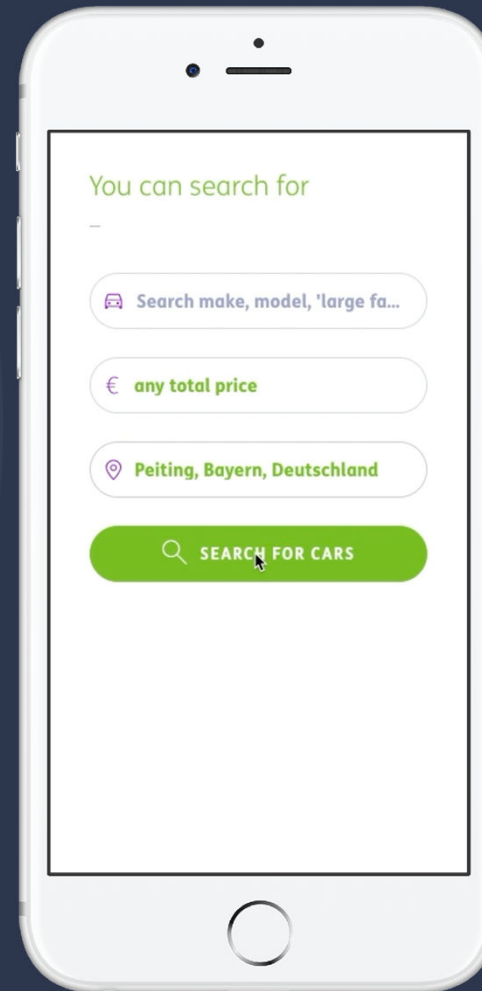
Richard is starting his search for a vehicle



James has been looking for the past 2 weeks at;

Ford transit vans

Between 7-10 years old



SUMMARY – DON'T BE “TOO HAPPY PATH”, PROVIDE REAL WORLD SOLUTIONS

- 2 Way Transactions enable **100% online coverage and leverages your existing processes**
- Compliance – Data Accuracy of Online Vehicle and Finance needs work
- Search Journey needs to be personalised like you would do in the showroom

