

Automotive management LIVE

Brought to you by
AM **NFDA**
NATIONAL FINANCIAL DEALERS ASSOCIATION

2021 PREVIEW

Automotive Management Live is back in person at Birmingham's National Exhibition Centre (NEC) this November.

The show offers a packed line-up of 12 presentations and 17 speakers as part of the packed schedule on the day across three theatre areas, including Operational Excellence, Digital and Inspiration.

AM Live will be an insight-packed event for car retailers – franchised and independent – and manufacturers who want to compare and contrast the latest products and services from the sector's leading suppliers, attend masterclass sessions that focus on specific areas of modern retailing, listen to expert speakers and network with industry colleagues.



Features of the 2021 show will include:

- The Inspiration Theatre (NEW) – home to strategic presentations on leadership, improving diversity within automotive and optimising a future with electric vehicles.
- A fun, interactive used cars feature brought to you by AM and Cox Automotive, with prizes to be won.
- The Innovation zone – hear from the latest technology leaders in the sector.
- Operational Excellence and Digital Theatres – homes to expert presenters on critical topics including aftersales, used cars, motor finance and customer loyalty.
- Exhibition space with almost 50 stands and displays from the industry's crucial suppliers.
- Networking areas, including the AM100 executive lounge, where you can meet your peers and privately discuss the key issues and opportunities you're seeing.





NFDA at AM Live 2021

Automotive Management Live 2021 is co-hosted by the National Franchised Dealers Association (NFDA), which represents franchised car and commercial vehicle retailers in the UK.

NFDA is the voice of automotive retailers and focuses on lobbying Government and manufacturers on behalf of its members as well as dealing with a number of business-related issues that impact franchised dealers daily.

Sue Robinson, NFDA chief executive, says: "AM Live will provide an ideal opportunity to get back together, network with other dealers and industry experts, and hear all the latest updates from your trade association."

Robinson says dealers can talk to the NFDA about any concerns they may have with their manufacturer and communication. This is vital, particularly as there is a lot of speculation on the future strategy for the sector.

She says: "Also, as Block Exemption Regulations expire in 2022 and 2023, NFDA has been working closely with our European counterparts via the Alliance of European Car Dealers and Repairers (AECDR) to form franchised dealers' position, respond to the relevant consultations and best represent our members' interests. You can visit our stand for more details on this."

The NFDA will also be providing the latest updates on its Electric Vehicle Approved (EVA) accreditation scheme, which plays a key role in supporting and facilitating the transition to EVs.

Following the successful launch in 2019, NFDA now has more than 200 EVA accredited dealers and the scheme will soon reopen.

EVA is endorsed and co-funded by the Government's Office for Zero Emission Vehicles (OZEV) and backed by the Energy Saving Trust, which independently audits dealers to ensure they meet the EVA standards.

ENCOURAGING SIGNS FOR RECRUITMENT

The most recent edition of the NFDA HR survey showed encouraging signs with the majority of



dealers looking to recruit across the end of Q3 and the beginning of Q4 2021.

The NFDA will also be providing an update on its Drive My Career employment initiative, which has received a revamped campaign to support dealers' recruitment strategies.

Robinson says Drive My Career has already redirected thousands of young people to NFDA members' vacancies in the past few weeks and the NFDA will be available to assist in drawing new talent to businesses. She adds: "The recruitment side of the automotive sector has been heavily affected during the pandemic. However, over the past few months, franchised dealers restarted hiring, often looking to attract a differently skilled workforce to suit the rapidly evolving automotive industry."

NFDA WORKING GROUPS

The NFDA runs regular working groups to set the direction of the association's work and support members across key business areas including the transition to EVs, finance and insurance, used cars, IT, HR and aftersales.

Robinson adds: "The vast number of day-to-day operational issues currency affecting retailers must not be overlooked."

"Further discussions take place at the quarterly NFDA regional meetings where dealers have the opportunity to discuss the most topical issues affecting them with other local businesses and provide direct feedback to the NFDA team."

"If you are not familiar with the next NFDA events and dealer meetings, see us at AM Live or contact us directly."

If, in the meantime, you want to find out more about NFDA, visit www.nfda-uk.co.uk
Visit NFDA at Stand A36

Attend to:

- Meet senior representatives from a range of service providers and suppliers to automotive retail
- Engage in high level discussions with these representatives which will enable faster, better decision-making in managing your business
- Discover the latest technologies presented by innovative solution providers to future-proof your business
- Connect with and learn from your peers – discuss the latest challenges and uncover opportunities together
- Debate the future of the changing retail landscape and where your business is heading
- Hear about the best methods to communicate with the consumer – learning new techniques and skills to balance your workload

Attend AM Live with confidence

As the automotive industry moves forward, we are dedicated to delivering events and facilitating gatherings with health and safety at the top of the agenda.

A series of robust measures will be in place to protect everyone.

Included among the extensive list of procedures are:

- Fogging all toilet blocks pre-show

- Fogging all enclosed office spaces
- Employing extra janitors in the atrium
- Enhanced cleaning of public areas (including door handles)
- Extra COVID janitors in the main hall
- 620 hand sanitisers across the venue
- Aisle widths have been increased
- Limited touchpoints

In addition, ventilation has been improved in line with NHS requirements after the NEC was assigned as a Nightingale hospital.

The AM events team has already successfully held the AM Awards this year, which included involvement from the relevant

local authorities to ensure necessary steps were in place.

COVID-provisions are being reviewed on a weekly basis and AM is working closely with the Association of Event Organisers alongside other event organisers for industry best practice, while also consulting with the Government.


In line with NEC Group rules, visitors should come to the show prepared to show proof of their COVID-19 status.

Visit www.automotivemanagementlive.co.uk/covid-19-update for more information on safe attendance

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INSPIRATION THEATRE

Headline sponsor 

The Inspiration Theatre is new for 2021 and will be home to three special headline keynote presentations that will transform how delegates think about their business, culture and future strategy.

Each Inspiration Theatre presentation will invigorate delegates and deliver thought-provoking ideas in a unique way, leaving those in attendance feeling inspired and with a fresh perspective on the year ahead.

The key themes for this year will focus on leadership, the electric vehicle (EV) transition and diversity and inclusion – all essential and transformational topics to ensure automotive retail businesses can thrive in the years to come.

Kevin Gaskell will open the Inspiration Theatre on the day with a session focussed on leading teams through change, something that all businesses have had to do during the unprecedented challenges of the last 18 months.

Gaskell has worked as chief executive at four successful world class brands and is now a leading entrepreneur and investor. Winning numerous awards for excellence along the way, the international companies (and teams) he has built and continues to build have created more than £3 billion in shareholder value.

Gaskell says: "My experience of leading companies through the economic disaster zone is that, with different thinking, it is possible to emerge stronger than ever.

"During the most difficult of times the most able leaders will reassess and clarify the vision of success for the organisation.

"They will challenge and redefine the business model and prepare their team for long-term success. Great leaders will step ahead."

EVs present some of the biggest changes to automotive retailing, with a switch to agency contracts on these products and a new approach to aftersales in the medium-to-long term.

Arturs Smilkstins, partner at Boston Consulting, will deliver a session that will inspire and advise dealers of the opportunities presented by the roadmap to zero emission new cars before 2030.

The dealers that smash the EV transition will have well-informed and engaged workforces, will adapt and innovate their services to attract

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KEVIN GASKELL, ENTREPRENEUR



“ THE PHYSICAL TOUCHPOINT OF THE SALE WILL REMAIN CRITICAL IN THE OVERALL CUSTOMER JOURNEY AND DEALERS WILL BE VITAL IN PROVIDING A BEST-IN-CLASS PERSONALISED SERVICE AS PART OF ANY OMNICHANNEL APPROACH

ARTURS SMILKSTINS, BOSTON CONSULTING



and retain customers, and by 2030 will have established their brand as a centre of EV excellence.

Smilkstins has worked with global clients in Russia, Eastern and Western Europe, the Middle East, and Asia and currently works at Boston Consulting's London office.

He says: "The physical touchpoint of the sale will remain critical in the overall customer journey and dealers will be vital in providing a best-in-class personalised service as part of any omnichannel approach.

"The dealer networks who will be able to provide holistic, data-driven views on customers in a

specific geography, linking it with personalised go-to market approach, will be critical for the OEMs' objective to win market share."

Julia Muir, founder of the Automotive 30% Club and chief executive of Gaia Innovation, will close out the day with a session that asks leaders to "Choose to Challenge".

The automotive industry knows it has a gender bias in leadership positions, but is working to improve this with many dealer groups already pledging to fill at least 30% of key leadership positions with women by 2030.

Muir's presentation will challenge delegates to ask themselves if their business is doing enough

to ensure their organisation is a place where women can thrive.

Muir adds: "The word 'choose' is not used just for a piece of catchy alliteration. We choose to do it because we know it's the right thing to do for the success of our businesses and wider society.

"If you're a business leader, it's your choice whether to lead a culture within which women can feel safe and be successful, or be forced to leave because there's no chance of their skills being recognised, or to escape a hostile environment.

"You must decide which culture is the better reflection of you as a person."



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JULIA MUIR, AUTOMOTIVE 30% CLUB

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DEALER MASTERCLASSES

This year's show will feature Operational Excellence and Digital dealer masterclass sessions to provide automotive retailers with proven strategies, actionable insights and forthcoming trends and developments to help forward planning. Segmented into easy-to-access essential topic areas, we have turned to the best in the business, whose speakers draw on their wealth of data and expertise to provide attendees with critical intelligence on developments in the sector.

OPERATIONAL EXCELLENCE THEATRE



COX
AUTOMOTIVE™

Used cars: The science behind producing market-leading vehicle valuations

Paul Humphreys, Cox Automotive International managing director
James Smith, Modix UK country director

The automotive market is constantly fluctuating, so producing a fair and accurate valuation for any vehicle at any time has inherent challenges, especially when no two vehicles are ever the same. This presentation will give delegates an overview of the current fluctuations in values in the used car market and the tools to navigate the best way forward.

In this session, you will learn:

- An overview of how a blend of data-driven automation and human finesse can help with highly accurate valuations
- Best practice tips on acquiring stock
- Advice on using tools and leveraging dynamic research to deliver the best results

Customer loyalty: Driving improved customer loyalty through reputation experience management

Andy Wand, Reputation EMEA director of automotive

The link between customer feedback and how this can drive loyalty will be explored in depth as part of Reputation's session. This session will feature an open discussion to look at how, in an increasingly digital world, retailers and brands can optimise their online presence to both drive loyalty and increase sales.

In this session, you will gain:

- An overview on how customer feedback has changed and how businesses need to have an overall picture, including customer reviews and surveys, to take action
- Tips on how to catch bad customer experiences earlier
- Ideas on customer feedback that retailers can implement in their business the next day



Reputation

Finance: Increase customer acceptance rates and sell more vehicles

Andrew Gill, Codeweavers head of lender products
Mat Stonley, Experian business development director

New technology innovations can help automotive retailers streamline the finance process within the automotive industry, improving lender underwriting efficiencies and increasing customer satisfaction.

In this session, you will learn:

- How new finance eligibility innovations can help customers match with the right lenders to increase acceptance rates
- How eligibility can help with Financial Conduct Authority (FCA) compliance and help with new finance models like rate for risk
- Insights and tangible results from retailers that have been taking a new approach to finance eligibility in their business



Codeweavers

DIGITAL THEATRE

Video and imagery: Defining the ultimate digital customer journey

Alistair Horsburgh, CitNOW Group chief revenue officer



CitNOW GROUP

With digital communications and online channels playing a more central role in the retail strategy for many car retailers, the CitNOW Group is drawing on the breadth of knowledge and experience of the companies under its umbrella to define the ultimate digital customer journey.

In this session, you will learn:

- How your business compares with the industry benchmark on video and imagery
- Tips to help increase efficiency and boost profitability
- How to adapt your business's approach to remain competitive

Connected retailing: How the right technology can help you compete

James Tew, iVendi chief executive

The past 18 months have seen rapid changes across automotive retail space, with the best dealerships successfully transforming their digital capabilities to meet consumer demand online.

In this session, you will learn:



iVendi

- How the best retailers are using the latest technology to successfully compete and manage the digital sales journey
- Tips on how to increase profitability in the presence of increasing self-service functionality online
- A glimpse into the future of online retailing innovation and what retailers can expect in the next few years

Digitalisation: what car buyers and owners really want

Tom Kilroy, Keyloop chief executive

Using customer data from Keyloop's landmark study and report, the seminar will spotlight the areas of dealership operations that will most benefit from rapid digital transformation.



keyloop

In this session, you will learn:

- To better understand consumer expectations and desires during the real-life, virtual and hybrid moments in the car buying and ownership lifecycle
- Where to focus digitalisation efforts to help retailers create a connected consumer experience and maximize profitability
- Take a deep dive on consumer behaviour data that has not previously been shared

Digital innovation: Keeping drivers, traffic and partners moving

Ruairidh Roberts, Waze UK country manager
Ulyana Guseva, Waze UK auto industry manager



waze

Brits are opting for more time in private cars than public transport. Drives for leisure, travel and errands far exceed pre-COVID levels to an average of almost 130%. This change in behaviour provides opportunity – opportunity to keep those cars moving freely, and for OEMs and retailers to connect with a relevant driver audience.

In this session, you will learn:

- How OEMs and retailers can connect safely with a community of on-the-go drivers
- New ways to help improve customer journeys
- How to use advertising technology to bring more customers to the showroom and increase customers' familiarity with brands, promotions and locations

Social media: How the pandemic has changed consumer behaviour for good

Jeremy Evans, Marketing Delivery managing director & Anita Fox, Head of Automotive, Facebook



Marketing Delivery
DATA DRIVEN MARKETING



facebook

Social media is part of the customer journey now and targeting stock through platforms like Facebook is a tried and tested way to find in-market customers looking for their next car. This joint session presented by Marketing Delivery and Facebook UK will look at how the pandemic has changed consumer behaviour permanently and how retailers can adapt with an expertly targeted social media strategy.

In this session, you will:

- Learn from new data on how consumer behaviours have changed and what dealers can now do to capitalise
- Gain an overview of some of the best strategies automotive retailers and OEMs are using in the marketplace right now
- Get practical tips on use of in-market data to intelligently track and market to the right audience with the right offers

Digital communications: How to gain market share in an increasingly turbulent online marketplace

Dan Delderfield, CarGurus/PistonHeads senior national account director
Nathan Quayle, CarGurus/PistonHeads national account director

CarGurus/PistonHeads will dive into the data and consumer insights the business has gathered over the past 18 months. This will include looking at how the COVID-19 pandemic has impacted the way consumers consider their next vehicle purchase and how dealers can better communicate during the customer journey.

In this session, you will learn:

- How to leverage customer data to uncover new opportunities
- Insights from consumer responses collected over the past 18 months
- How to increase share of voice with digital communications



CarGurus

Adapting to the changing car dealership landscape

The automotive industry has certainly been among the hardest hit during the pandemic. But the picture is improving as car dealerships are getting busier

Alex Scott, Automotive Sales Manager for Traka UK suggests that car retailers who are willing to adapt to embrace requirements for a more connected service will reap the biggest rewards.

There is no doubt the pandemic changed the way we approach car purchases with the rise of online buying options and click and collect. It has certainly made many car dealers, large and small, across the UK rethink their business models.

New normal for car buying

The e-commerce takeover that we felt during the pandemic may provide a big benefit to car dealerships.

Those that accept the new preferences for unaccompanied test drives have made necessary security upgrades to accommodate. This is without compromising on the welcoming environment of the car showroom, where consumers can once again touch and feel their potential next purchase.

The critical component is the connection from online. Many consumers will have done their research, but need the extra layer of product expertise offered by dealers to choose between ICE, hybrids, plug-in hybrids and electric vehicles.

Here, car retailers must think differently about service. We must strive to embrace the offer of a safe personal contact, to



entice the consumer, and inspire and build a level of trust in the purchase interest that successfully draws in the enquiry.

Success requires a seamless operation at the car dealership between the online customer journey and physical dealership experience.

Small details make a big difference

For all this to operate together, the most effective route is the use of an automotive key management system to track and secure vehicle keys.

Traka Automotive is working with car dealerships to track and secure vehicle keys. Systems are designed for securing and electronically tracking vehicle keys, and can be created as a scalable solution to grow with dealerships. Keys are logged into the system software and attached to Traka iFobs that are then inserted into slots in the key system's cabinet.

All key usage is automatically recorded and tracked and the system provides the status of every key as well as full accountability for who has or had which key and for which vehicle.

Vehicle keys can only be accessed only by pre-authorized users after entering their PIN, access card or biometric credential. Once the information has been verified, the key cabinet can be opened and the required keys removed

By having full visibility of keys, it allows



teams to not only focus on their role to 'innovate, delight and create stronger ties with customers', but also minimise broken links from the initial online viewing to car purchase completion. It shows an understanding of the new car retail landscape.

To see Traka Automotive systems live, please visit Traka Automotive on Stand C50 at Automotive Management Live on 11 November 2021.

For more information, please visit www.traka.com.

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EXHIBITORS

Automotive Management Live's exhibition hall plays host to dozens of automotive retail suppliers, enabling delegates to compare and contrast products and services under one roof in one day. With many companies choosing Automotive Management Live as their launch platform for new products and services, visitors will be among the first to find out the latest developments in the sector. Here, the suppliers reveal what you'll find on November 11.



1LINK TRADE BUYER | V12 VEHICLE FINANCE, P6

1link Trade Buyer and V12 Vehicle Finance are delighted to bring you a new partnership that allows you to source your vehicles and finance your stock in one seamlessly integrated platform. All the choice of a huge network of quality vehicles and vendors from 1link Trade Buyer, plus all the power of V12 Vehicle Finance (V12VF) – helping you find the right stock plan and supporting your cashflow. Now together in one seamless package, you'll find stock buying simpler, faster and fuss-free. 1link Trade Buyer gives you exclusive access to a massive range of vehicles from some of the biggest names, all with a flat-rate buyer fee of just £99 per vehicle. V12 Vehicle Finance has a range of stocking plans for independent and franchised dealers, allowing you to monitor and control the cost of funding individual units.



AUTINO, P16

Autino is a fast-growing collection of experienced and passionate people backed by BP, on a mission to create exceptional consumer experiences in automotive. Driven by extensive market research, CustomerLounge provides the easy, fast, digital communication that 72% of consumers are asking for today while creating secure audit trails, automatically driving additional sales and giving back time to busy dealership aftersales teams. It enables customers to chat with service advisors in real time, receiving answers to queries faster and improving customer satisfaction. With great new features being added all the time, like EMaC service plans, animated explainer videos and automated marketing campaigns, CustomerLounge has been proven to reduce inbound calls by 30%, drive up NPS scores by +40 points, and generate upsell opportunities of up to £10k per month.



BUMPER INTERNATIONAL, A32



CARGURUS PISTONHEADS, B30



CITNOW GROUP, C10

The CitNOW Group is a global market-leading provider of software for the automotive industry created to leverage innovation and help retailers and manufacturers deliver an outstanding customer experience. Driven by the vision to transform the way the automotive world communicates, the group is made up of CitNOW, digital communications specialists; Dealerweb, sales opportunity management experts; and Tootle, an online part-exchange appraisal solution. With digital communications and online channels playing a more central role in the retail strategy for many car retailers, the CitNOW Group is drawing on the breadth of knowledge and experience of the companies under its umbrella to define the ultimate buying experience for customers and efficiency for retailers. Visit us on stand C10 to understand how to effectively use each platform available in the CitNOW Group to help you succeed.





CODEWEAVERS, B32

At Codeweavers, we create software solutions for the automotive industry. Our wide range of solutions helps you fill the gaps in your digital offering giving you the freedom and flexibility to build and design your commerce journey using our unique and latest technology. At this year's AM Live event, we will be showcasing the Codeweavers Commerce Platform as well as introducing an exciting new solution in the industry alongside Experian. The Codeweavers Commerce Platform forges lasting connections between automotive manufacturers, retailers and lenders to help customers buy vehicles more easily and help clients sell more cars, more efficiently. Since March 2021, we have been proud members of the Cox Automotive family. Please feel free to visit our stand to catch up with our team and learn more about how our solutions can help your business.



CREDICAR, A22

CrediCar was founded in 2018 by serial entrepreneur, Amar Rana, with the vision to maximise customer satisfaction in the

automotive finance space. Since 2018, CrediCar has meticulously developed an AI-driven pre-approval credit decision engine for consumer and SME finance. Long gone are the days in which a pre-approval credit decision engine served merely as a lead generation tool, as its engine generates hyper-personalised finance quotes for automotive customers 24/7. In 2020, CrediCar was awarded Digital Innovation of the Year at Motor Finance Awards Europe 2020 and later shortlisted as a finalist at the Credit Strategy Car Finance Awards 2020. It's clear that CrediCar has been making waves in the automotive finance world before it has even launched to market. Fast forward to 2021 and as it prepares to launch into the FCA Sandbox in late November, CrediCar is on the verge of changing the way automotive finance is sold forever.



DIAMOND CUT REFINISHING, P48



DIAMONDBRITE, C42

Diamondbrite is delighted to announce the launch of Ceramic Performance Paint Protection, a new, state-of-the-art product that takes all the good things about the firm's renowned and award-winning dealer-level two-stage paint protection and improves upon them for a better performing, more durable product. Now a simpler, single-stage application, Diamondbrite's Ceramic Protection, a reactive amino-functional propriety solution, produces a harder and more durable coating on paintwork with increased hydrophobicity. This tough, permanent barrier provides unbeatable protection from harmful UV rays, acid rain, tree sap, insect fluid, road salt, traffic film, tar and extreme temperature cycles, while also giving the paint an extremely glossy, stunning finish that is easy for the owner to maintain. Boasting cross-linking properties and non-water soluble, this detergent-resistant and strongly hydrophobic protective coating not only enhances the paint's colour and protects against UV fading and harmful contamination, it means the customer never has to polish again.



DP PUBLICITY, A20



EDYNAMIX, B36



EMAC, C24

EMaC is the UK's leading aftersales partner, with a portfolio of clients including 15 leading vehicle manufacturers and thousands of motor retailers, all of whom already benefit from EMaC's constantly evolving, technology-led product range to drive consumer retention. We drive an aggregated £250 million of aftersales revenue into the UK network, annually, through our range of solutions. Working in partnership with dealerships and service providers allows EMaC to deliver tailored solutions that meet the needs of each individual business. We

constantly invest in innovation, driving wider aftersales opportunities to increase revenue for dealers. EMaC. All taken care of.



ENGINEIUS, P28



FORCE24, P10

Force24 is the next generation of automotive marketing automation that offers free training and support on a two-minute SLA, for life. UK-built and managed, the GDPR-compliant technology is packed with powerful features and supported by Force24's team of passionate, strategic marketing pros. The result? Intelligent campaigns which look the part and generate qualified leads, and skyrocket your ROI.



GARDX, B4



GTECHNIQ PLATINUM, B10

Manufacturer of advanced ceramic paint protection and detailing products.



HONCHO MARKETS, P42

Honcho is the new name in end-customer motor insurance and we're revolutionising the industry with our integrated driveaway and full-year motor insurance products exclusively for the automotive trade. Launched in 2019, Honcho is unique in the market thanks to its platform that has been built from the start to be integrated into the digital journeys of automotive





businesses of all sizes. From simple tracked links to full API-powered integration, it is straightforward and quick to introduce road risk insurance to your customers. Honcho is authorised and regulated by the FCA, and can provide the required regulatory oversight for businesses who are not already FCA-authorised for insurance distribution. After visiting your showroom or website, your prospects will be searching online for motor insurance, which, in turn, triggers targeting from your trade competitors. Mitigate the churn risk, and drive incremental revenue, by embedding Honcho into your sales journey.



CARPASSPORT, C20

CarPassport is a consumer app that provides you with a direct and live window to all your customers. Works with any make or model and with any DMS. CarPassport can be automated or manually driven to communicate any reminders or sales programmes you can think of with amazing unique targeting that is always fully relevant to the receiver. At the receiving end, for consumers, CarPassport is a very useful and desirable tool as it provides everything they need to look after their

motoring needs in one place. From warnings for tax, MOT and insurance to intelligent predictive maintenance, service histories, remote booking and much more. Already a success in its Dutch pilot market with more than 70,000 users, CarPassport is being launched in the UK at AM Live, opening with no contracts nor monthly charges.



IVENDI, C2

Founded in 2009, iVendi is an award-winning software company, providing an integrated sales platform for vehicles and financial services in the UK and internationally. Our innovative digital solutions make it easier for retailers to sell and consumers to buy vehicles online and in the showroom. Used by vehicle retailers, finance lenders and vehicle manufacturers, iVendi's connected retailing solutions provide a complete customer journey from vehicle search to purchase with a focus on ease of use, compliance and data security. The company's products engage with more than five million consumers every month, generating highly qualified finance leads for more than 10,000 dealership users, which translate into

more than £3 billion of vehicle sales every year. iVendi is based in Colwyn Bay, North Wales.



KCS AUTOMOTIVE, P12



KEYLOOP, A10 & A2

At Keyloop we understand that automotive retailing is about more than just sales, it's about people. What customers experience when they walk through your doors or visit your website is what determines success. Your teams provide the essential human touch. Our job is to provide the technology to support you. Now and for the future. We help you make your customer's path to buying and owning a car simple, smooth, personal and reliable. From researching to buying, maintaining to upgrading, we're with you every step of the way. Discover more about the solutions we recently welcomed to the Keyloop family, including Lead Manager, enquiryMAX, iDealFile and iServiceFile. We'll also be showcasing Voice Connect, Invoicing and ePayments, so feel free to pop along for a demo or a catch-up with the team.

Marketing Delivery

DATA DRIVEN MARKETING

MARKETING DELIVERY, B34

Marketing Delivery is an innovative eCRM and social media agency operating exclusively in the automotive sector. Using data from the dealer's DMS, showroom and aftersales systems, Marketing Delivery creates and distributes personalised, carefully timed, mobile-optimised customer communications – including email, SMS and social media messages – that improve conversion, satisfaction, retention and reputation. Dealers use Marketing Delivery solutions and technology to engage with customers and prospects throughout the buying and ownership cycles. Tailored eCRM sales and aftersales campaigns are deployed





via mobile-responsive email and SMS, reaching a wide audience in a highly productive, cost-effective and measurable way. For customer communication via social media channels, Marketing Delivery can provide tactical, campaign-specific support, or a fully managed outsourced service encompassing everything from researching and publishing content, to training dealership staff on what and how to post.



NFDA, A36

The National Franchised Dealers Association (NFDA) represents franchised car and commercial vehicle retailers in the UK. There are more than 4,500 franchise outlets in the UK and 500,000-plus people working in the automotive retail sector. We lobby on behalf of our members to ensure the voice of the dealers is heard and we support them with a number of issues that impact automotive retail businesses on a day-to-day basis. These include retailers' relationships with their manufacturers, policy and legislation changes, and industry issues in key areas such as EVs, HR and recruitment, used cars, finance and insurance, aftersales, marketing and IT.



PIB MOTOR TRADE PRACTICE GROUP, P4

Driving performance through innovation and insight, PIB's unique Motor Trade Practice Group is a collaboration of experts from three key areas of its business. Together, this group of experts delivers tailored solutions to the automotive sector. Cooper Solutions is well-known in the automotive industry for providing analytics and insight to improve processes and drive performance and profitability. Developed exclusively for UK franchises, your business will have technology and innovation in one place. PIB Risk Management Access to face-to-face consultancy and online solutions to enhance how risk is managed across your business, PIB Risk Management is suited to organisations of all sizes across single or multiple locations. PIB Insurance Brokers: delivering the right protection at the right price, supported by claims management, trend identification and remediation. Together, the group works with clients to deliver key sector insights, help manage existing and emerging risks, and maximise profits.



REAL WORLD ANALYTICS, C4

RWA has built a cloud-based business intelligence (BI) solution for franchised dealer groups. It is the one place they go to manage their whole business. By bringing all their data together and delivering actionable insights to different levels in the business, everyone has the right information at the right time to do their job efficiently. The management will be presented with executive dashboards where they can drill down to the necessary details. Managers in the branches will get reports such as DOCs delivered to them automatically. RWA provides unique modules for sales of new and used vehicles, stock management for vehicle and parts, aftersales service and management accounts. RWA's BI solution is now integrated with the AutoTrader Accelerator programme, helping dealers to correctly price their used cars stock based on the desirability – adding an extra £300 per vehicle on average to their margins and reducing their days to sell.



REPUTATION, C40

Reputation helps companies delight consumers at every touchpoint by helping them to get found, get chosen and get better. If you're not proactively soliciting, consolidating, promoting, and acting on feedback at every stage of the journey, buyers will take their business elsewhere. That's why we're dedicated to building the only integrated SaaS platform that helps companies foster lasting loyalty. Your reputation is the pulse of your brand, in today's feedback economy, you need to have a 360-degree view of your online brand to ensure you stay on top of the narrative and connect effectively with your customers. Reputation's platform enables brands to manage their entire customer journey and CX from within a single platform. We operate globally from our seven offices and employ more than 500 people who are experts in what we offer. Our customers include BMW, Kia UK, Toyota, Arnold Clark, Inchcape, Lookers and more.





REYNOLDS & REYNOLDS, B2

We're a world-leading developer of software solutions for automotive retailers and OEMs, providing a range of innovative, integrated retailing and management solutions. We offer our clients a single dealership-wide system that eliminates multiple entry, reduces errors and increases efficiencies.

- DMS Software, connecting every department by sharing data and reporting in real-time and accurately from a single data source, creating seamless workflows.
- Contact Advantage's Claro, a comprehensive CRM and lead management tool for retailers and OEMs to manage the entire sales funnel providing full transparency of sales enquiries, FCA integration, appraisal tools and marketing suite. It is much more than a CRM system.
- Integrated Telephone System, providing important customer data alongside each call, helping staff prioritise delivering personalised communications rather than seeking information. Our retailing tools improve dealership efficiently, employee effectiveness and customer experiences, with the added benefit that all our solutions are connected.



SALESFORCE, A46



SOCIAL TAP, C14



SOUNDMARKETING

SOUND MARKETING, A40

Visit Sound Marketing at AM Live to get three months free when upgrading your showroom

with bespoke audio. And try your luck at winning six months free on our sound wall. Sound Marketing was founded in 1997 and is one of the country's leading suppliers of audio marketing solutions for dealerships across the UK. From our inception, our focus has been to exceed expectations. We believe that audio and visual branding are equally important; and we are on a mission to help dealerships transform their customer experience by delivering innovative, high-quality audio tailored directly to their audience, so they can build a trustworthy and recognisable audio brand that will increase sales and improve client retention. Give your dealership another competitive edge in customer experience. If you'd like to schedule a meeting or for more information, please visit: www.soundm.com or call 01225 701600.



SPM, C32

System Plate Manufacture is a leading designer and manufacturer of number plate components and number plate printing systems. With distributors worldwide and branches throughout Europe, our ethos is quality, value and first class service. Our success has allowed

us to design and produce the most innovative and ergonomic range of print and assembly systems available in today's market.



Delivering the digital customer journey

TJEKVIK, C46

Tjekvik provides innovative digital service reception software that allows a customer the choice to check in and out from home or at the dealership. Using the Tjekvik software the dealer can provide a tailored customer journey with dealer-specific added value items, questions and customer feedback on their service appointment. Tjekvik has been active in the Nordic markets for more than five years and the UK market for the past two with 500-plus active sites. Trusted by the top automotive brands such as Toyota, BMW and Volkswagen and representing several of the AM100 dealer groups, so far in 2021 30% of customers chose the Tjekvik check-in at home and 40% the in-dealer key drop, with more than 300,000 using the software and selecting £1.45m of added value items, an average of £1,876 per dealer per month. Clearly demonstrating that 'digital hands' deliver an immediate return on investment for the dealer.



TRAKA, C50

Traka Automotive is the global leader in intelligent key management solutions for the automotive sector. We design and manufacture a range of bespoke automotive hardware and software solutions to give automotive customers a world-class platform for managing keys and vehicles.



VAUTOSTOCK & AUTOFINITY, C23

vAutoStock automates, measures and improves your preparation process. Taking a feed from your dealer management system, we link all departments and processes to make it simple and seamless. We have now launched vAutoTrack, an RFID vehicle tracking system, which can now automate your preparation process even further. Our live stock tracking ensures your staff spend less time looking for vehicles and more time working on them or selling. Now partnering with Autofinity's ViHub to give you complete control of your stock. Make the best purchasing decisions, be the quickest to market and enjoy improved stock turn and margin.



VEHICLE VISION, C28

You buy any car with Vehicle Vision Assist. Get on top of the used car conundrum with specialist software that helps you complete more part exchanges with confidence. Pioneers of personalised video software in the automotive industry, it'll showcase its latest innovation, Assist, and demonstrate how you can take on the used car supermarkets and get your hands on critically in-demand used cars. Vehicle Vision, with its range of video products – Assist, Aftersales, Sales and Protect – enhances customer trust every day and is the only automotive video platform dedicated to advancing your business reputation. As part of its 'brand first' ethos, Vehicle Vision designs and develops white-label software systems that seamlessly integrate into your business, enhancing your customer's experience. Familiar brands powered by Vehicle Vision including Audi Cam, ServiceCam, MyToyotaView, MyLexusView and Mitsubishi Insight.



VEHICLES IN VIDEO, P2

We shorten the sales process, enabling you to concentrate on increasing sales and engaging with your customers as soon as they express an interest. Personalised, instant and intuitive videos of your stock can be sent in an instant, reducing the potential of a customer losing interest and browsing on a competitor's site. Make a positive impact. Fast.



WAZE, P8

In 2009, we created a crowd-sourced navigation app that would make it easier to circumvent literal and figurative bumps in the road. We were founded on the simple belief that by working together, we can help everyday people improve the worst part of their daily routine: their commute. Waze draws on its powerful community of drivers, volunteer map editors, city partners and advertisers to keep journeys, traffic and businesses moving.



XEROX BUSINESS SOLUTIONS INCORPORATING ARENA, PLATINUM AND MSTORE FOR AUTOMOTIVE, B20

Arena, now a Xerox Business Solutions Company, features the proven mstore for automotive platform for digital transformation dealership-wide. It is joined this year by automotive specialists Platinum, offering an opportunity to explore how technology delivers solutions for a wealth of sector challenges. We're here to help you free up time, improve margin, increase production, reduce costs and more.

Want to attend? There is still time to register, just visit automotivemanagementlive.co.uk