Cox Automotive™

The future of automotive retail

The importance of a 'connected' experience

November 2018

Cox Automotive™

> *“Our vision is to transform the way the world **buys**, **sells**, **owns** and **uses** vehicles, by combining the power of our individual brands, to help our customers build a sustainable and profitable future.”*

Martin Forbes
CEO, Cox Automotive UK

GLOBAL

40,000+
CLIENTS GLOBALLY

PHYSICAL LOCATIONS IN 28 COUNTRIES
SERVING **100+** MARKETS

8 MILLION
VEHICLES OFFERED IN-LANE ANNUALLY

TOUCHING **3** OF **4**
CARS SOLD IN U.S. & CANADA

Individually strong. *Even better together.*

NEXTGEAR CAPITAL
Dealer-Auction.com
MANHEIM
Modix
MOTORS.co.uk

COX AUTOMOTIVE™

UK

36 MILLION
*CUSTOMER VISITS VIA **MODIX** UVLs*

2 MILLION
*VEHICLES SEARCHES **VIA MANHEIM***

1.2 MILLION
*VEHICLES **SOLD** AND **MOVED***

2 MILLION
*VEHICLES FUNDED BY **NEXTGEAR CAPITAL***

Key trends shaping our UK future

OEMs and Dealers both looking to go direct to the consumer

Changing Franchised Dealer market with less sites selling more vehicles

Evolving car ownership models

Evolution of physical and digital wholesale channels

Electric and connected vehicles

Changing consumer car shopping behaviour

Lack of differentiation in physical auctions and classifieds

Growing demand for physical services to support digital sales

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70% *of OEM vehicles are currently sold via their Franchised network*

70% *of consumers would consider buying online if they could*

Hat Tip - *Accenture + Google

The number of UK licence holders between the ages of 17 and 20 has fallen by

35%

(Source: Department for Transport)

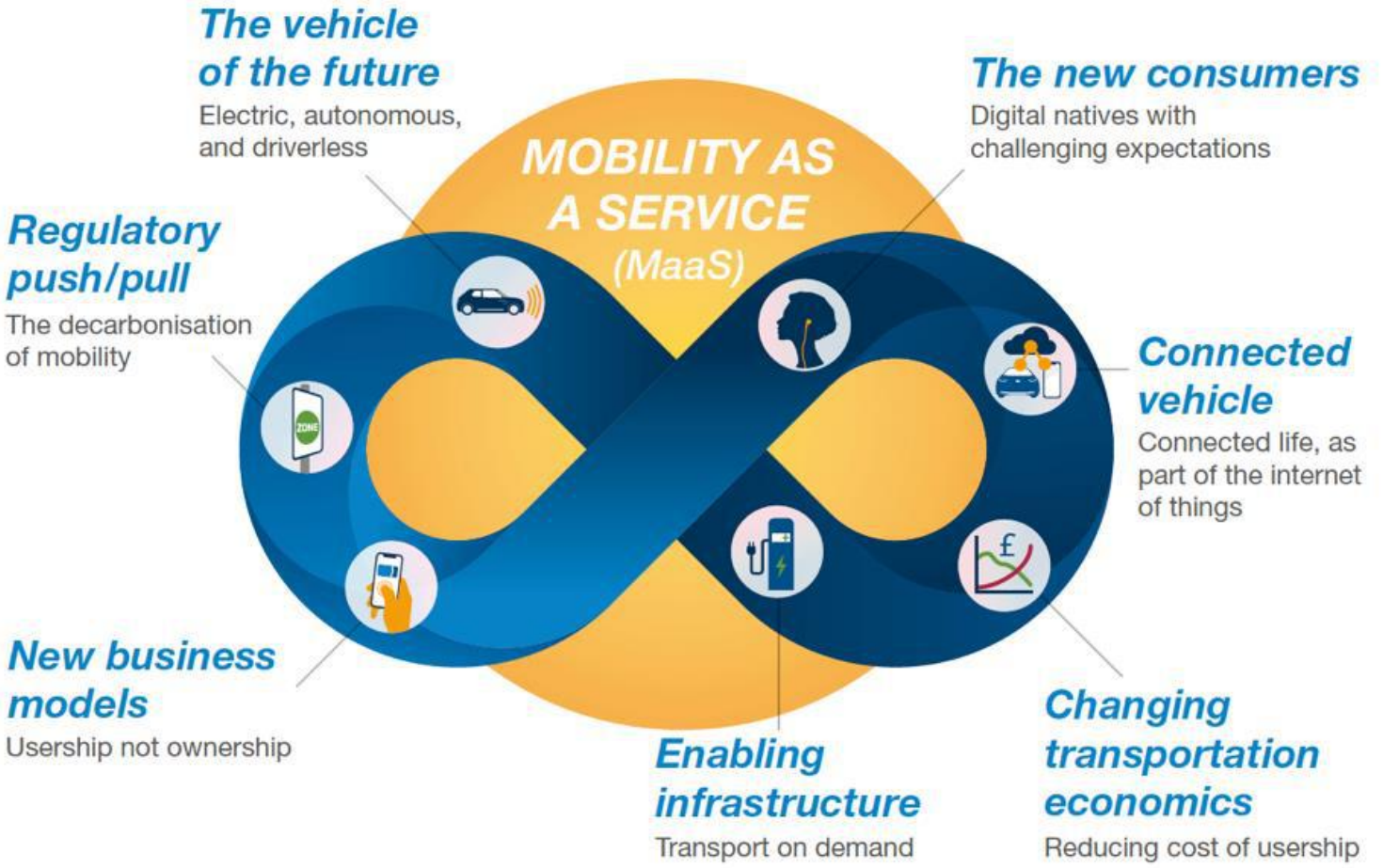
An owned vehicle is parked

95% *of the time*

(Source: Fortune)

Key trends shaping our UK future

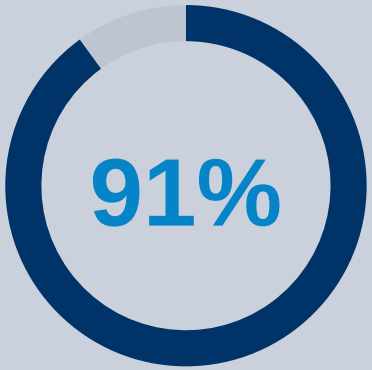
Evolving car ownership models



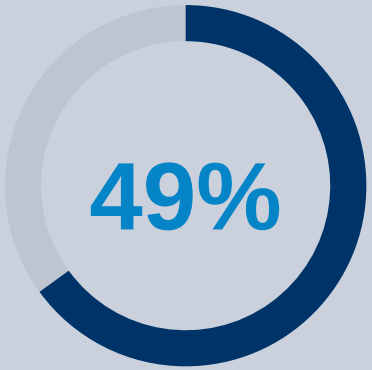
(Source: Cox Automotive)

Key trends shaping our UK future

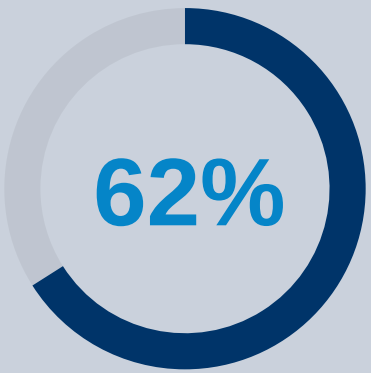
Changing consumer car shopping behavior



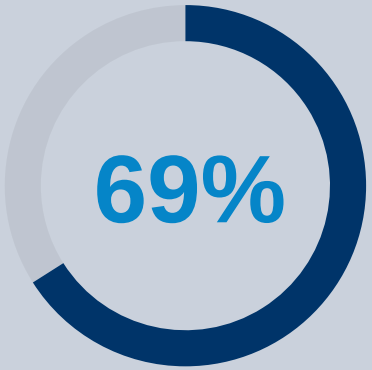
Research Online



Research on their Smartphone while at the dealership



Use a car configurator to help them decide



Would not need a test drive if there was a 360 video

Hat Tip: Google, The Drive To Decide, 2018

Cox Automotive™
Connected Retail

THE EXPERIENCE CUSTOMERS WANT. THE EFFICIENCY DEALERS NEED.

MANHEIM

Modix

CONSUMER DISCOVERY

- Paid search
- Retargeting
- Display
- Social
- Used vehicle locators

Modix AdBox | Modix VehicleLocator

CONSUMER CONSIDERATION

- Imagery
- Live chat

Modix Image | Modix LiveChat + | Modix 360°

CONSUMER EVALUATION

- Vehicle valuations
- Website

Modix Website

DEALER LEAD GENERATION

- Lead management
- Lead tracking
- Call tracking
- Sales optimisation

DEALER SALES

- Detailed appraisal
- Sales process management

MANHEIM Seller Advance

DEALERSHIP SALES CHANNEL OPTIMISATION

- Decision engine determines optimum sales location
  - auction
  - retail
  - classified
- Dropped in backgrounds
- Professional photography
- Transportation

Modix ImageEnhance | Modix ImagePro

MOVEX

CUSTOMER RETENTION

- Outbound customer communications
- Lead Management
- CRM

DEALER AFTERSALES

- Service booking system
- Workshop management
- Courtesy car booking
- Electronic vehicle health check

EXISTING CUSTOMER SALES OPPORTUNITY

- CRM
- Lead management
- Sales + service integration

Come and see us on Stand D10 !