



Automotive management LIVE

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

8 November 2018 | **NEC, Birmingham**

Supported by



POST SHOW REPORT 2018

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THE EVENT AT A GLANCE

72 exhibitors and suppliers to motor retail showcased their latest products and services



792* VISITORS

made up of some of the UK's leading franchised dealer groups

* independently audited by the BPA



8 BEST PRACTICE SESSIONS

featured industry hot topics; live chat, video, social media, customer reviews, online retailing, lead management, used car, websites & digital

**NEW
FOR
2018**



VISION OF THE FUTURE SEMINAR

provided valuable insight on how the industry will evolve over the next decade and how we can prepare for the future



IMI PEOPLE THEATRE

focused on recruitment, motivation and skills development to make your best asset your gamechanger.

**NEW
FOR
2018**



FUTURE DEALERSHIP ZONE

showcased technological advances set to change the way people use cars and the way dealers retail them

**NEW
FOR
2018**

EXHIBITORS





Independently audited by BPA Worldwide



Bauer Consumer Media are proud members
of the Association of Event Organisers

Industry body BPA Worldwide works with media owners, event organisers and exhibitors and offers an AEO event audit for B2B events.

Being independently audited by BPA Worldwide elevates Automotive Management Live to a level of transparency and accuracy that is above and beyond its competitors. It demonstrates that the organisers of Automotive Management Live are taking proactive steps in the best interest of the show's exhibitors, especially in today's challenging economic climate.

MARKETING HIGHLIGHTS



69%

registrant to visitor conversion rate for the core audience (above industry benchmark of 50%)



+19% YOY

visitors from core audience



32%

retention of attending companies



+48% YOY

in website traffic



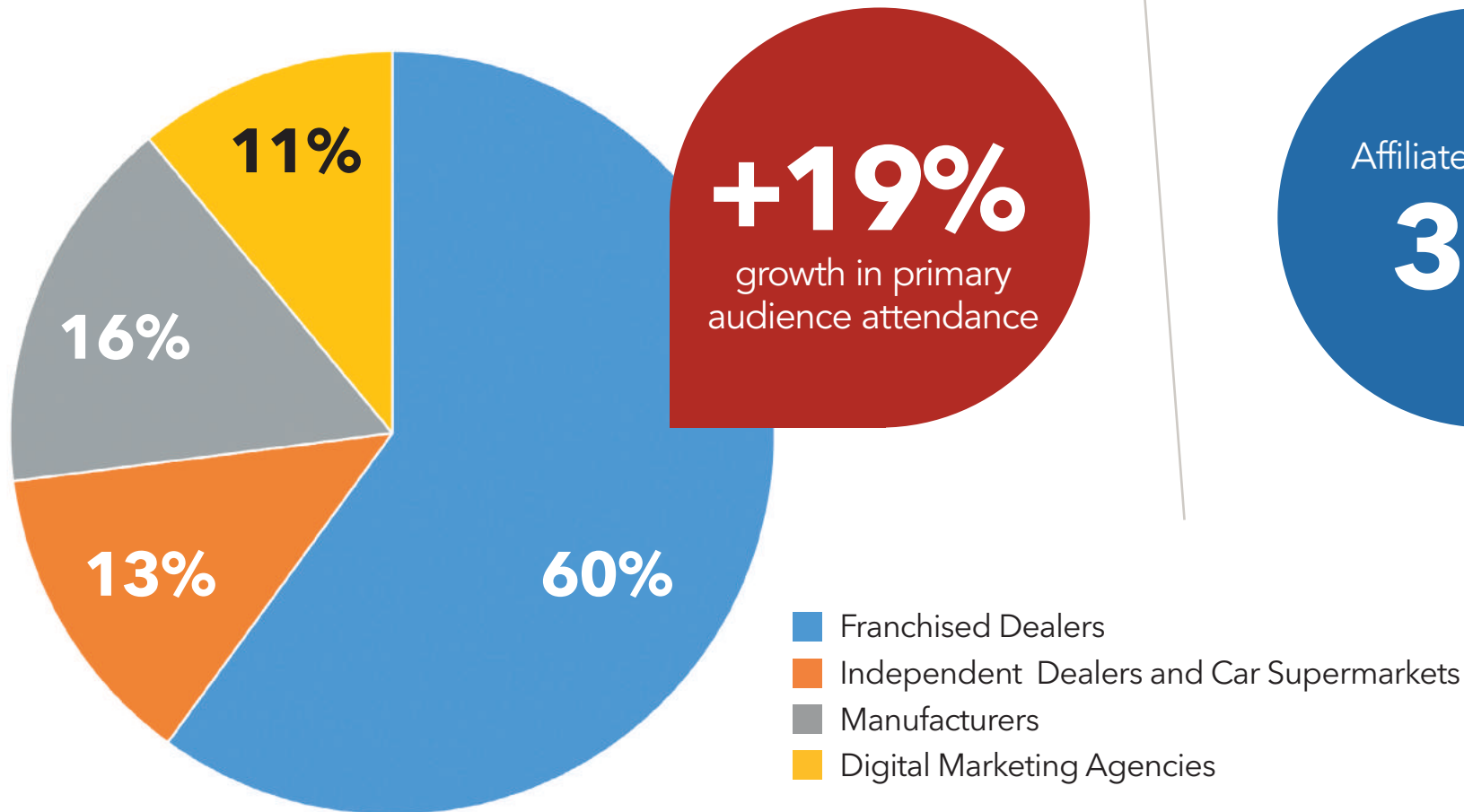
+34% YOY

increase in social media following

THE AUDIENCE

53% of visitors were from our core target audience

PRIMARY AUDIENCE



SECONDARY AUDIENCE



THE AUDIENCE

The UK's leading franchised dealerships attended Automotive Management LIVE including:

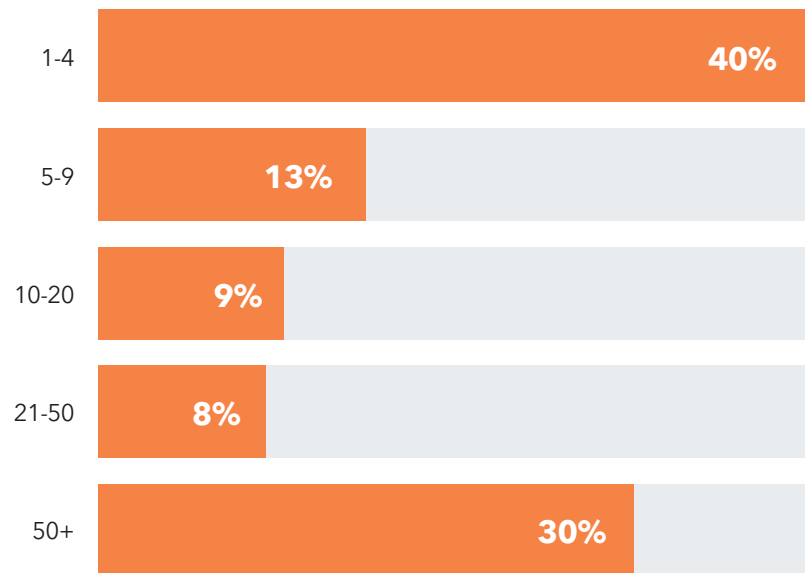
- | | | | | | |
|----------------------------|-----------------------------------|---------------------------|----------------------------------|----------------------------------|-----------------------------------|
| ■ Alan Day | ■ Drayton Motors | ■ HSH Motor Group | ■ Lochside Garages | ■ Premier Ford | ■ Steven Eagall |
| ■ Alyn Brewis | ■ Drive Motor Retail Limited | ■ Humphries and Parks Ltd | ■ Lookers Plc | ■ Prestige Motors Ltd | ■ Stoneacre |
| ■ Andrews Car Centre | ■ Fiat Chrysler Motor Village Ltd | ■ Hutchings Motor Group | ■ LSH Auto UK Limited | ■ Prodrift academy | ■ Subaru & Isuzu UK |
| ■ Arbury Motor Group | ■ Ford Motor Company | ■ HWM Ltd | ■ Luscombe Motors Ltd | ■ Progress Suzuki | ■ Suzuki |
| ■ Arnold Clark | ■ Fords of Winsford | ■ Hyundai Motor UK Ltd | ■ LuxuryCars.London | ■ PSA Finance | ■ Swansway Garages Ltd |
| ■ Aston Martin Lagonda Ltd | ■ Fordthorne Motor Park | ■ IMI | ■ M53Ford | ■ Quest Motors | ■ Sytner Group |
| ■ Audi Kilkenny | ■ Furrows Group | ■ Imperial Cars | ■ Marshall Motor Group | ■ Read Motor Group | ■ T G Holdcroft Motor Group |
| ■ AVM Cars & Vans | ■ G C Motors Ltd | ■ Inchcape | ■ Maserati GB Ltd | ■ Renault Retail Group | ■ Toomey Motor Group |
| ■ Blue Lizard Cars Ltd | ■ Greenhous Group | ■ Jaguar Land Rover | ■ McLaren Automotive | ■ Riverside Motor Group | ■ Toyota (GB) Plc |
| ■ BMW Group UK | ■ Grierson & Graham Ltd | ■ Jardine Motors Group | ■ Mercedes Benz Retail Group Ltd | ■ Roadside (Garages) Limited | ■ Tracks of Exeter Ltd |
| ■ Bridgend Ford | ■ Griffin Mill | ■ JCR 2000 | ■ Mitsubishi Motors in the UK | ■ Rolls-Royce Motor Cars Ltd | ■ Tracks of Taunton Suzuki |
| ■ BridgeStone First Stop | ■ Group1 Automotive | ■ JCT600 Limited | ■ Motor village | ■ Romans International Ltd | ■ TrustFord |
| ■ Bristol Honda | ■ H R Owen Plc | ■ John Banks Group | ■ Motor Village UK | ■ RRG Group Limited | ■ Vauxhall Motors |
| ■ Bristol Street Motors | ■ Hartwell Plc | ■ John Clark Motor Group | ■ Murley Auto Ltd | ■ Sandiccliffe | ■ Verto Plc |
| ■ buyacar.co.uk | ■ Hawco Group | ■ Johnsons Cars | ■ Norman Motors | ■ Sandowns Motors Ltd | ■ Vertu Motors |
| ■ Cambria Automobiles | ■ HDFS Europe Ltd | ■ Keith Motors | ■ Northside Truck & Van Ltd | ■ SEAT UK | ■ Vindis Group Ltd. |
| ■ Capital Group | ■ Hendy Group Ltd | ■ Ken Brown Motor Group | ■ Pendragon Plc | ■ Seventh Port Ltd | ■ Volkswagen Group |
| ■ Carbase | ■ Hepworth Honda | ■ Kia Motors UK | ■ Pershore Motor Group | ■ Sherwoods (Darlington) Limited | ■ Volvo Car Corporation |
| ■ Carsave UK | ■ Hills Ford | ■ Kingswood | ■ Phantom Motor Company | ■ Shukers Ltd | ■ Wessex Garages |
| ■ Chorley Group | ■ Holdcroft Motor Group | ■ Laindon Holdings | ■ Platts Motor Company | ■ Skoda UK | ■ Westover Group |
| ■ Clive Brook Ltd | ■ Honda Motor Europe Ltd | ■ Listers Group Ltd | ■ Porsche Retail Group Ltd | ■ Snows | ■ Westwood Car And Commercial Ltd |
| ■ Corkills | ■ Honda UK | ■ Livery Dole Mitsubishi | | ■ Sportif Suzuki | ■ White Dove Garages |
| ■ Country Car | | | | ■ SSW Automotive | ■ Wilson & Co |
| ■ Delta Motor Group | | | | | |
| ■ Devonshire Motors | | | | | |

THE AUDIENCE

Retail Group Size and Influence

Automotive Management LIVE delivered visitors who manage retail groups of all sizes

NUMBER OF RETAIL SITES IN YOUR BUSINESS



Made up of primary audience

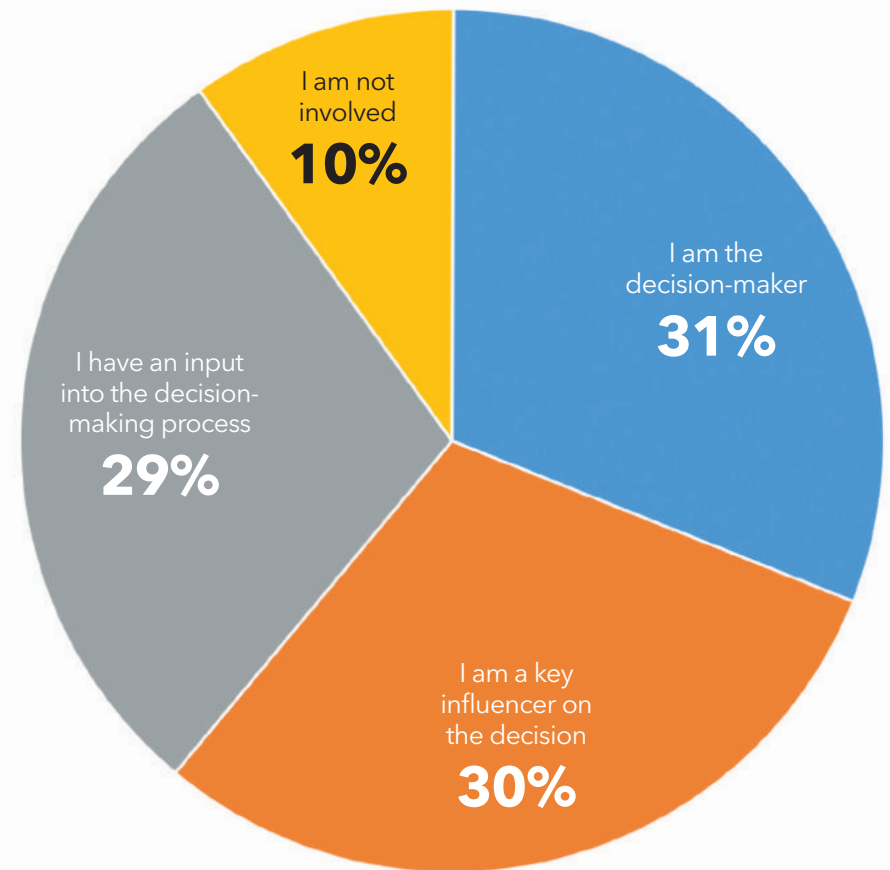
“

I thought it was a great opportunity for networking to see what is on the market, discover what our competitors are doing and meet with different people from different sectors of the automotive industry.

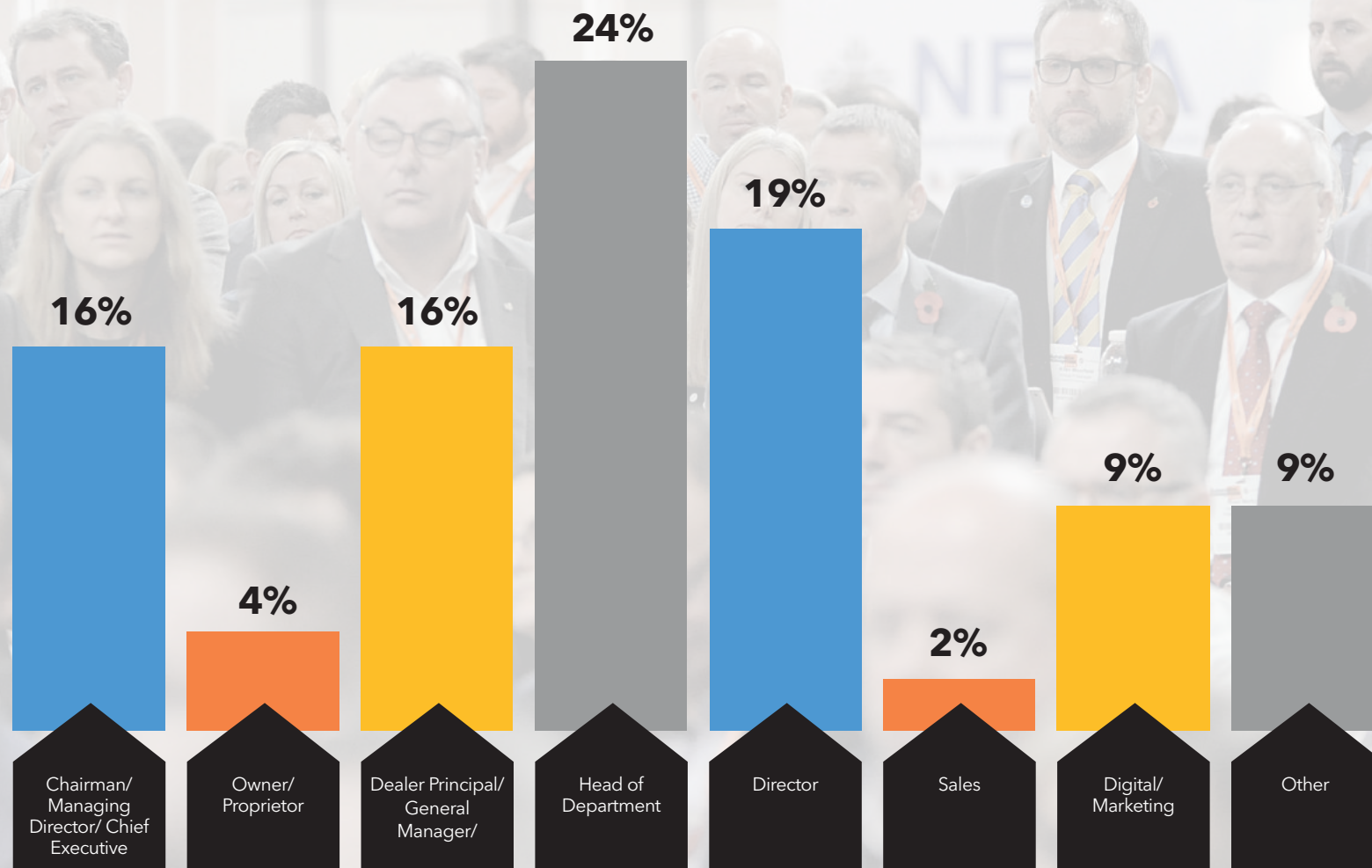
PAUL FULLER, BUSINESS DEVELOPMENT MANAGER,
AMS INSURANCE SERVICES

”

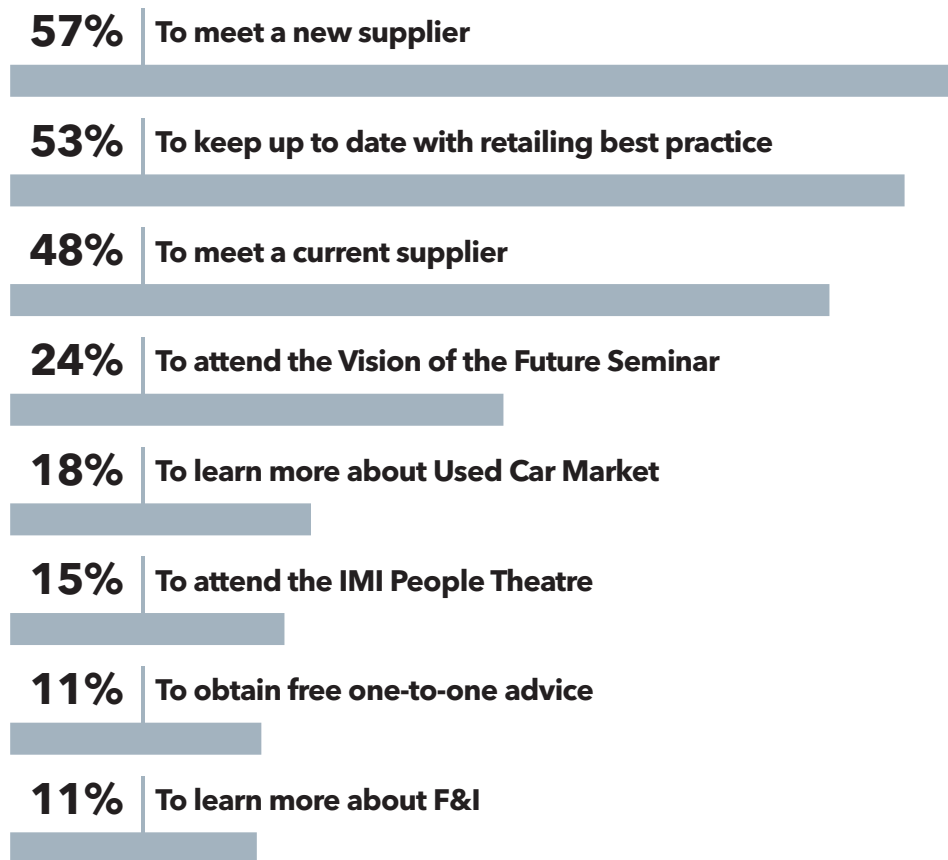
61% of the audience at Automotive Management LIVE had purchasing responsibility



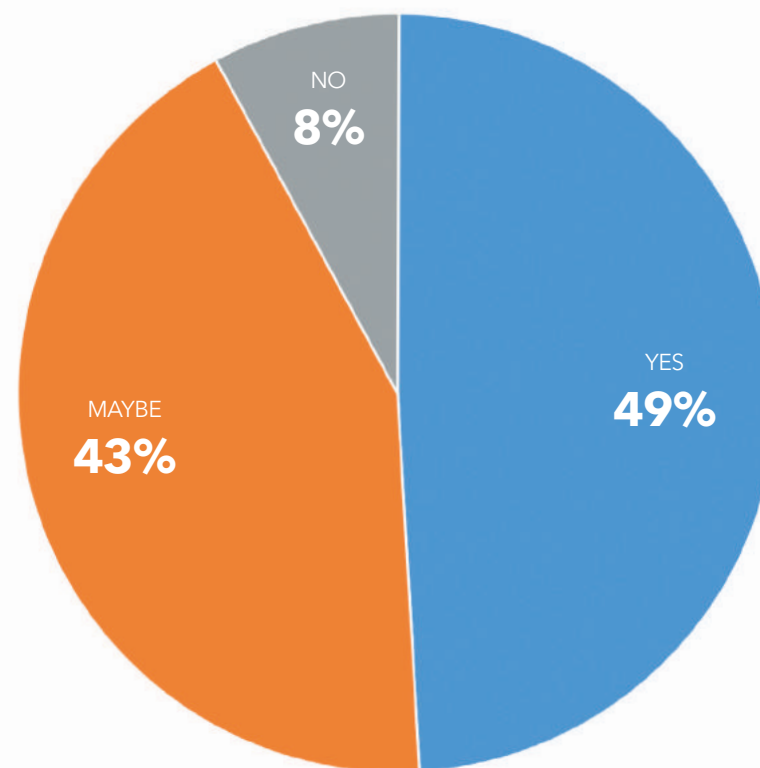
Results based on post-event survey (96 respondents)



Visitors to Automotive Management LIVE are actively seeking information and best practice to assist with their day to day roles. The breadth and depth of the exhibition is a key factor in their decision to attend alongside the learning opportunities.



Will you attend next year?



Results based on post-event survey (96 respondents)



As MD of a company my job is to look to our future and where we are going, the exhibitors are just the right group of people for me to challenge and talk to about what innovations and products they're offering in the years going ahead. AML has also allowed me to reacquaint myself with some old practices.

I have been to a couple of seminars which have been really good, I will be going away with little gems to take back to the business tomorrow.

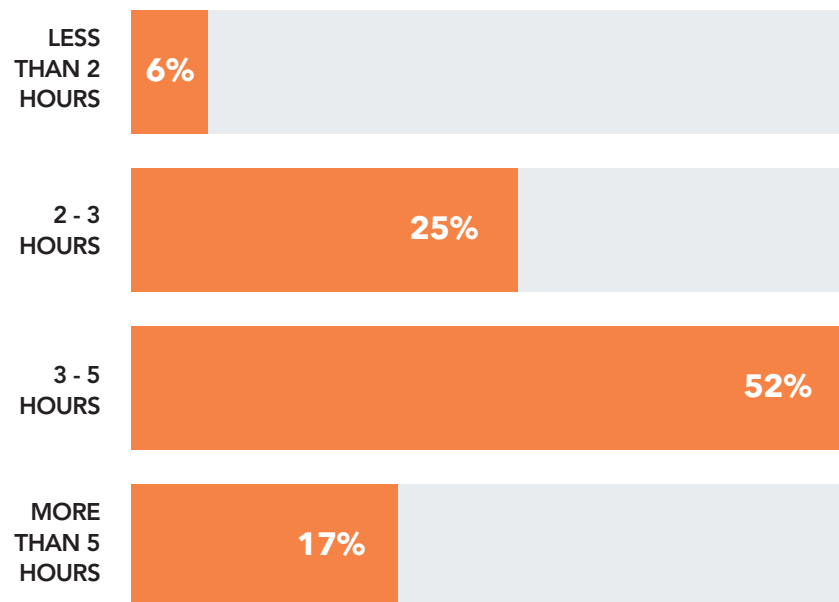
MARCUS JOY, MANAGING DIRECTOR OF HUMPHRIES AND PARKS



FEEDBACK

How long did you spend at the show?

69% spent over 3 hours at the show



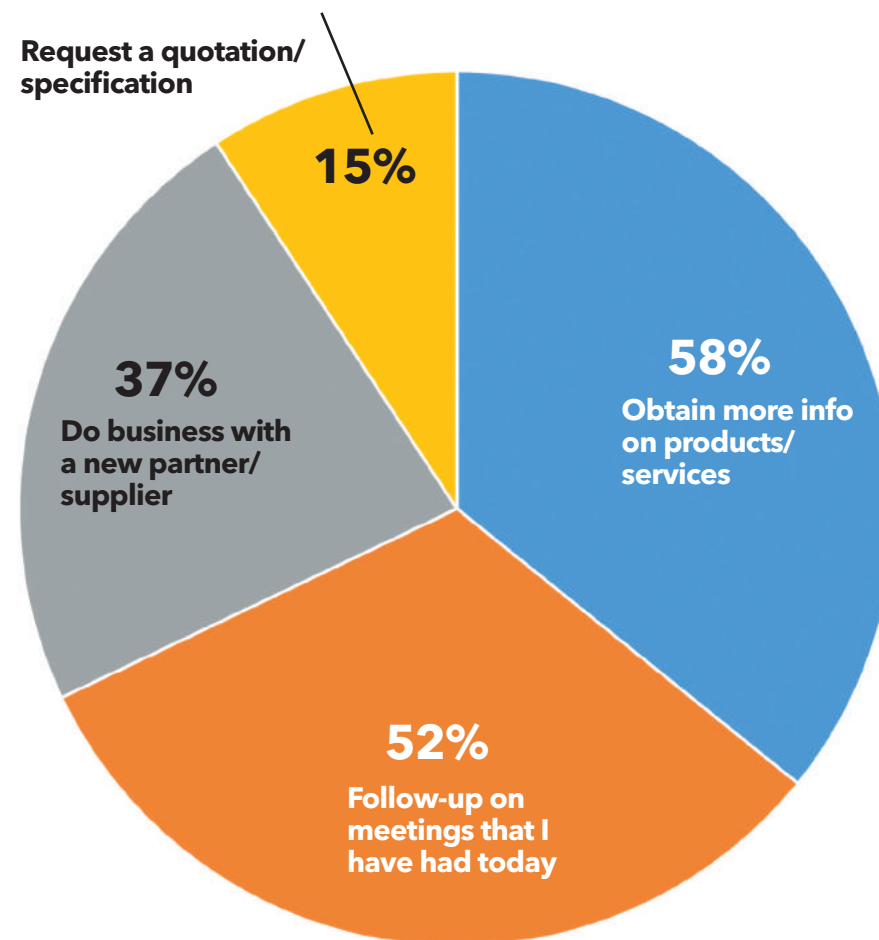
We have had a lot of interest from new people that we have never spoken to before, and it has put us face-to-face with prospective clients .

MORTON ROBINSON, ACCOUNT DIRECTOR
DPP EVENTS



What are visitors expectations after visiting Automotive Management LIVE?

Request a quotation/
specification



Results based on post-event survey (96 respondents)

DEVELOPMENTS FOR 2019

1



Continue to increase the number of core audience from the franchised dealer sector – senior management and to reach out to more department heads within the franchise to include Aftersales, Used Cars, Digital and Finance

2



To attract more independents (large) by partnerships and collaborations

3



To work with a visitor advisory board, made up of dealers groups covering sites of all sizes, to encourage blue sky thinking and generate new features

4



To generate richer more compelling content – delivered by independent experts at a strategic level, to best meet the community's knowledge needs

5



Develop the Future Dealerships Zone ensuring this will consist of all things EV – include charging points, autonomous vehicles, mobility and property

6



To re-design the Floor Plan for a better distribution of the content theatres across the event, giving better foot fall.



Next year

7th November 2019
NEC Birmingham