

Give aftersales a boost



As the car retail sector faces another challenging year ahead, dealers have been encouraged to focus on aftersales as a way to pull in extra finance from car sales.

Focusing on offering customers the chance to sign up for regular services for a limited cost is one way to increase dealership profitability. Other services which could be offered are regular tyre maintenance, fitting of iPods, offering MOTs at half-price and regular brake fluid changes.

Many dealerships can lose profit by failing to exploit these types of offers in the right way, so make sure that you're ahead of the game by displaying your offers clearly throughout the forecourt as well as training your sales and aftersales staff to be fully aware of your aftersales catalogue.

And if your aftersales staff are not on the forecourt floor, make sure you train them to adopt a positive, engaging and confident phone and email manner when dealing with potential customers.

If you're not sure how your staff are performing, why not mystery shop them, to ensure that they are representing your business in the best possible way, and it may even give you fresh ideas on how to improve your services even further.



Win a free iPad

We've just launched our latest app, the iPad, which contains all of the features you can receive from our other applications including a detailed search function, a shortlist folder and the option to save your searches and come back to them at a later date.



With the iPad app you can also access all the news and reviews you find on our website - to keep up to date on the move, as well as 'ask Motor Sensei' for some advice on your car related issues.

To celebrate the launch of our iPad app, we're giving you the chance to enter a competition to win one. All you have to do is send in a testimonial based on the service you have received from motors.co.uk, and we'll do the rest.*

For terms and conditions, please visit www.motors.co.uk/

Recommend a friend

If you've already signed up with us and are happy with the level of service we offer, why not recommend us to your friends?

We've got a host of great products which are specifically designed to get more customers through your doors and guarantee sales.

Simply send us the name and contact details for **two** of your dealer friends, and providing they are not currently a motors.co.uk customer, we'll take it from there.

Once they are signed up, with their used-car stock appearing on motors.co.uk, we'll send you - and your two friends - £25 in Marks and Spencer vouchers as a thank-you. To take part, email marketing@motors.co.uk or contact your local sales representative.



MOTOR SENSEI SAY

Wise man read Christmas Newsletter

to celebrate past and look toward bright future



Find peace of mind, not piece of scrap.

*By sending in testimonials you agree to them being used for marketing purposes. Any testimonials sent after 31st December 2010 will not be included. Winners will be notified by email and will have two weeks from the notification date in which to respond.

A look back on 2010...

2010 has been an extremely exciting year for motors.co.uk, and as such, has brought about many changes to the business. The biggest change came in May this year with the re-launch of our new-look website, introducing a faster search facility aimed at providing consumers with all the right tools to find their next new car with ease.

At the same time, we introduced our new brand personality, Motor Sensei, a wise teacher from the Far-east whose presence on the site is aimed at providing prospective buyers with further peace of mind when looking for a new car and promoting our free history checks.

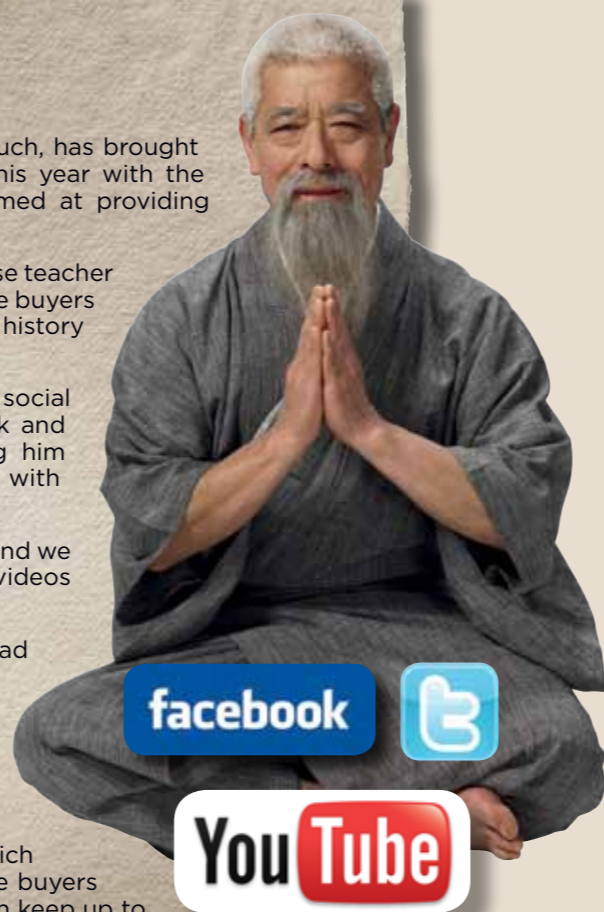
And with the introduction of Motor Sensei, the importance of growing our social network platform became even greater, which led us to create a Facebook and Twitter page for Motor Sensei in conjunction with motors.co.uk, enabling him to have his own voice and personality and encouraging people to engage with motors.co.uk in a fun and interactive way.

Our YouTube 'motorscouk' channel has also grown from strength to strength and we recently saw the 2.5 millionth visitor to the channel which contains over 200 videos to date.

In February, we were one of the first companies to launch our iPhone app, ahead of Auto Trader, and it was very well received. The app enabled buyers to search for their next car whilst on the move using our fast search technology that allows you to search for multiple makes and models at once - something no other car search app currently offers. Our Android app followed in September and collectively we have had over 1.5 million searches and 77,500 downloads to date.

Following the success of our apps, we've now just released a new iPad app which contains all the features from our existing apps as well as giving prospective buyers access to all of our news, reviews and Motor Sensei buying advice so they can keep up to date whilst on the move.

And we're continuing to invest heavily in online marketing through both SEO (search engine optimisation) and PPC (pay per click) to ensure we continue to drive awareness and response to you.



So what's new in 2011?

We've got lots of new and exciting plans for 2011

which we would like to share with you! Our new creative issued to regional and national press has been well received and there is still more to come.

We're continuing to develop our user experience on the motors.co.uk website, and our Auto Edit system is getting a revamp in the New Year to make it even easier for you to access and use.

The new mobile site goes live early in the New Year, which will allow users to access our site from anywhere in the world at any time of day.

We're continually working on national PR initiatives to help deliver our key message to consumers - the importance of free history checks.

We'll be sponsoring the AM and Motor Trader awards for the fourth year running - watch this space for further news.

Check out our **FREE** motors.co.uk wall planner enclosed to start making your own plans for 2011!



A great place to work

Motors Digital is branching out

The evolution of motors.co.uk during the past year has led us to refocus on different aspects of the business to create an even better service for all of our dealers.

We want to continue to provide you with the best possible customer service that we can, which has led us to define the three business functions we're now able to offer you which all sit beneath Motors Digital and consist of Motors.co.uk, Autoexposure and Complete Automotive Solutions CAS.

Motors.co.uk is our online classified website which focuses on selling tenancy and advertising on the motors.co.uk network.

Auto Exposure is geared up to provide you with all things digital, to include all photography and online products.

Complete Automotive Solutions (CAS) is a specialist service whose primary focus is on technical products to include VoiceSafe and Closeit. Look out for our next newsletter with further information on these specialist products.

Garry Hobson, CEO of Motors Digital said: "By offering our dealers the combination of specialist services above, we aim to provide support to every aspect of your dealership, whether it's in sales, promotion of your stock or with connecting to more prospective buyers, we can help make your experience an easy one."

Auto Exposure

Auto Exposure is all set to re-launch in January, and this change will guarantee that our sales teams are even more dedicated to making sure you receive a high level of customer service provided by a team of dedicated specialists. Below is a summary of some of the most popular products that Auto Exposure are offering dealers, which includes our special offer - if you take up our AVI product during December you will receive one month free!*

Advanced Vehicle Imaging (AVI) - a unique, cost-effective service that provides an automated superimposed backdrop to vehicle images of your cars for sale.

Photography - offered in two different services, inline or location. Our inline service offers photography at dealer's premises, and our location service provides photographs taken from any location.

Website - creates an instant virtual forecourt and an additional platform in which to advertise your stock. We offer a bespoke six page website, which can be easily accessed and content managed by dealers without any intervention from us.

View Dealer Website (VDW) - tracks links from the 'car details' pages of the motors.co.uk website to your own website, enabling buyers to search and view your stock directly before visiting your dealership.

Finance and Insurance - enables the dealer's customers to get monthly payment finance costs (and insurance) for a particular vehicle they are interested in using Codeweavers.

If you would like to sign up to any of the products above or require further information on our product catalogue, contact Robert Sudworth-Jones on 0845 265 XXXX or email: sales@motors.co.uk