

Wheels

THE MOTOR DEALERS' MAGAZINE

1
February 2012



Sell More Cars



Sell More Finance



Speed & Convenience



Discount Shopping



Online Account



Increase Retention

Welcome to a very special edition of Wheels, welcome to **MotoNovo Finance!**

Together we can
Drive Forward through
Innovation & Change

MotoNovo
FINANCE



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Mark My Words

Motonovo Finance is the new name for Carlyle Finance. We wanted to choose a name that properly reflects our values and vision as a business.

The name literally translates as Moto - 'Move' or 'Driving' forward – and Novo – 'New', 'Change' or 'Innovate', and it is innovation and change we seek for the benefit of our dealers.

The key elements of our business continue unchanged. We enjoy the support of a fabulous parent in WesBank and our team will continue to constantly strive to offer great service and real value for our dealers.

However, we wanted to change our name and our brand to better reflect the business we have become and the vision we have for the future. We believe that for motor finance to be assured a bright future we must embrace the changes new technologies can bring. Although dedicated to dealers, today, tomorrow and for always, our business and other lenders will need to engage to a much greater level with the customer. Although recent years have been brighter for our market, this is, in our opinion, only a brief respite. The reality is that the economy, technology and the regime of regulation are all combining to drive our industry in a direction that requires new products and services that puts the customer at the centre of our strategy.

All of us in the motor trade already know that so many customers are researching for their next car and finance online, often weeks before entering the showroom. Where does F&I feature in the modern customer buying cycle? - Only in one place - the showroom, and all too often by this time its already too late.

I believe Motor Finance companies need to rapidly understand and amend their processes to make motor finance the obvious choice at every point of the cycle - during the years of ownership, during the months of research and during the final hours of purchase in the showroom.

We will lead the way by innovating and creating products that begin to put motor finance in the 'right place at the right time' - in front of the customer; and before the direct lenders return and the opportunity has gone once again.

The market benefits from a healthy and successful F&I sector. This gives you the dealer more choice, higher F&I incomes and investment in new products and services that increases car sales. Without a change that broadens the appeal of motor finance, we believe the customer 'pool' considering finance in the showroom will one day run dry. Considering that lenders now have businesses worth protecting and dealers have relationships worth keeping, now is the perfect time to engage and ring-fence the car buying public from other forms of lending.

Everyone within our company is very proud of our achievements over the last few years. We have achieved the market leading position in terms of growth and profitability. Our service enjoys a dealer satisfaction rating above 90% each and every month. We have received recognition from many including Credit Today Magazine, Motortrader, Investors in People and Best Companies and we couldn't have achieved these things without your support.

Lastly, my sincere thanks for choosing Motonovo Finance as your F&I provider and I look forward to stepping forward together into a bright and exciting future.

Mark Standish, CEO

Our Mission Statement – 'OUR MISSION IS TO LEAD THE WAY IN ESTABLISHING A MORE SUSTAINABLE MODEL FOR THE UK INDEPENDENT MOTOR FINANCE INDUSTRY; AS TOGETHER WITH OUR DEALERS WE DELIVER A COMPELLING CONSUMER PROPOSITION VIA A MULTI CHANNEL APPROACH'

SELL MORE CARS

www.mycarlocator.com

Our dealers can upload their stock with one click to our website. Your cars, including all photos and with full finance quotes for each car, advertised to over 100,000 finance customers who can enquire direct or even propose themselves. Want to arrive at work with a finance acceptance waiting on one of your cars? Then choose Motonovo Finance.

INCREASE CUSTOMER RETENTION

Change Alert

We notify our dealers when their customers could be considering a change of car. Emails containing the customer settlement and contact details are sent to you to prompt action to engage the customer and we send the customer one too - driving customers back to your dealership

ONLINE ACCOUNT

We help make the post purchase experience as positive and convenient as possible by offering customers their own online portal where they can access their details and start their **Discount Shopping**.

OWNERSHIP



Increase Retention



Online Account



Sell More

THE
CUSTOMER
JOURNEY



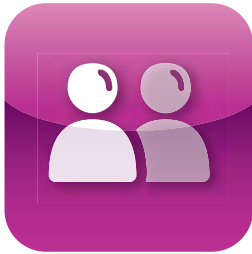
Discount Shopping

INCREASE YOUR FINANCE INCOME

www.carloanadviser.com

How do you speak to potential customers about the benefits of dealer finance when you've never met them? Or at midnight? Or weeks before they even visit the showroom? Link your site to our carloanadviser site and your customers, current and future, will see why talking to you first is the right choice.

RESEARCH



Sell More Finance



Speed & Convenience

SPEED & CONVENIENCE

In the showroom you'll find Motonovo Finance truly excels. Our service levels are second to none and our expert Account Managers are there to support you in achieving your goals. It's why our dealer satisfaction scores exceed 90% every month. We focus on the income by never ignoring the service.

THE
CUSTOMER
JOURNEY

Shopping

SHOWROOM

EARN MORE BY OFFERING MORE

MyMotonovo Discount Shopping

Your customers, and our dealers, all benefit from something truly unique when they choose Motonovo Finance. We are the only motor finance company that includes exclusive access to huge shopping discounts for everyday expenses. Want 7p off every litre of fuel? 5% off your weekly supermarket bill? 10% discount in hundreds of High Street stores? You can with Motonovo.

For more information see www.motonovofinance.com

The Future - In Three parts

Our Customers

Customers are under overwhelming pressure to make ends meet in the current climate. At no time in modern times has consumer confidence been so low. We're sure this is something you're already well aware of so how can we put offers together that get more customers to buy? We believe in offering customers more than just a quick and convenient response at a reasonable price. Our Discount Shopping scheme, available for all customers and dealers, is the only motor finance offer that puts real savings back in the pocket of your customers - it could well be that final 'push' that gets them to say 'Yes!'

It's also no secret that our customers buy their cars and source their funds in ways that are very different from times gone by. Customers, over 95% of them in fact, commence the search for their next car online.

This change in buying behavior is something we know is already widely accepted. What's missing in this picture is the presence of motor finance. Direct lenders, especially in the more buoyant economic times, took the 'online' space and went direct to customers, and took dealer F&I earnings with them. Customers are searching for clear information and an ability to progress their interest - all on-line. In these difficult economic times customers are also looking for value, convenience and a finance offer that has clarity and purpose.

Customers have also come to expect, and deserve, a relationship that goes beyond the sale. Smart businesses are staying close to their customers - past and present. So our view of the future includes motor finance products and services that accept these changes. You'll see on the opposite page a range of totally unique products that begin to turn these threats into opportunities. Discount Shopping - a compelling offer like no other, MyCarLocator - where we advertise your cars on our website to over 100,000 customers and Change Alert where we inform you when your current customer could be in a position to change their car.

Our Industry

If your motor finance lender isn't 'present' where the customer makes their funding decisions, then who is?

Direct Lenders, Banks, & Credit cards.

The motor finance market has improved slightly over the last couple of years mainly because, due to the

Customers, Dealers and Industry Conditions are the 3 elements that will decide the future of Motor Finance

economic situation, direct lenders have withdrawn. However these conditions won't last forever. One day the direct lenders will return and then without change we will all return to times of less income and less choice. That's why we believe now is the time to 'fill the space' with products and services that clearly demonstrate to the customer just what a good choice dealer finance is. We all know it is convenient, competitive and attractive to the car buying public we just need to ensure that our business supports your dealership in communicating those facts.

It's why we have products such as **www.mycarlocator.com**, which puts dealer cars in front of over 100,000 of our customers.

Our Dealers

We believe motor dealers all benefit by having successful and sustainable motor finance companies to choose from, especially in times such as these.

A motor finance industry that 'works' attracts investment and innovations - all of which support dealers to sell more cars.

Our commitment to the UK motor dealer will always remain unchanged - it is total. We've already invested and delivered market leading service levels and numerous other ways in which we support thousands of our partners. Our next step is to progress the motor finance proposition so that, online, customers can research their purchase, source their funds and become engaged with dealers - and all in a way that delivers more customers and more F&I commission to you.

Achieving growth and success is still very much possible for those businesses that offer a competitive edge. We believe that over the next few years our dealers will need to look to sustain and grow their businesses by winning customers from the competition. There seems little prospect of enjoying growth because of market conditions improving. We believe that by putting modern customer buying habits and the value of the dealer at the centre of what we do will make motor finance a successful and profitable industry for us all.

The page opposite illustrates how some of our products and services meet the needs of the customer throughout the cycle.

The MotoNovo Difference

We've not only made improvements to our brand by changing our name but we've also re-designed every part of our marketing, our dealer point of sale materials and our website.

Our goal is to demonstrate to our dealers and our customers how we offer "So much more than motor finance". This vision has challenged us to deliver improvements across the board.

Firstly our website - www.motonovofinance.com has been completely redesigned so that our unique proposition can be conveyed and understood in an instant. Short, stylish and snappy videos accompany many of the pages so whether you're a dealer or a prospective customer, every visitor can quickly understand the value our business can offer. And as you would have come to expect from a dealer dedicated company such as ours, we drive customer interest and enquiries back to you, our dealers.

Secondly our dealer point of sale showroom material. We like to call it 'Point of Sale... With a Point'. So often motor finance companies offer showroom materials that are little more than branded wallpaper. Whereas we believe in supporting your business to drive more customer interest and more income.

Our materials are designed to not only complement your brand but also create interest and action from the customer. We know that once a customer asks a question - 'How do I get finance in an instant?' 'How can I save 5% on fuel' then your sales process will take over to convert that customer to dealer finance.

Innovative, high quality and purposeful we're sure you'll find our new showroom materials a refreshing change.

Contact us and benefit from a positive change from a team that is passionate about helping you. We are ready to help on **0844 770 4438** or email us at info@motonovofinance.com
www.motonovofinance.com

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So much more than
motor finance



Pull-up banner