



A

AFTERSALES SUPPORT SYSTEMS

BookMyGarage

BookMyGarage has been developing its service and MOT online booking tools. The solution is easy to incorporate into a dealer's existing IT system, integrating with existing dealer management systems (DMSs), workshop diaries, vehicle health check (VHC) suppliers and manufacturer service schedules. Automated file uploads also provide full reporting. Multiple booking tools can also be used for segmented audiences, catering for seasonal and special offers, with widgets to view the success of each campaign, per branch or the whole group. In addition, a management console and real-time reporting dashboards provide detailed and customisable information on the booking process, such as number of bookings, proportion of different car makes, and product type (eg full service and MOT).

www.bookmygarage.com

Bumper

Bumper enables drivers to split their repair bills into monthly interest-free payments to spread the cost of keeping their car in good condition. All drivers have to do is enter their vehicle registration number, choose from more than 3,000 of Bumper's partners nationwide and apply for a Bumper Balance of up to £3,000 for repair payments. The Bumper Balance takes less than five seconds to calculate and gives an overview of repayments made and required.

www.bumper.co.uk

Crypton

Crypton has launched a range of MOT bays and automated test lanes (ATLs) to help dealers boost workshop productivity and profitability. The modernised ATLs enable a full MOT to be carried out by one mechanic, freeing up other mechanics to carry out more services and repairs, thus reducing MOT costs and providing a more efficient and higher level of customer service. Products include the Wireless Tablet Driven MOT Bay/ATL, Pit Bay for MOT Bay/ATL, 4-Post Lift, Scissor Lift and Dual Revenue Lift. All come with a three-year warranty.

www.cryptontechnology.com

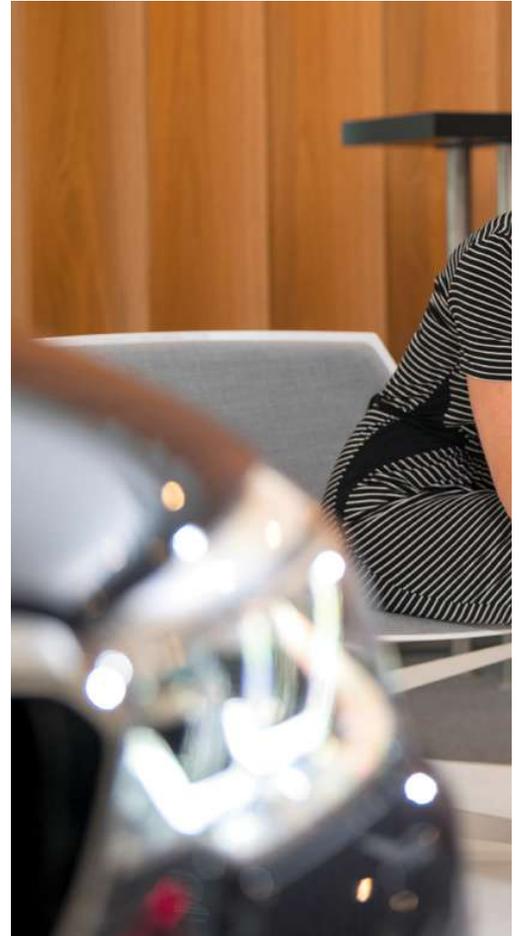
eDynamix

Its AutoPoint lockers provide dealers with an end-to-end self-serve key drop and collection solution that is fully integrated into sales and aftersales processes. Exsto is eDynamix's platform which brings together all the software firm's modules through one login, putting for example its health check, service plans, customer video and follow-up systems directly in front of a user.

<https://www.edynamix.com/>

Everard

The Beissbarth Easy Tread is a new diagnosis system that measures the tread of all four tyres within seconds, allowing dealers to increase tyre and service sales, such as wheel alignment or replacement of tyres. The system uses sophisticated camera and CCL technology to accurately measure the tread depth, while detecting any tyre wear, which can improve customer satisfaction and loyalty. An integrated database allows for a statistic evaluation, with clear information about



the tyre tread depth and wear pattern indicated through a traffic light system, which can be easily displayed to customers. The diagnosis will specify whether the tyres need to be replaced or if the customer needs to book an appointment at a later date, with the customer's safety as a number one priority.

www.everard.co.uk

Gott Technical Services

Gott Technical Services has added the Technique T3314 electric vehicle battery lifting table to its product range. The T3314, specifically designed to enable the easy removal, handling and maintenance of batteries, has a unique self-levelling platform worktop and alignment system for centring and positioning under the vehicle chassis. The worktop is wooden to minimise risk of conductivity when working with battery packs and has carefully designed cut-outs which allow clear access to the battery pack for disassembly. It reaches a maximum height of 2,000mm and a compact closed height of 800mm. Having been tested with great success at OEM facilities, the table has a 1,400kg lifting capacity to handle a

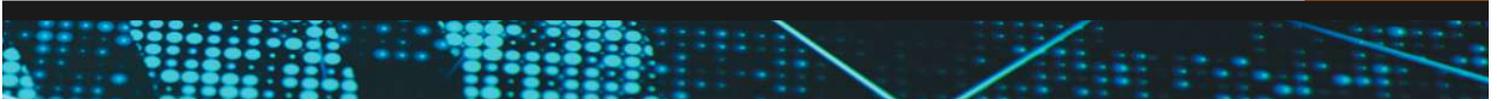
Sponsored by

carwow

RAPID
RTC
keyloop

Reputation

A-C



range of different loads.

www.gottservices.com/blog/2021/05/27/the-best-in-electric-vehicle-battery-servicing-equipment/

Hofmann Megaplan

Hofmann Megaplan has launched two battery table lifts designed to provide safe access and make the removal of vehicle batteries easier. Both use electro-hydraulic operations. The first is a single-plane automatic tilting table which uses twin hydraulic cylinders to provide 1,000kg lifting capacity. The second, flagship version, utilises a more powerful hydraulic system to lift up to 1,500kg and incorporates a twin-plane automatically tilting table top.

www.hofmann-megaplan.co.uk/products/electric-vehicles/battery-lifting

Hunter Engineering

Hunter Engineering's Quick Check Drive provides autonomous alignment audits using its award-winning WinAlign software. Utilising 32 lasers and eight cameras, the fully automated system scans a vehicle's wheels as the vehicle is driven through without stopping. It records the vehicle registra-

tion number, and checks the front and rear axle alignment before providing the results and recommendations for action required.

www.hunter.com/vehicle-inspection/quick-check/#roi

RTC Auto

Its REALaftersales solution, which can be integrated with many other critical dealer systems, supports aftersales teams through outbound customer contact, service booking, electronic vehicle health checks, tracking work in progress and retention of deferred work. Add-on options include paperless documentation, online booking plus online check-in/out.

<https://www.rtcauto.co.uk/realaftersales/>

Tjekvik

The digital service reception software provider facilitates contact-free service reception through digital kiosks similar to those self check-in terminals at airports. The kiosks incorporate functions including a locked key drop and self check-in/check-out plus at home check-in through an SMS direct to a customer's mobile phone.

<https://www.tjekvik.com/>

C

CONSUMER FINANCE AND COMPLIANCE

Alphera Financial Services

Alphera Financial Services has introduced Alpha Zero, the motor finance industry's first carbon offsetting programme for used hybrid and plug-in hybrid electric vehicles. Alpha Zero enables consumers to buy a used hybrid or PHEV vehicle and offset all its carbon emissions throughout their term of ownership, at no cost to them. Alphera is working with Hampshire-based sustainability experts Carbon Footprint to offset the emissions of vehicles financed through Alpha Zero via tree planting programmes. The company has also launched a cutting-edge online finance and insurance (F&I) excellence training programme for dealers, named 'Funding Essential Skills'. The digital course is designed to help ensure dealers have a solid understanding of finance products and can deliver them to customers in a compliant way.

www.alphera.co.uk

Black Horse

Black Horse's online customer portal provides customers with the flexibility to service their account through the channel of their choice. The portal uses the latest cloud architecture and technologies to enable improved performance, greater automation and enhanced security, which means a more intuitive and broader service offering. Initially launched in July, the rollout of the new platform was completed in early September, enabling almost one million customers to make payments, get settlement figures, view their transactions and amend their personal details at anytime, anywhere and on any device.

<https://customerportal.blackhorse.co.uk/blackhorse/welcome#/>

Startline Motor Finance

Startline Motor Finance is rolling out a new data product designed to maximise motor finance opportunities across major dealer groups in the fourth quarter. Insights enables dealers to gain a greater understanding of the finance deals that they are processing and helps them to identify new ways of driving their business forward. The product provides a range of information that can be accessed online to help with everything from day-to-day management to major strategic decisions. It allows dealers and introducers to dig down into the motor finance business they write. In addition, it gives an easy, graphical means of visibility over all key aspects of transactions on a daily, weekly and monthly basis as well as offering information about customer credit profiles.

www.startlinemotorfinance.com



Why a **connected** and **personalised** customer experience is essential for dealership success.

Q **RAPID RTC was acquired by Keyloop earlier this year. What will change as a result of this?**

A We are delighted to join Keyloop and contribute to its mission of creating a vibrant automotive retail ecosystem that transforms the car buying experience, while providing dealers with the best choice of technology for their needs. Although some things have changed, others have not – including our premium products and service offerings.

As we look to our industry's future, within which technology continues to shape the way customers and dealers interact during the car buying and ownership process, the industry must look to create truly connected experiences for both retailers and consumers. By combining Keyloop's leading Dealer Management System (DMS) and applications together with RAPID RTC products, we will be able to develop exciting new lead management and attribution offerings for the industry.

Q **How can RAPID RTC support Keyloop's portfolio to help car dealers in their digitalisation transformation?**

A Keyloop's mission is to create technology that makes everything about buying and owning a car better. This involves focusing on creating solutions that eliminate points of friction along the car buying journey and to improve the overall customer experience.

Dealers use many different systems throughout the car buying and owning process – our goal is to connect the consumer journey using both Keyloop solutions and those from our valued partners, allowing dealers to stay connected to their customers at every stage of the car buying and ownership cycle.

RAPID RTC's digital communications and lead management suite consists

of five core products: RAPID RTC Lead Manager, Live Dealer, Chat, Text, and Social, all of which play an integral role in the customer purchasing journey. By integrating with Keyloop's portfolio, we continue to empower dealers to build relationships with their customers via the communication channels they prefer, while maximising their marketing spend and boosting sales.

Q **Why is a sophisticated lead management system so vital for car retailers and has its importance increased as a result of COVID-19?**

A Most dealerships would struggle to understand how a digital lead could go untouched. But the reality is, very few manage to answer them all - our 2020 Mystery Shop revealed that only 31% of leads are being responded to within 90 mins. And even when they are answered, the content of the message may not always be consistently in line with customer expectations and brand standards.

In today's world of on-demand services

COMPANY PROFILE

Key Products: RAPID RTC Lead Manager, Live Dealer, Chat, Text and Social

Founded: Keyloop (formerly CDK Global International) was founded on 1st March 2021 and acquired RAPID RTC on the same date.

Based: Winnipeg, Canada

Visit: www.keyloop.com

Email: intl.pr@keyloop.com

keyloop™ **RAPID RTC**

and real-time communications, car buyers' expectations have never been higher.

According to Keyloop's international consumer research, 89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle. Dealerships must communicate at the right time, through the right channel, and with the right message. With the decrease in in-person interaction with dealerships and salespeople due to COVID-19, the desire for digital interaction has only increased.

Q **How has RAPID RTC supported car retailers, and adapted itself, through the COVID-19 pandemic?**

A The advancement and adoption of digital tools within the vehicle retail and aftermarket space has sped up dramatically since the onset of the COVID-19 pandemic.

We continued to support the industry by launching a new product, RAPID RTC Live Dealer, the first fully integrated omni-channel platform providing chat, voice, and one or two-way video. Live Dealer enhances dealership's digital retailing processes by connecting active online customers with salespeople who aren't busy on the showroom floor, allowing a trusted and familiar selling process to take place on the channel they prefer.

Q **What are RAPID RTC's latest developments/products and how are they proving their worth to car retailers?**

A Some of the latest developments to improve engagement and personalisation for dealership leads include two exciting new features – **Video on the Fly** and **Respond by Text**.

Video on the Fly equips salespeople to capture an on demand short, personalised video as they respond to ensure engaging and relevant replies for every customer.

Our Dealer Insights reports a three times increase in engagement when video is included in an email communication.

Respond by Text enables salespeople to send text responses to initial enquiries via the customer's preferred communication method, or follow-up emails or phone calls with a text. According to J.D. Power – 41% of Gen X and Y prefer text as their method of communication and 90% of prospects prefer being texted than called.

Q Is RAPID RTC on a growth trajectory following the Keyloop acquisition and how might this impact existing customers?

A Following the Keyloop acquisition, we've not only gained access to industry-leading international talent and resources within the Keyloop organisation, but we can now offer our solutions to tens of thousands of dealer sites in over 90 countries that already trust and rely on other Keyloop solutions. With a global reach and local understanding of markets, existing customers now have access to more solutions and industry best practices; we've become a one-stop-shop where dealers can buy any digital retailing solution they need.

By joining Keyloop our goal is to be the technology partner of choice for OEMs and car dealers, and to close the loop on a vital gap within our industry – customer experience. Whether virtual or in-person, the ability to thread together each customer's unique journey from beginning to end is an exciting opportunity. In the future, new lead attribution solutions will offer visibility into the customer journey, inform decision making, and facilitate more ways to measure results, analyse channel effectiveness, and provide relevant content. Ultimately, these types of solutions will shape the future of the industry, creating a more connected landscape and cohesive buying experience for both dealers and customers.

Glen Demetrioff
Chief Innovation
Officer, Keyloop
(former President and
CEO of RAPID RTC).





grated digital journey for customers. The platform will automatically send an email and SMS message asking a customer to check-in a few days before their visit. After the customer answers a couple of security questions they are presented with some personal, vehicle and visit details. They can view all current job lines from the DMS job card and request additional work is done without the need to call the dealer. A range of dealer-specific recommended services and accessories are shown to the customer, which can be added to the job card. This ensures all customers are presented with all upsell items every time. Unsold items from the customer's last VHC, together with supporting videos and photographs, are highlighted to the customer, which they can click to add to the booking.

www.edynamix.com



COURTESY CAR AND DEMONSTRATOR MANAGEMENT

AX

AX Manage is AX's courtesy car management software. The industry benchmark product includes features such as day-rate insurance underwritten by Aviva, a multi-platform intuitive diary, on-board vehicle telematics, control over Benefit in Kind company car tax, and an integrated DVLA licence checker. It also helps facilitate contactless test drives by utilising paperless technology. The combination of all these features has enabled dealers to continue offering test drives while limiting physical contact with customers. To overcome concerns about the security of a courtesy car or a vehicle loaned out for an unaccompanied test drive, AX Manage integrates with AX Connect and AX Protect to provide on-board telematics and vehicle tracking.

www.ax-uk.com/innovation#ax-manage-section

Cooper Solutions

FullCover is a web-based fleet management system, which tracks all vehicle movements within a dealership. The system manages sales, aftersales and bodyshop loan appointments, while its integrated DVLA licence check validates customer driving licences in real time. It also produces electronic and paper professional loan agreements and its reporting tools monitor vehicle use and provide a cost and revenue breakdown.

www.coopersolutions.co.uk/public/cooper-solutions-products/full-cover/

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Contact Advantage

Contact Advantage has launched Claro, an enhanced version of its Showroom application.

The customer relationship management (CRM) solution provides dealerships and OEMs with a comprehensive tool for managing the complete sales cycle, from initial customer contact and enquiry management through vehicle purchase. Claro uses a brand new dashboard displaying all key enquiry management information and key performance indicators in a single, configurable view, while also speeding up task completion and enhanced diary management for greater efficiency. It enables sales executives and managers to create a tailored homepage using Contact Advantage's widget technology that provides visibility and convenience of access to all enquiry information in one place, saving time and putting sales targets front and centre.

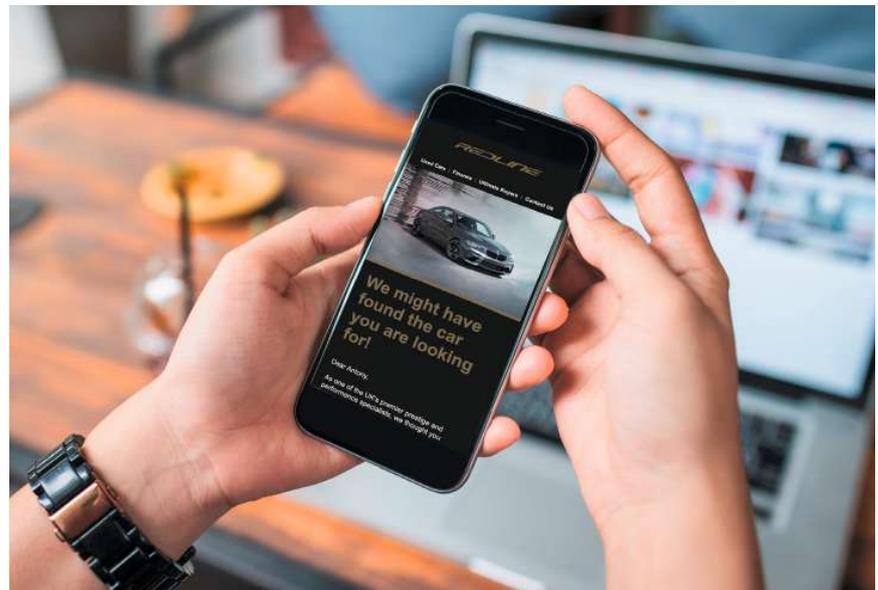
www.contact-advantage.com

eDynamix

eDynamix's Online Check-In provides a fully inte-

LTK Consultants

LTK Consultants' bespoke Konnect software improves the day-to-day management of dealers' automotive operations, enabling them to build and adapt both customer and employee workflows using a fully blended solution of artificial intelligence and human intervention that helps increase overall performance and productivity, while gaining full visibility and a deeper understanding across the entire customer journey. Konnect links to any DMS and telephony platform, to allow the dealer group to provide a centralised contact centre service or it can be fully outsourced to LTK. Either way, dealers can manage the customer through a fully connected journey within the sales and aftersales process, ensuring that work is not duplicated and transparent to all departments. Konnect's new Sales Lead hub also captures and collates all enquiries, so the customer receives one centralised contact



about all of their enquiries, rather than multiple calls from each dealer location.

www.ltkconsultants.co.uk

Marketing Delivery SmartMail

Marketing Delivery's VoiceBox e-CRM system was deployed within dealerships earlier this year to make marketing more effective and less labour-intensive. The suite of tools within VoiceBox has been developed specifically to cater for dealer contact cycles, introducing customised automation across the business. They help manage customers' preferences, hold data securely, monitor stock across multiple sites and promote it via email, SMS and social channels to the right prospects at the right time. Marketing Delivery's Car Alerts tool automatically generates and distributes tailored emails to potential customers that have enquired about a car, keeping them up-to-date with new stock and any price changes on relevant existing models. The real-time click alert feature can detect when that customer opens the email and clicks to view one of the available vehicles, automatically sending an alert to the dealer with the customer's contact details and the specific model that has been viewed.

www.marketingdelivery.co.uk

Three60 CRM

Three60 CRM, in collaboration with data experts Vital Software, has launched a suite of new solutions to give dealers unrivalled visibility and control of their aftersales performance. Dealer Health Check leads the way, employing advanced lead scoring to quantify available opportunities. The intelligence derived from the tool pinpoints exactly where to invest time, resource and marketing effort for optimal results. An enhanced product portfolio includes highly effective data cleaning, both daily and batch, and intelligent stepped marketing that delivers industry-leading conversion rates with smarter, permission-driven customer engagement. The newly-launched online service booking module integrates seamlessly with aftersales campaigns, providing an exceptional customer experience and removing any barriers to booking. The upgraded single customer view dashboard gives user-configurable visibility of performance and retention in real-time.

www.three60crm.com/#/services



DEALER MANAGEMENT SYSTEMS & ACCOUNTS

Click Dealer

Click Dealer's DMS encompasses an integrated stock and lead management, CRM, and business reporting functions. The DMS integrates seamlessly with additional core services (ClickWeb, ClickEngage and Digital Marketing), providing



dealerships with a one-stop-shop to manage all their business needs. The ClickEngage online buying journey solution was offered free of charge to all dealers in 2020 to help them secure sales remotely. Customers can reserve, part-exchange, pay a deposit, and arrange click and collect/delivery at the click of a button. ClickEngage ensures dealers can provide an omnichannel selling process to meet customer needs. Combine this with the September 2021 launch of Click's advanced search tool to make it easy for buyers to find their next vehicle, by searching for the features that matter most to them, and dealers have a comprehensive package.

www.clickdealer.co.uk/dealer-management-system

Dragon2000

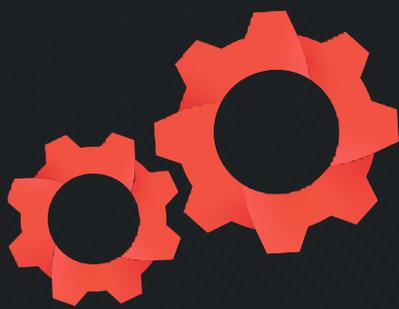
Dragon2000's DMS enables dealers to manage and understand every aspect of their automotive business by bringing it all under one roof. The DMS allows dealers to make more profit, find new opportunities and save time. The system makes it easier to advertise vehicles on dealer and third-party websites and provides real-time sales information via a dashboard and reports. The garage software takes care of the entire workshop process, from estimates, bookings and technician job cards to service invoices and customer reminders, as well as a robust clocking system

that tracks technicians' hours of work. Technicians can also record and send VHC videos straight to the customer by phone or email, thus increasing trust and take-up of red and amber items. The parts inventory enables dealers to more easily and quickly create orders, returns, estimates, service issues and invoices, as well as check stock. The CRM allows dealers to track and automatically pull leads from their website, finance provider, Auto Trader and any live chats they use.

www.dragon2000.co.uk/dealer-management-system/

Gemini

Gemini Systems OSI platform enables its partners to quickly develop two-way integration with its Evolution Dealer Management System, granting access to customer account information, vehicle information, service booking availability, vehicle stock information and more. The platform provides clients with the flexibility to continue using best of breed solutions already ingrained in their business and people, making onboarding more seamless and efficient. OSI is a level of web services that produce an application programming interface (API) for third party partners of Gemini Systems, such as Key Tracker, Manheim Auctions, AutoSLM, Reef Business Systems, 67Degrees, Motordocs and more. The API



RTTC

REALtime communications

Create your ideal **sales**, **aftersales** or **reporting solution**, all based on your unique business.



REALinsights



REALsales



REALstorage



REALevhc



REALaftersales



REALaftersales⁺

rtcauto.co.uk

ADVERTISEMENT FEATURE



RTC'S NEW BRAND IS DESIGNED TO HELP DEALERSHIPS GET THE MOST OUT OF DIGITAL SOLUTIONS.

Digital specialist RTC has unveiled its new suite of REAL solutions, designed – as the name suggests – to uncover real benefits for dealers, delivered in real time.

RTC has long been a leader in automotive digitalisation, but the new package forms its strongest and most coherent offering yet – linking together every stage in the dealer's digital journey and offering a clear set of business 'wins' from day one.

Six solutions are available as part of the REAL brand, but crucially, they do not stand alone. They integrate fully with each other and with many DMS and third-party solutions, creating a full digital ecosystem managing all a dealer's main functions across showroom and workshop, along with added functionality addressing common pain points, such as document storage.

This makes the REAL suite a 'one-stop shop' for dealers looking to realise the proven benefits of digitalisation, without undue risks or teething problems. For businesses that want to go digital but aren't sure of the next steps, RTC's solutions are the answer.

DATA-DRIVEN DEALERS ARE SUCCESSFUL DEALERS.

The REAL brand also incorporates an all-new feature: REALinsights, an analytics platform that brings 'big data' to dealerships in an effective, intuitive way.

REALinsights works to get data out of separate systems and combine it into one secure, transparent resource, allowing dealers to generate much more – and more accurate – insight.

More than that, it also looks into the future, forecasting the effects of industry trends and predicting the impact of key variables. Previously, working out which areas of the business to focus on might have been a matter of guesswork or gut feeling; REALinsight gives dealers the numbers that can eliminate guesswork entirely. The result is targeted, effective decision-making in real time.

"There has been much industry talk of the 'digital dealership', and our REAL solutions are designed to turn that into a reality," said Richard Robinson, Chief Operating Officer at RTC. "Using 20 years' worth of learnings in the digital sphere, we've focused our solutions on what really matters to dealerships and what enables them to start benefiting from digitalisation more quickly.

"The dealership of the future can forecast future trends, identify hot leads automatically, get jobs booked proactively, manage them paperlessly in real time, and can share data between departments. But why wait for the future? With the REAL suite, it can happen now."

REALinsights

Powerful analytics platform that combines all your data for maximum predictive power and ease of use

REALsales

Lead management software that gives an instant overview of who is ready to convert and when

REALstorage

Go digital and free up space and time with secure, accessible, resource-efficient document storage

REALevhc

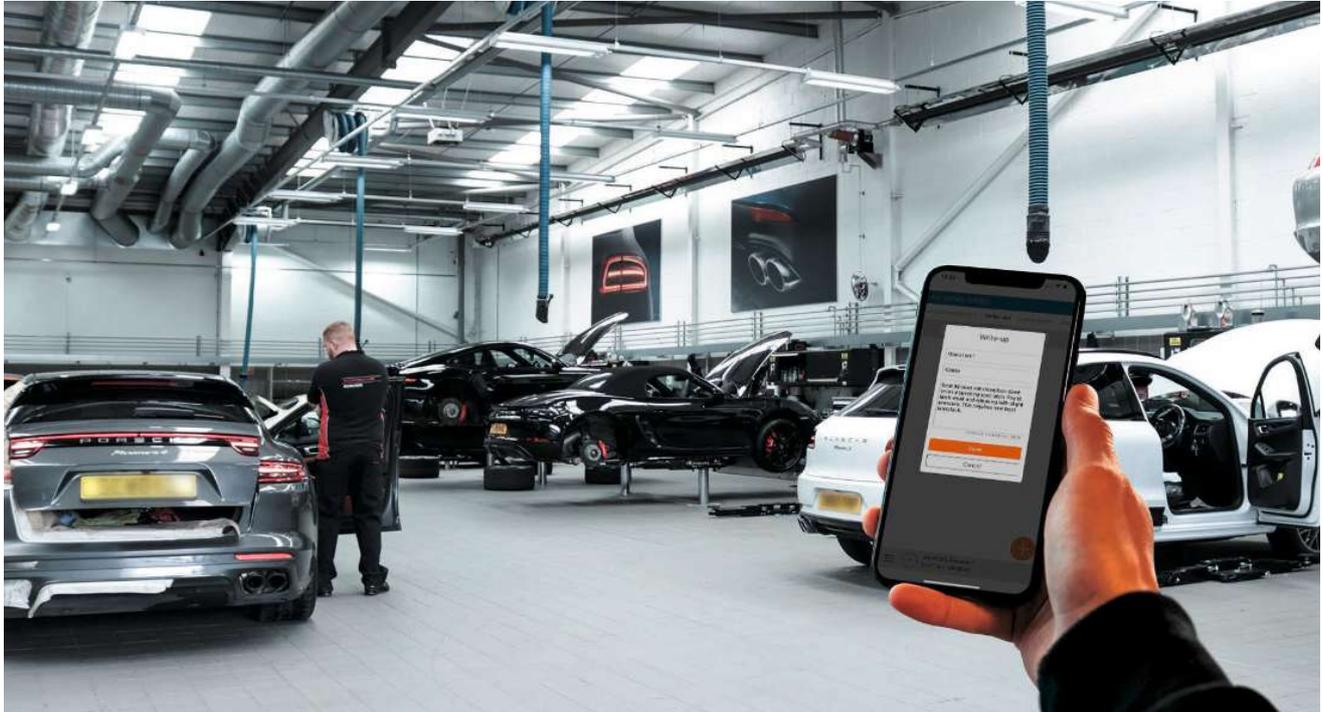
EVHC system that tracks vehicles over time and flags up deferred jobs or upsell opportunities

REALaftersales

RTC's full aftersales solution designed to streamline job management, minimise errors, and empower dealers to get more bookings

REALaftersales⁺

Modular system that allows dealership groups to seamlessly add extra functionality in line with their retailers' needs



allows Gemini's partners to get and post data live to and from the DMS, such as new customer records or sales order forms, meaning the two systems are always synchronised, thus reducing administration overheads by cutting down on data duplication and re-keying information.

www.gemini-systems.co.uk

Keyloop

Keyloop has launched several new applications to assist retailers with digitising their key workflows, including ePayments and Invoicing. ePayments is a contact-free payment option powered by Worldpay that provides a dealer's customers with a convenient, online payment method. It also streamlines the main accounting processes involved in managing a transaction. Invoicing is an automated accounts payable solution that speeds up invoice processing for the finance team. It is seamlessly integrated with the Keyloop DMS and its automation capabilities mean that retailers can save time, resources and costs associated with manual, paper-based processes, while also improving accuracy by avoiding errors arising from manual rekeying of data. And because it's a scalable, cloud-hosted solution, it can work for any size of dealership. RAPID RTC's Lead Manager enables sales staff to provide a personalised video or other channel response to a customer enquiry.

www.keyloop.com

Pinewood Technologies

Pinewood Technologies have focused on manufacturer integration and building on their all-in-one dealer management system, ensuring every



ISTOCK.COM/POPBA

customer can choose the way they want to interact with the dealership, be it online, in store or a mix of the two. It's easy to prepare warranty claims in Pinewood's Tech+ app with Write-ups. Technicians can add digital notes to jobs on their phone as they work on a vehicle, highlighting any issues found and corrections made. Not only have Write-ups helped with reducing paper in the workshop, but

they also give manufacturers a clear view when auditing for warranty claims. Pinewood DMS is integrated with Bumper finance: offering dealers a built-in tool to boost vehicle health check revenue. Using Pinewood's Tech+ app, technicians can record a video, showing any red or amber work they've identified. This can be quickly sent to the customer for approval, straight



Keep your customers engaged throughout the sales process

89% of car buyers want personalised digital interactions with auto retailers when purchasing their next vehicle.*

Using two simple Keyloop tools, you can offer high quality engagement throughout the entire sales process.

RAPID RTC Lead Manager lets you maximise early engagement with fast, professional responses and personalised content.

enquiryMAX helps you engage car buyers continuously with an interactive showroom experience while on the go.

Better yet, both tools work in sync – giving you complete visibility into your customer's journey at any stage.

Discover more at:

www.keyloop.com

keyloop[™]

* Source: Digitalisation: An Unstoppable Force in Automotive Retailing and Aftersales, Keyloop/ Frost & Sullivan, 2021

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C from the DMS, with the option to apply for finance at the same time with Bumper.
www.pinewood.co.uk/overview/

Reynolds & Reynolds

Era-Ignite DMS enables dealers to handle parts maintenance, inventory tracking, accounting and sales operations. The application allows employees to capture and securely store customer data in a centralised repository and generate financial reports for reference. They can also search for transactions by vendor name, account, invoice number, posting status and other criteria. The DMS also helps accounting teams to track employees' productivity, view the status of transactions and rectify posting errors across invoices. Additionally, it lets administrators provide role-based access, enabling authorised users to adjust or reverse transactions. The system also supports integration with third-party platforms such as Dealer Uplift, ASR Pro, TRONIX and more.

www.reyrey.com/solutions/dms

DISPLAY TECHNOLOGY

Luminati

Luminati provides car showroom displays ranging from free-standing merchandising units to digital advertising sales. Its care information station locates under a car's tyre and holds literature and product information. It is branded with the dealership logo and has a small touch-screen on top displaying key information on the car and corporate videos. Luminati's large full-colour digitally printed stretch fabric showroom display panels highlight car specification in detail. Its freestanding swatch boards are designed to show the full range of colours avail-



able for a particular vehicle. Displays can be set into showroom walls and LED-illuminated to showcase larger items such as fabric swatches, alloy wheel options and steering wheels. Its front desk features the car or dealership logo with storage and key storage at the back. Digital advertising screens can also be supplied with integrated network connection, enabling the dealer to manage the screen content across all of its dealerships from its head office.

www.luminati.co.uk/showroom-displays

ZeroLight

ZeroLight Concierge is a shared digital vehicle configuration tool that brings the best parts of the dealership experience online. Using realistic 3D computer graphics, dealers can guide new customers around every feature of a vehicle

model, providing consultation, advice and technical assistance to support the customer to select their final options. It blends the intimacy of the dealership and the convenience of an online configurator, enabling the customer to join the session remotely, on any device. As both parties access the same visual content, the customer can interact with and experience the car while the dealer configures it via a more detailed interface. At the end, the customer can buy or reserve the vehicle, and the dealer is able to generate and send the customer a personalised digital brochure that features their exact configured car. ZeroLight can also scale, and simplify the production of high-quality image and video assets for dealers to promote their stock on websites, social media or when contacting customers directly.

www.zerolight.com

