



16.06.2020, Dealer Kongres 2020 (online)

Covid19 - UK impact and actions

Mike Jones, Chairman ASE plc

1. Brief Introduction
2. UK Lockdown timetable
3. New car impact
4. Customer reactions
5. Retailer Reactions
6. A new way of working

Presenter

Mike Jones - Chairman

Mike Jones is Chairman of ASE Global, helping automotive dealers and manufacturers around the world to drive profitability and achieve operational excellence. An expert on the global automotive industry and its changing market forces, he helped oversee the merger that created ASE Global in 2009.

He is one of the industry's leading experts on dealer profitability and heads up ASE's work to analyse retail performance across a range of key markets.

Mike speaks regularly on the industry landscape, the Dealership of the Future and on digital dealership models. An accountant by training, Mike began his career working for PwC in both Manchester, UK and Vancouver, Canada.



Who are ASE?



For more than 40 years we have helped the world's biggest and best known global automotive brands use data to become a more efficient, and a more profitable automotive businesses



Assurance &
Mitigations



Performance
Improvement



Global Data
Services

Where we are...



Africa

Asia Pacific

Europe

Latin America

Middle East

North America

Australia

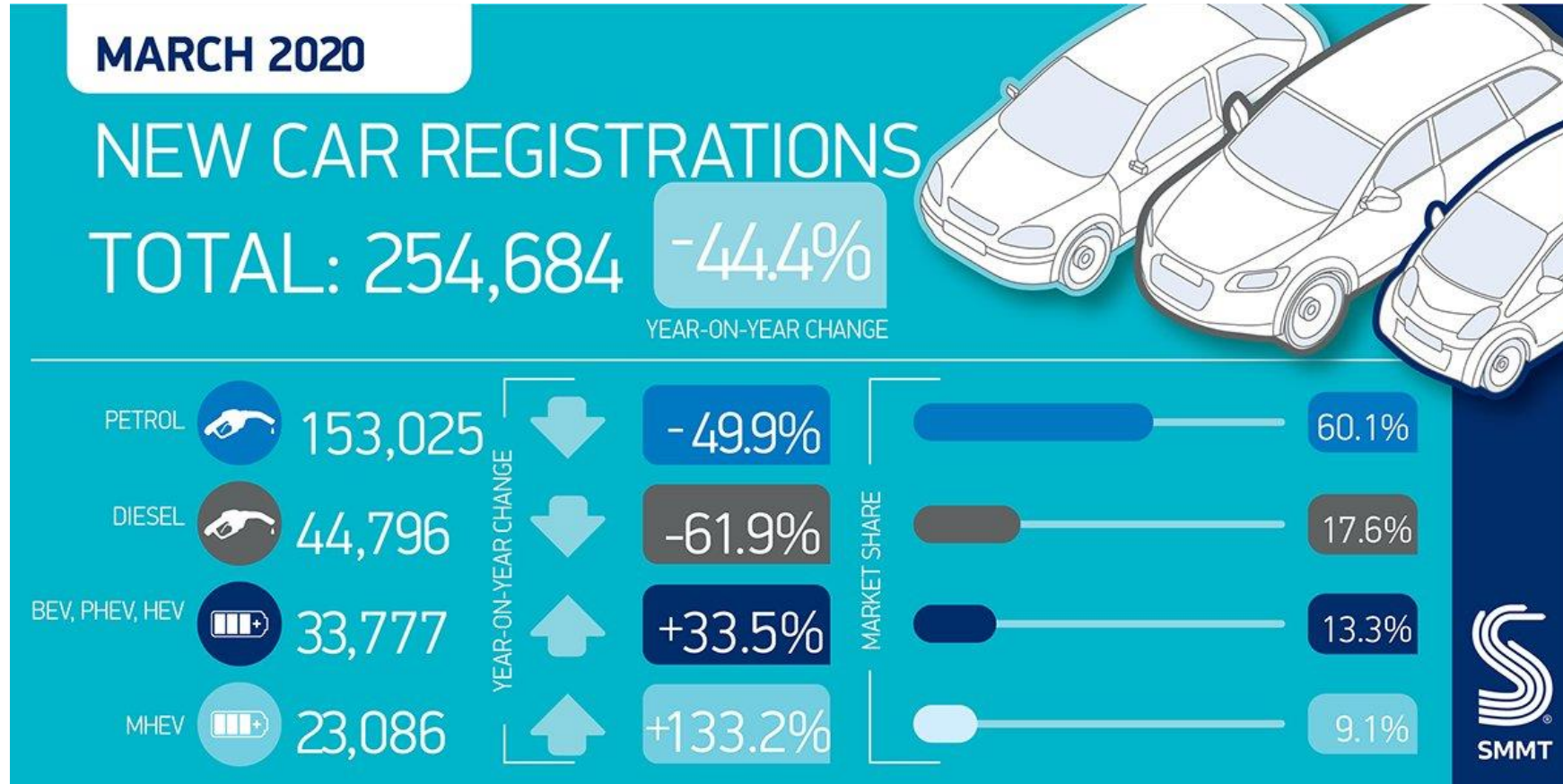
Our Clients...



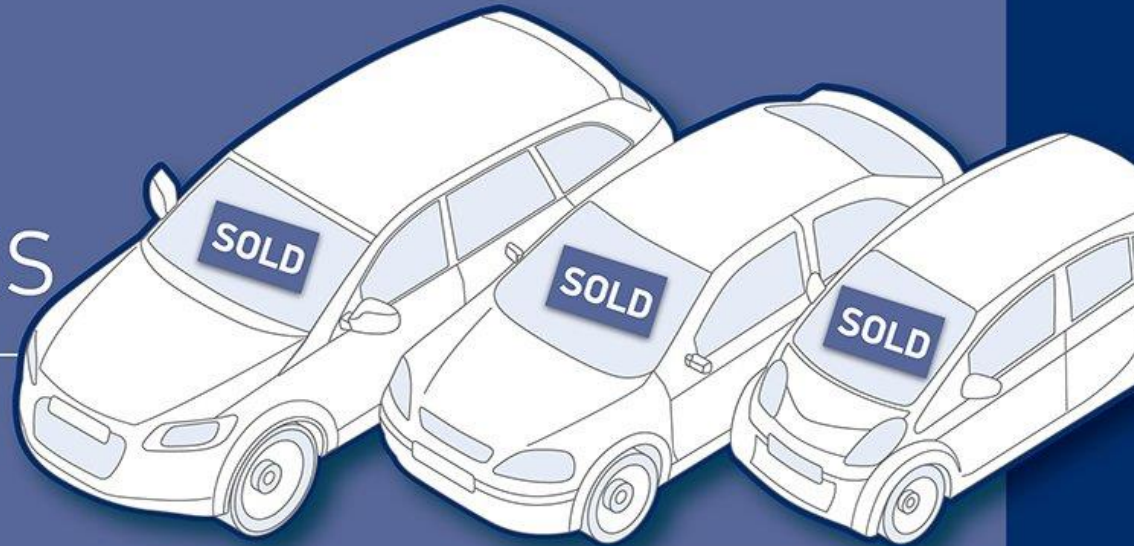
UK lockdown timetable

- February 2020 – first Covid case
- 23rd March – nationwide lockdown announced
 - Workshops allowed to remain open
 - Showrooms closed
 - Job retention scheme launched
- 15th May – click and collect officially allowed
- 1st June – showrooms reopen
- As yet – no government stimulus package

New Car Impact



Q1 2020

USED CAR
REGISTRATIONS

TOTAL: 1,851,919 ↓ -8.3%

YEAR-ON-YEAR CHANGE



New Car Impact

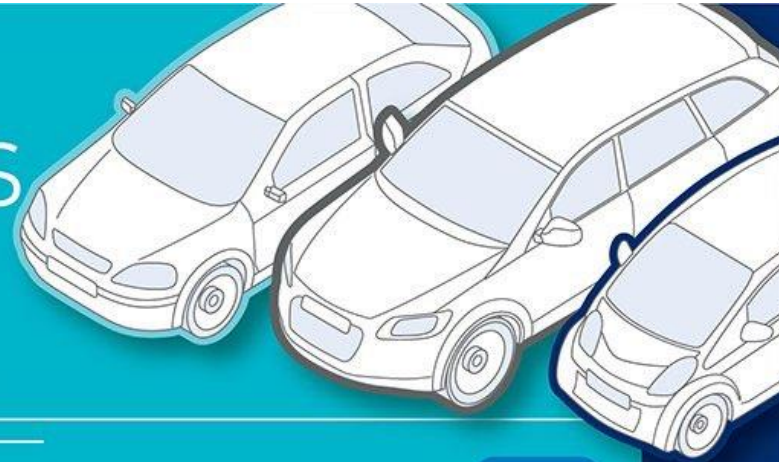
APRIL 2020

NEW CAR REGISTRATIONS

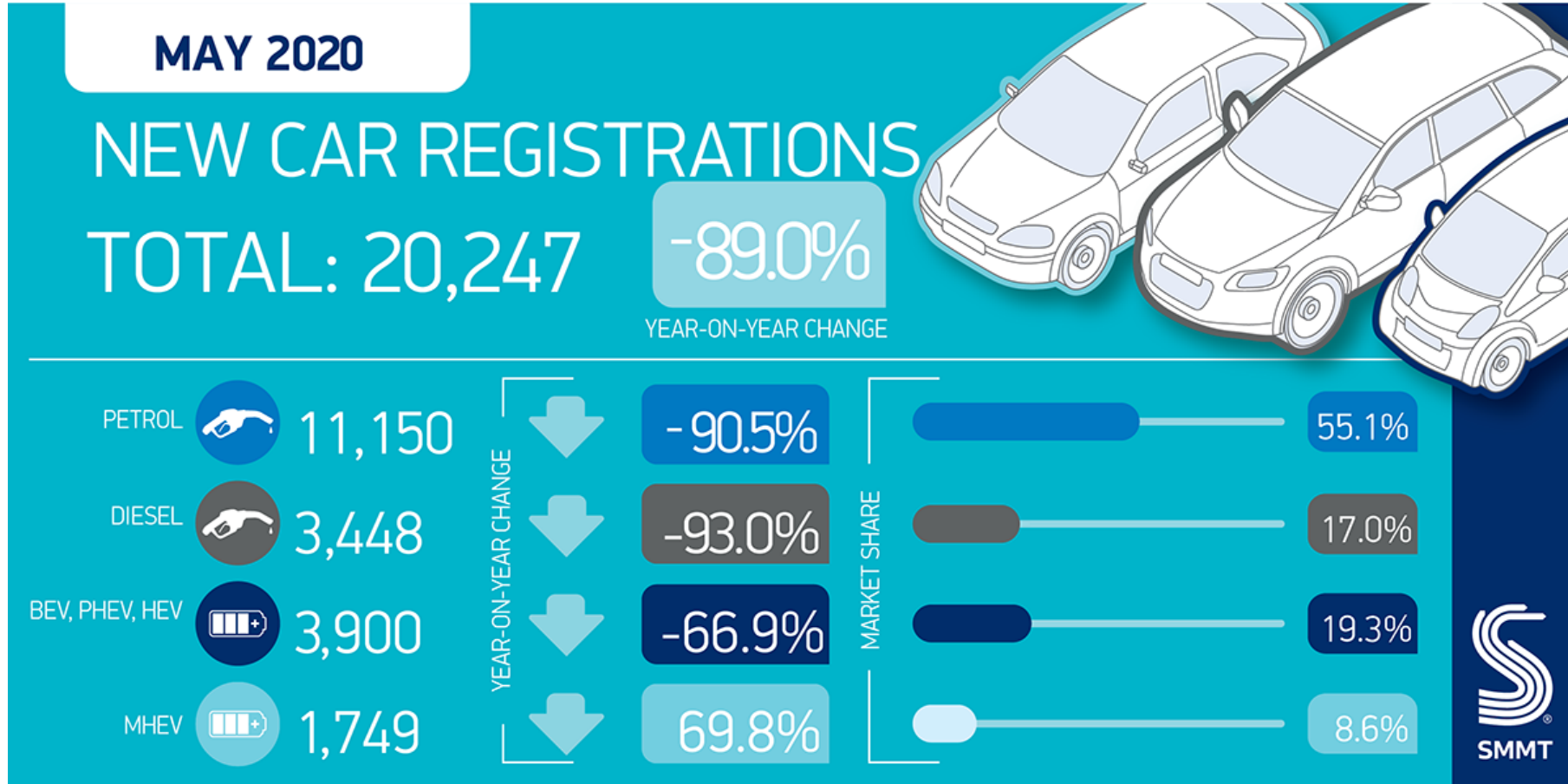
TOTAL: 4,321

-97.3%

YEAR-ON-YEAR CHANGE



New Car Impact



Customer reactions



Customer reactions



Customer reactions

The first week of June was a **record week** for new car leads sent to retailers through Auto Trader



Customer reactions



“Monday 8th of June saw the **highest level of customer enquiries in 2020** so far. Test drive requests are **up 92% week-on-week!**”



Sepi Arani
Head of OEM UK



carwow pent-up demand:
520,000 users active &
in-market on site today

Source: carwow internal reporting.



Retailer reactions

- Initial fear of the unknown
- Press reset
- Build trust

Retailer reactions



Retailer reactions - build trust / set expectations

- Social media videos
- Set appointments
- Contactless handovers
- Put a smile behind the mask

Retailer reactions - build trust / set expectations

 **Ray Massey** @raymasseytweets · Jun 3

Popped into a couple of socially distancing car showrooms today - where car deals really are safely signed, 'sealed' and delivered.
@MarshallMotorGp @MarshallGroup @DeakyDeaks #cars #lockdown #coronavirus #consumer

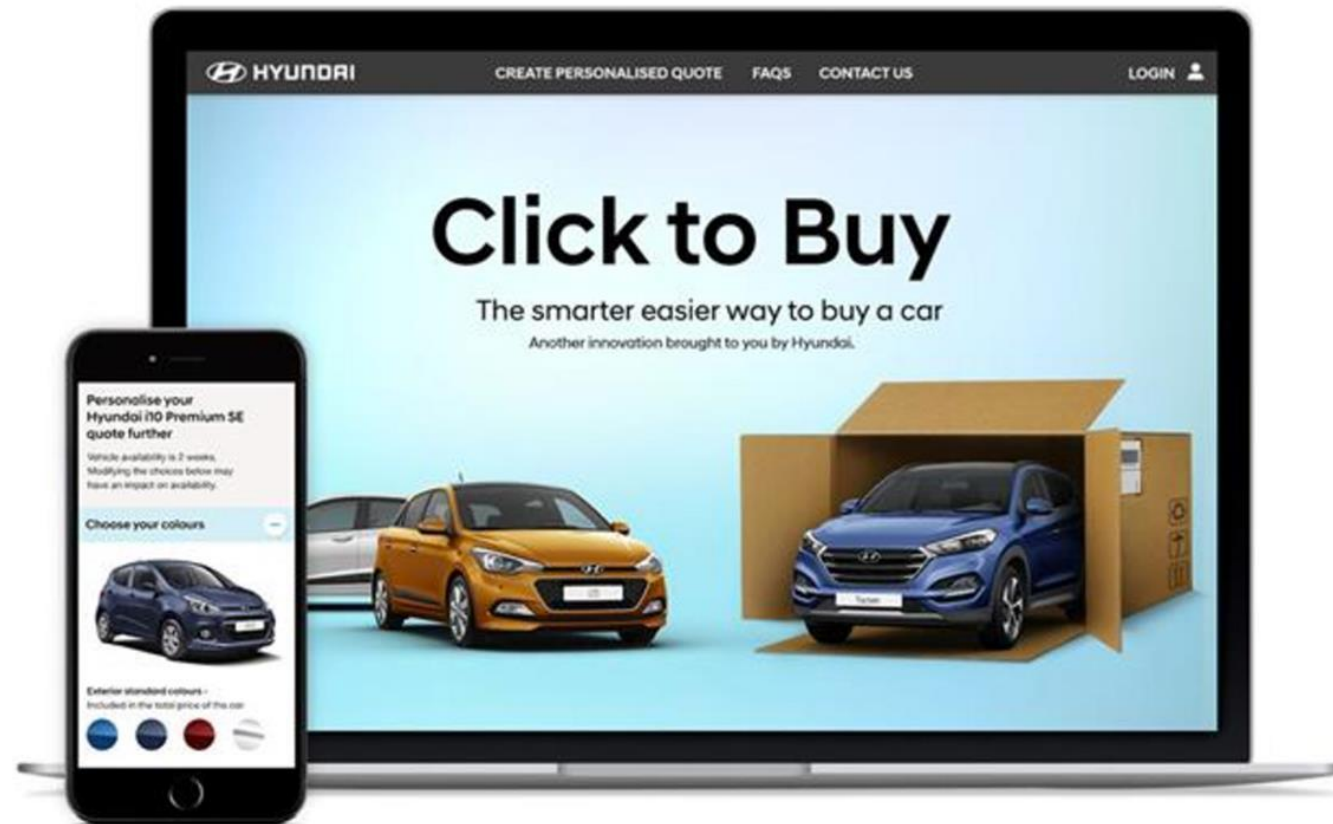


 **Ray Massey** @raymasseytweets · Jun 3

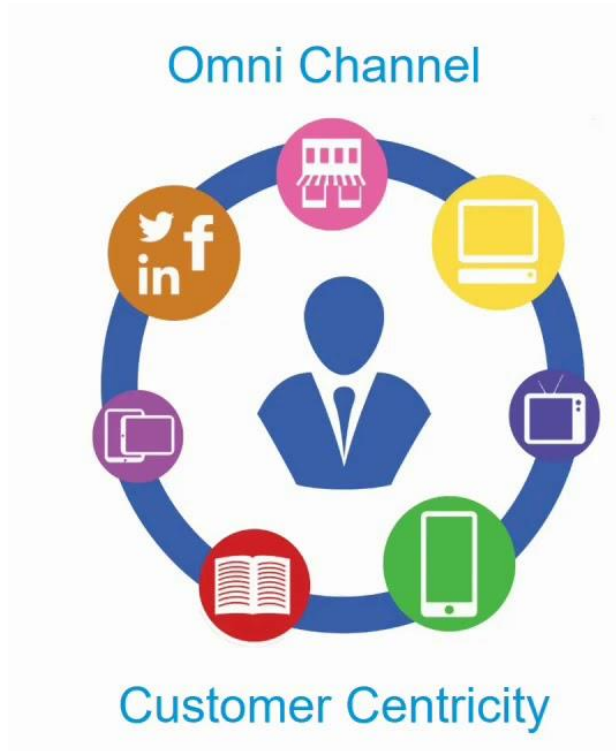
'It's a wrap!' Customer car keys safely bagged and tagged against #coronavirus @MarshallGroup #Volkswagen dealership #MiltonKeynes . #lockdown #cars #consumer @RMI_NFDA @NFDASueRobinson @UKVolkswagen @VWUKNews @MarshallMotorGp



Retailer reactions - sell online



A new way of working





If you have
anymore questions, please get in touch:

- T Mike Jones +44 (0) 7818 412195
- E mike.jones@ase-global.com

