

A woman with blonde hair and sunglasses is leaning out of the open window of a car. She is looking towards the camera with a slight smile. The car is on a road that stretches into the distance. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sky is a mix of orange and blue. The overall mood is bright and optimistic.

**E.N.G. Vehicle Remarketing 2016**

**The digital transformation: Used car retail  
performance management 2.0**

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**Amsterdam – January 26, 2016**

# NO TRIVIAL CHANGE

Major trends changing consumer buying patterns

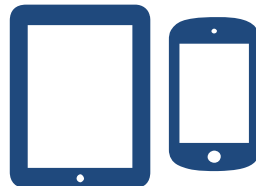
The internet empowers consumers



Consumers take their homework seriously



Smartphones and tablets are game changers



Targeted research results influence buying decisions



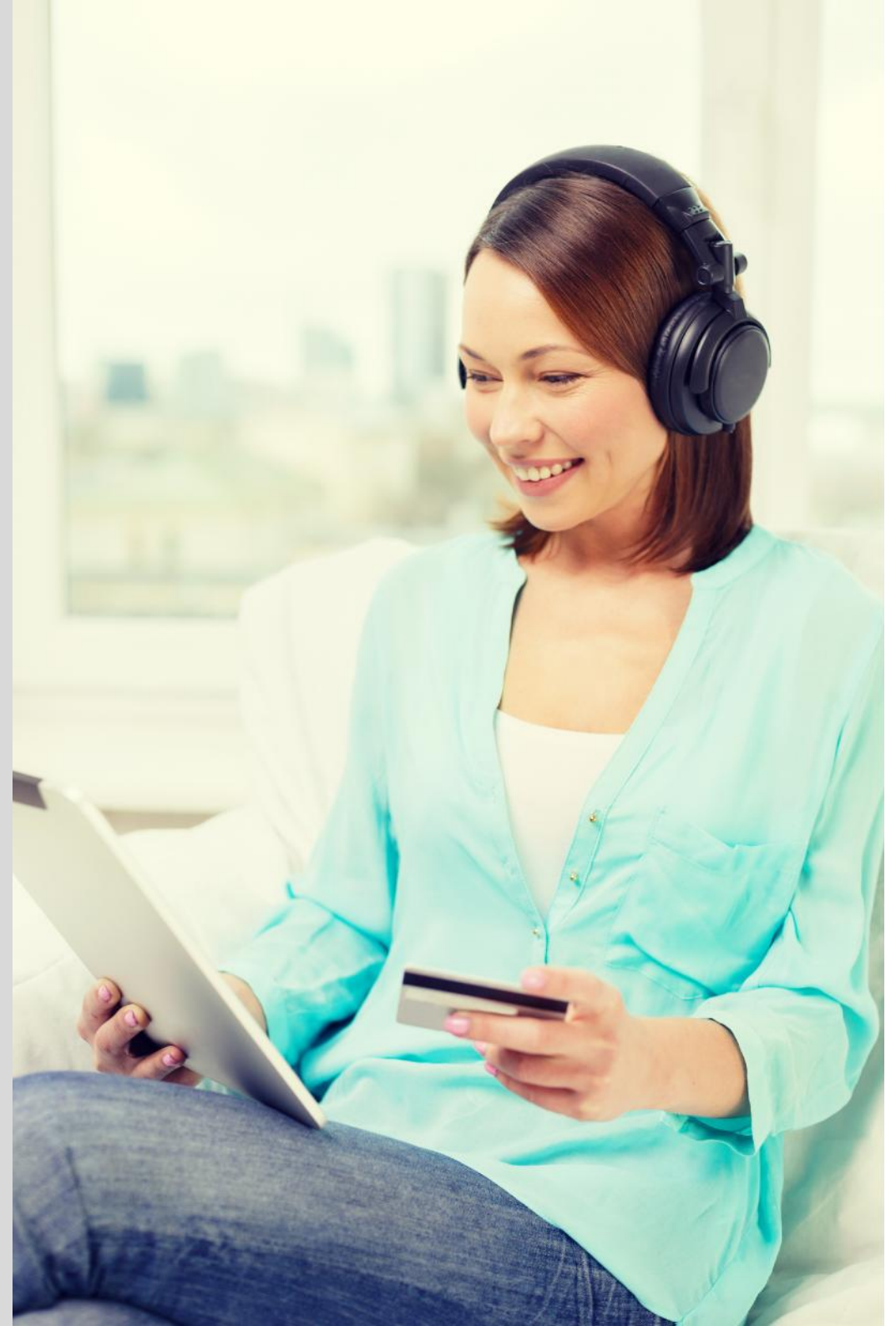
# PROJECTED SALES GROWTH DYNAMICS



# PERCENTAGE IMPACT ON THE SECURITIES MARKETS



In a time where supply and demand changes faster than ever, data-driven insights are vital to drive your used vehicle business to growth.



# DATA-DRIVEN INSIGHTS

Monitor real-time data to improve used car performance



Auto SAPO



Actionable  
Metrics &  
Insights

# DATA-DRIVEN INSIGHTS

Real-time data to improve performance

## OEM

- Improve market transparency
- Monitor and optimise dealer network performance
- Protect and increase residual values
- Analyse, manage and reduce risks



## DEALER

- Improve market transparency
- Optimize used car operations
- Increase stock turn
- Analyse, manage and reduce risks



## FLEET

- Improve market transparency
- Live Portfolio Value Analysis
- Predict future residual values
- Analyse, manage and reduce risks



# DATA-DRIVEN INSIGHTS

KPIs to guide used vehicle operations success



INVENTORY  
AGE



PRICING  
STRATEGY



PRICE TO  
MARKET



MARKET DAYS  
SUPPLY



STOCK  
TURN



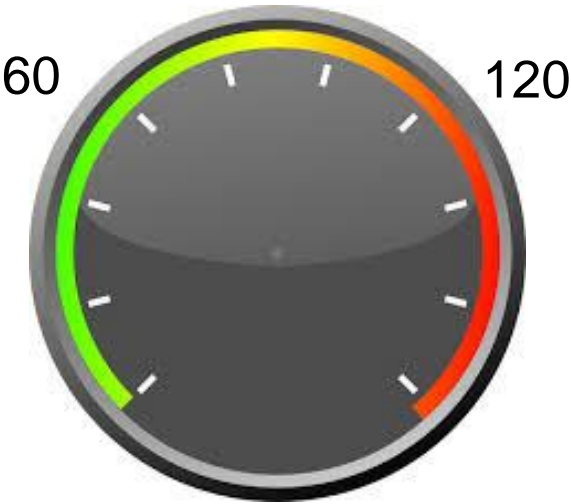
SHARE OVER  
FIRST PRICE/  
MARKET

# MARKET DAYS SUPPLY

Measures the relationship between supply and demand today

**Supply**  
Total number of vehicles currently available

**Demand**  
Average number of vehicles sold per day





# MARKET DAYS SUPPLY

How can Market Days Supply help protect residual values?

**Volume  
Distribution**

**Pricing  
Strategy**

# PRICE TO MARKET

Assess the price position of your inventory

105 %	5% above Price to Market
100 %	Average Price to Market
95 %	5 % below Price to Market

# PRICING STRATEGY

Know when Market Days Supply is in your favour

## Typical

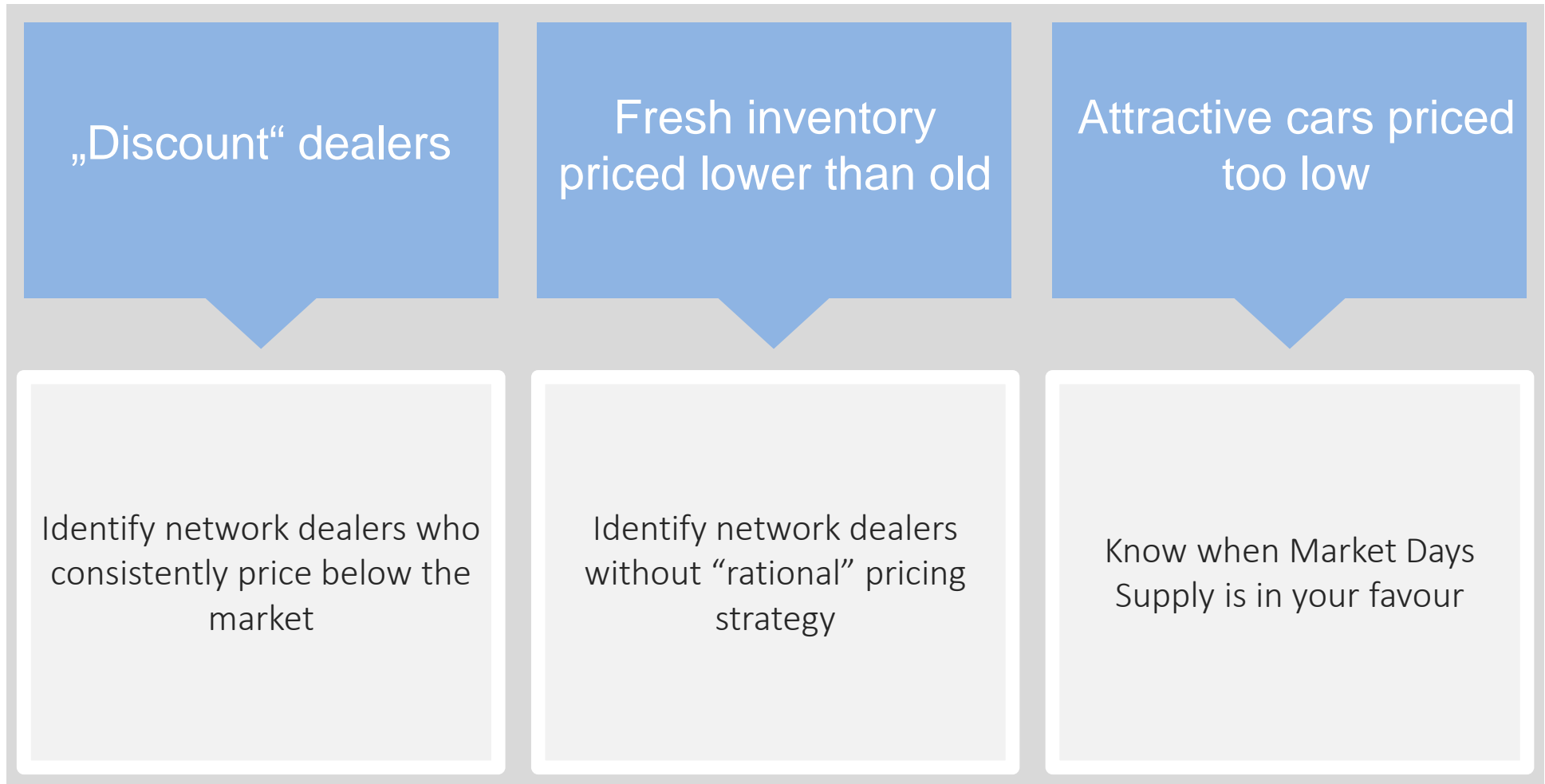
Days in stock	Price/Market	MDS
1-30	97	50
31-60	100	74
61-90	101	150
91+	99	217

## Ideal

Price/Market	MDS
101	60
98	60
95	60
-	-

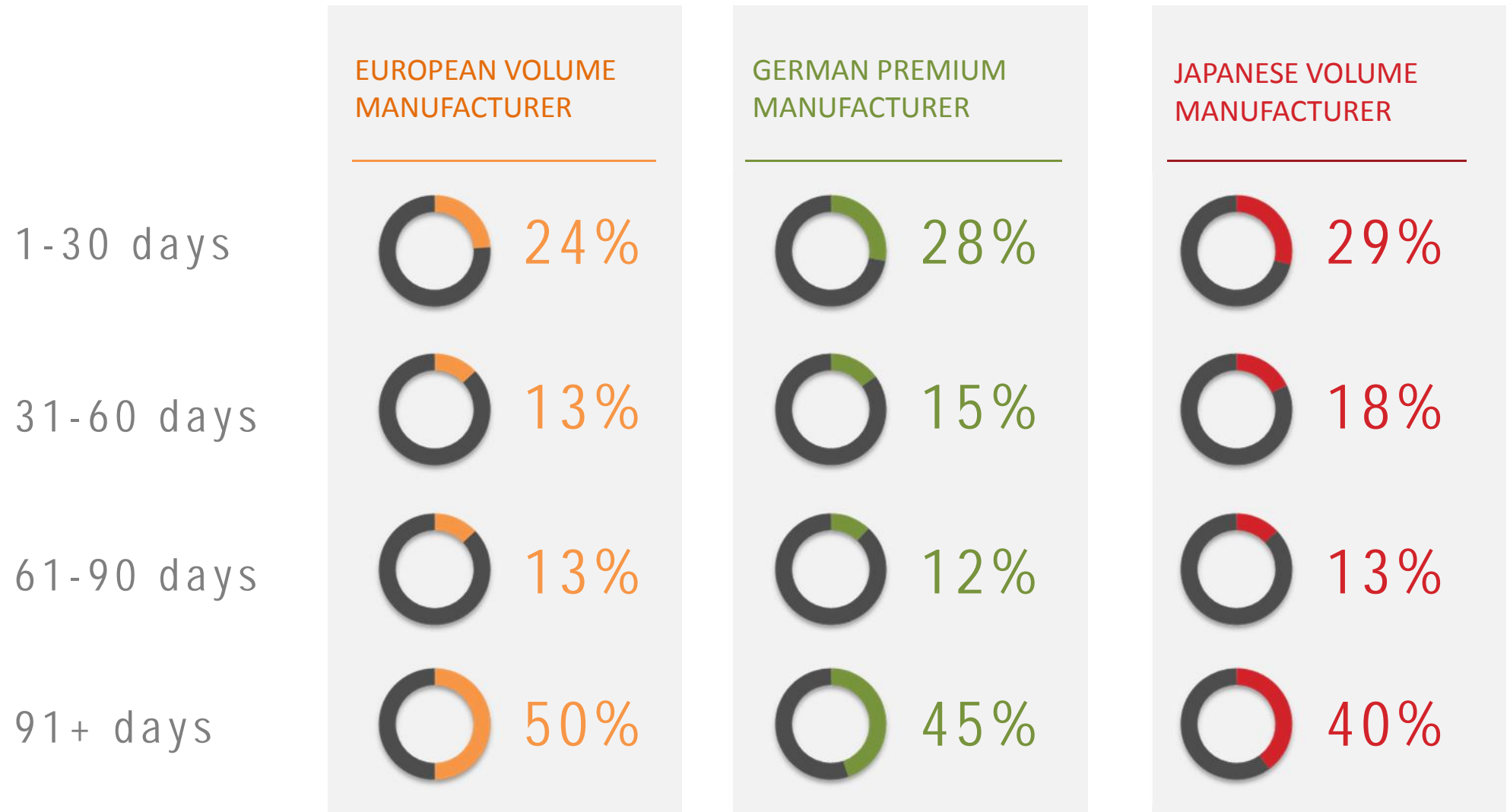
# PRICING STRATEGY

Top 3 dealer pricing strategies undermining profitability



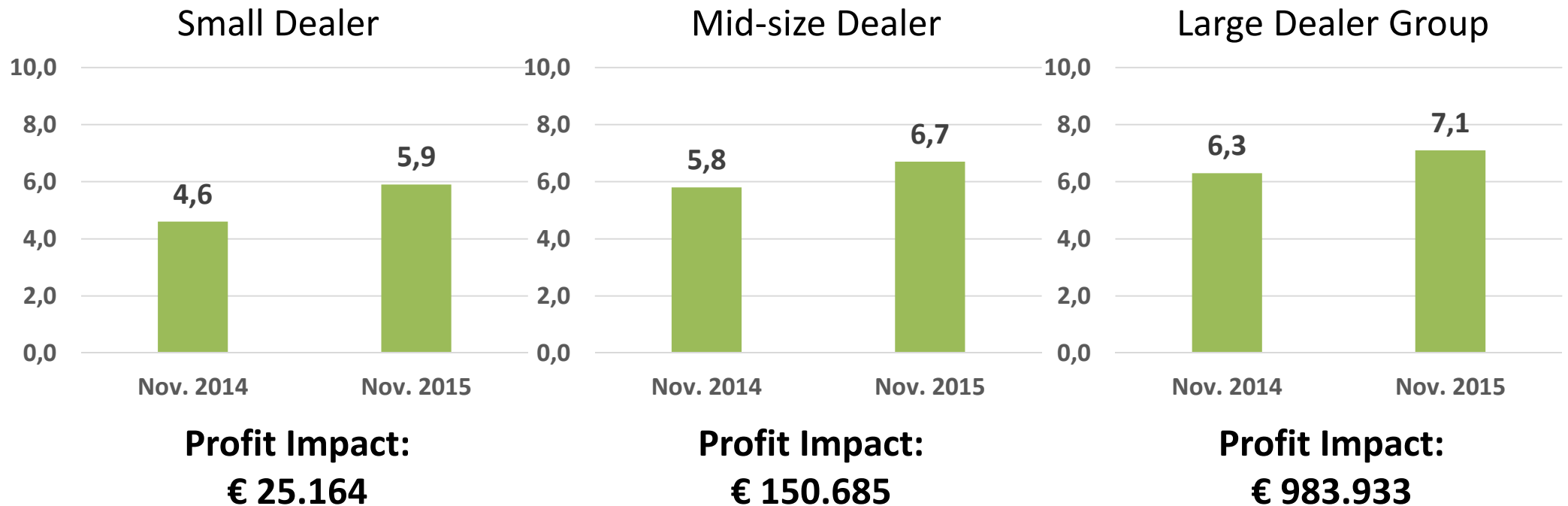
# INVENTORY AGE

Minimize the profit harming effects of increased market volatility



# STOCK TURN

Careful stock control to improve operational performance



# SHARE OVER FIRST PRICE TO MARKET

Identify and manage deprecation risk of your inventory

Avg.  
Price/Market

102%

Total Inventory  
Value

€ 8.426.359

Share Over First  
Price/Market

37%

Value @ Retail Asking Price

€ 3.754.629

Depreciation Risk Next Month

€ 56.319

# CASE STUDY

Premium Brand Dealership

Used car sales  
grew

113%  
YOY

Average stock  
days reduced  
by

15%

Gross Margin  
per unit up by

95%

Stock turn  
increased from

2,1 to  
3,7

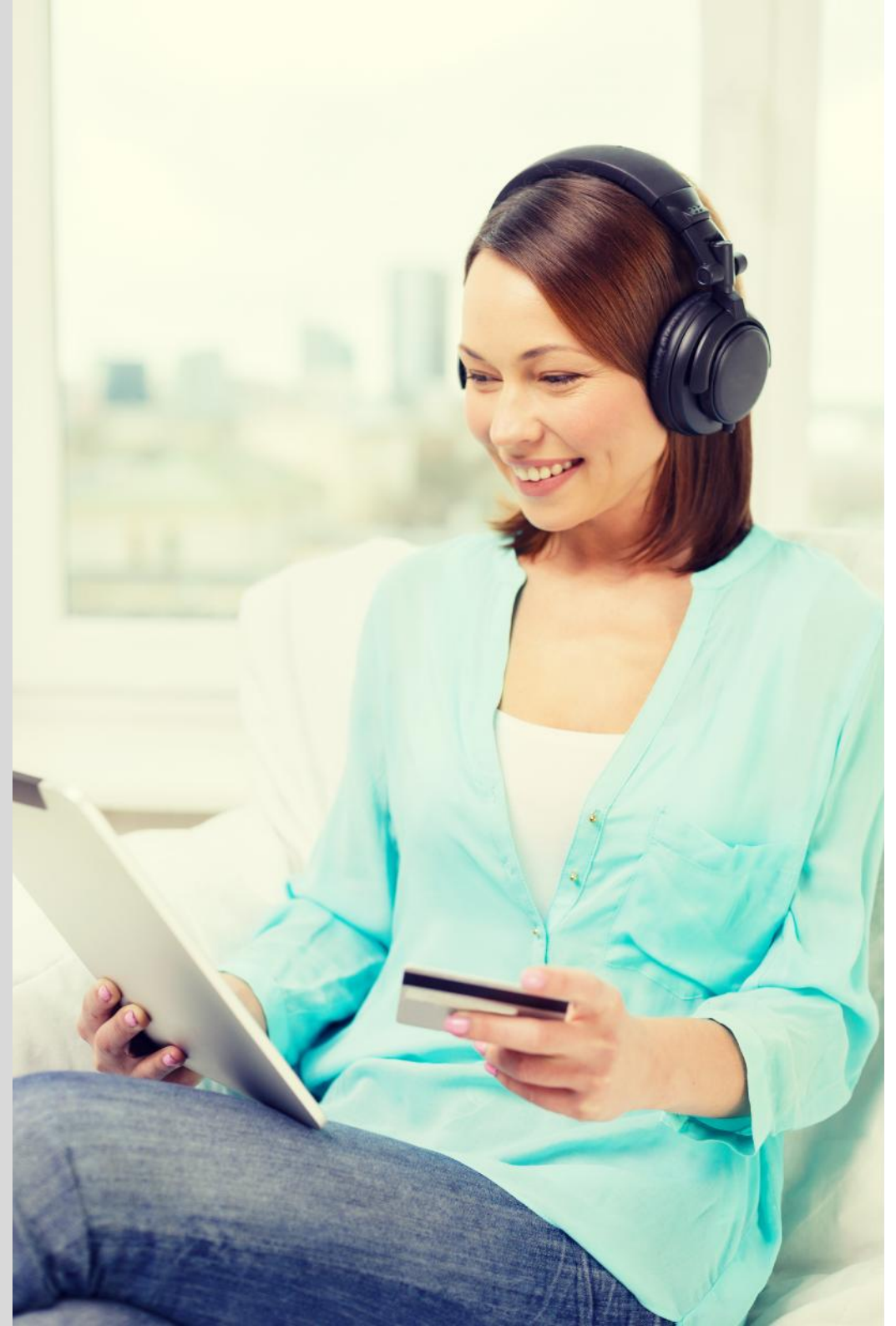


# CASE STUDY

Asian OEM

	Apr. 2015	Nov. 2015	Change %
Over aged (>90 days in inventory)	<b>2.348</b>	<b>1.747</b>	-26%
Slow market (MDS >120 days)	<b>1.982</b>	<b>1.564</b>	-21%
Over first price to market	<b>2.218</b>	<b>1.723</b>	-22%
Price not changed recently (>60 days)	<b>2.869</b>	<b>2.135</b>	-29%
Too few pictures (<3 pictures)	<b>846</b>	<b>474</b>	-44%

In a time where supply and demand changes faster than ever, INDICATA drives your used vehicle business to growth.



# IMPROVE YOUR USED VEHICLE OPERATIONS NOW



Request a demo or get started  
with a free trial.  
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