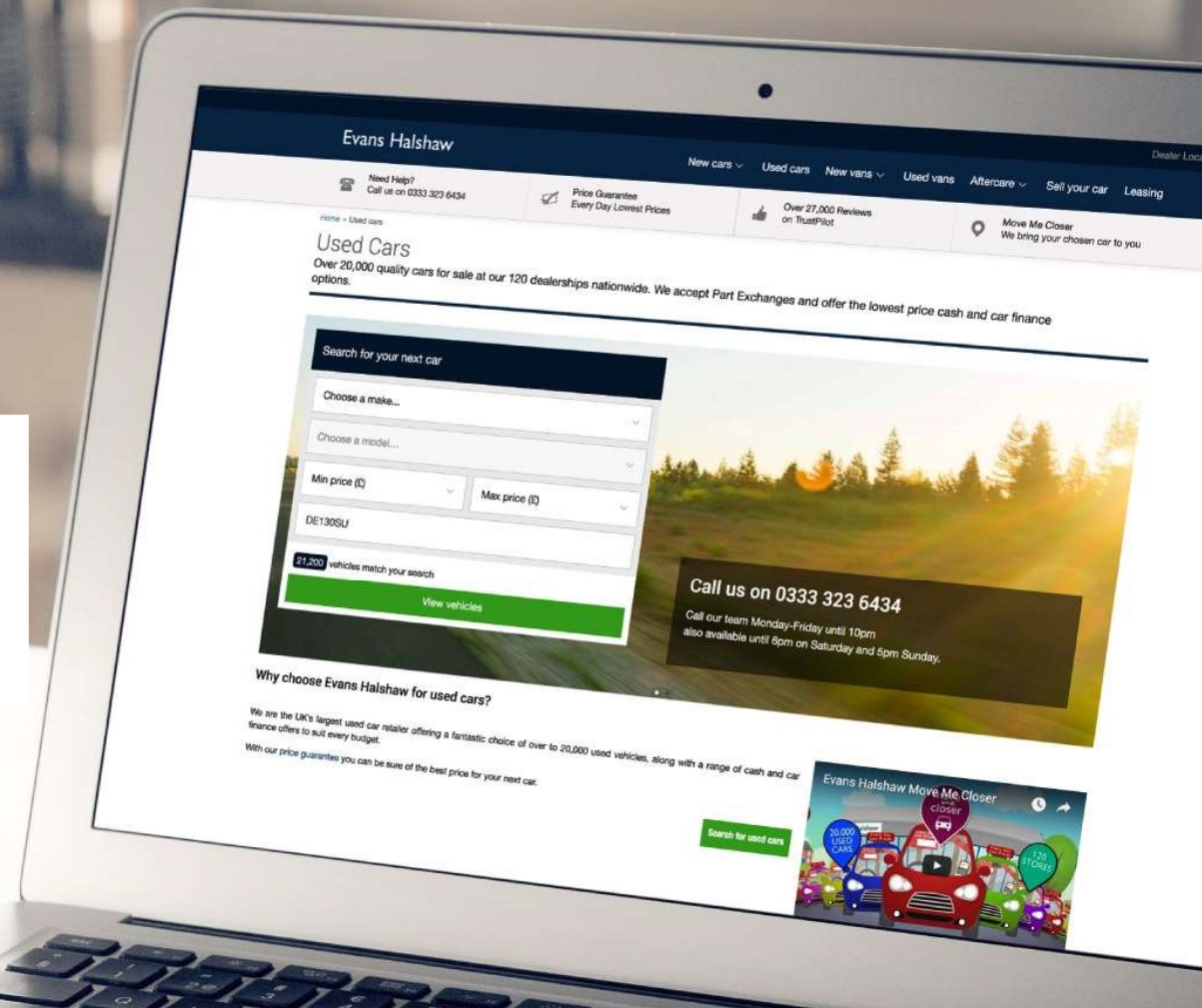


Why is Pendragon PLC different?



THE UK'S LEADING ONLINE AUTOMOTIVE RETAILER



AGENDA

The story of Pendragon

The business model

Refreshments

Technology enablers

Doubling market share

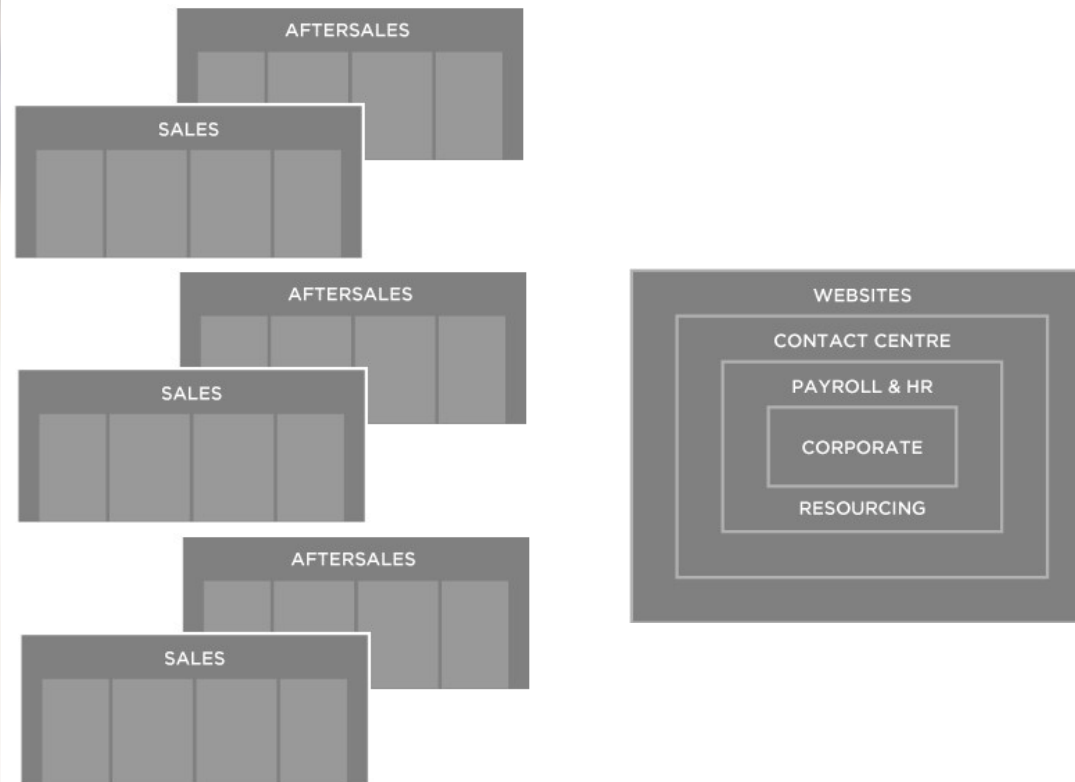
Questions

The story of Pendragon 1989 – 2008

- Traditional car dealer
- Story of centralisation
- Start of digitalisation

2.5%

Used Car
Market Share

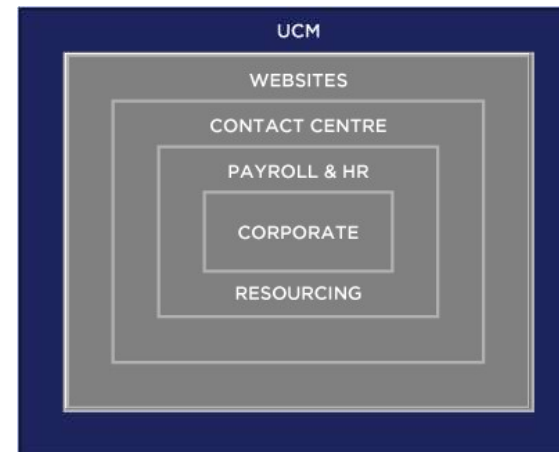
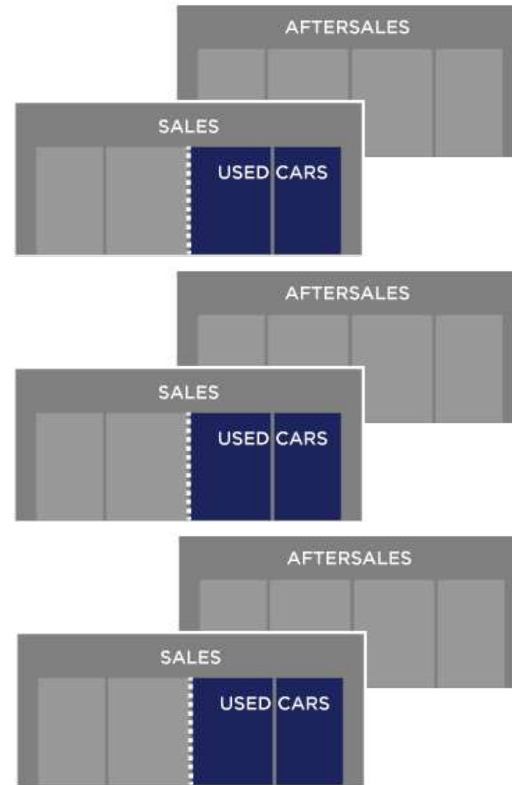


The story of Pendragon 2008 – 2016

- Used Car focus
- Cultural shift to car retailer offering Everyday Low Prices to customers
- Digital marketing transformation
- Rebrand to retail brands

5%

Used Car
Market Share

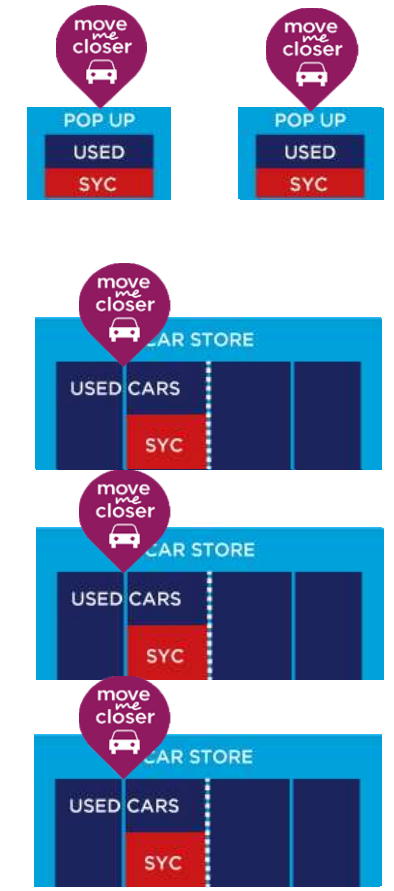
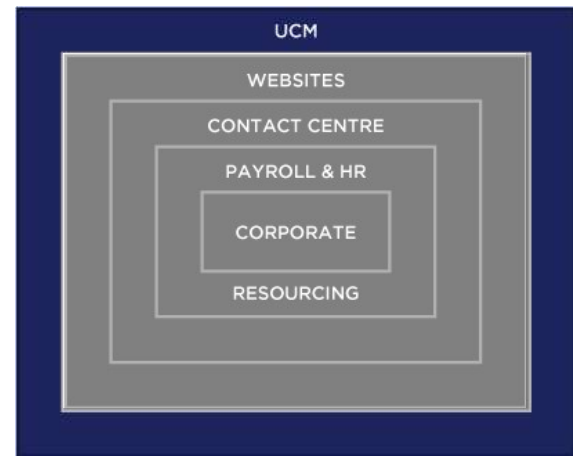
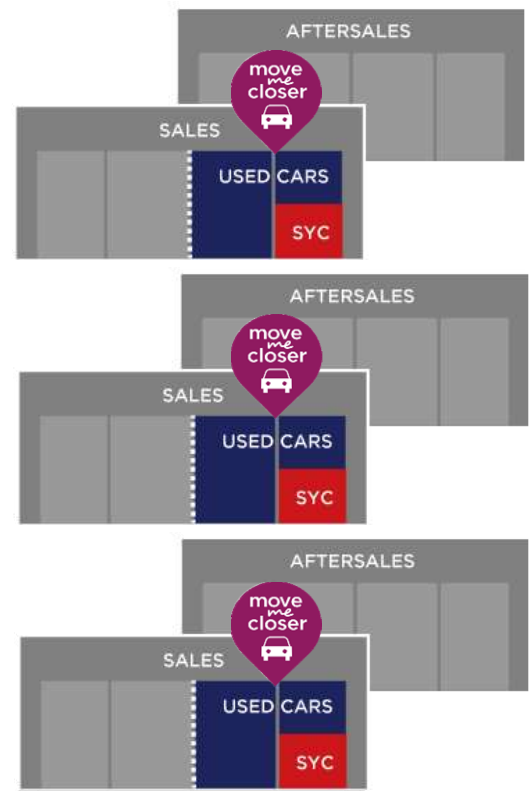




The business
model today

2017

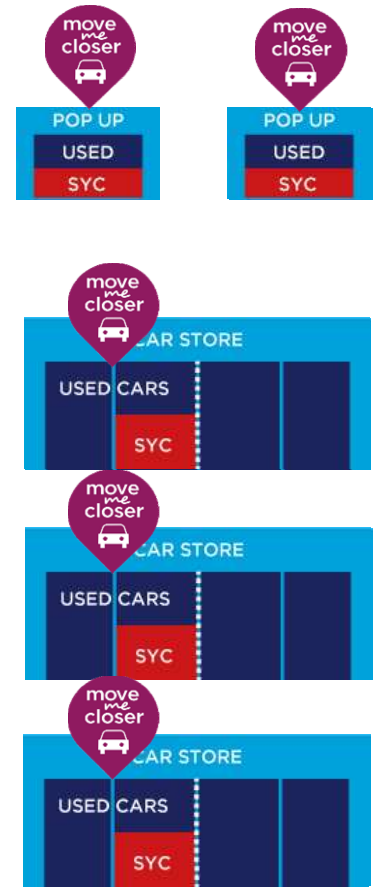
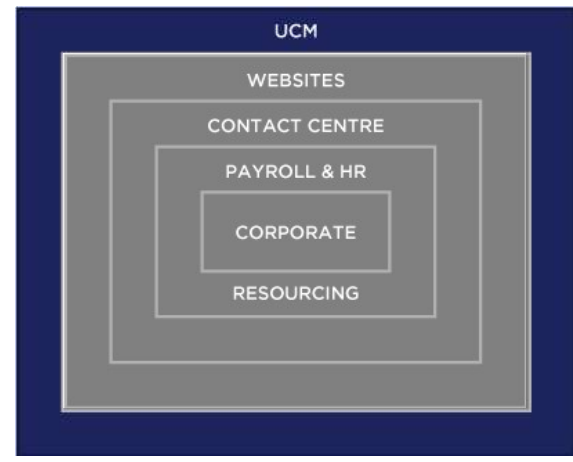
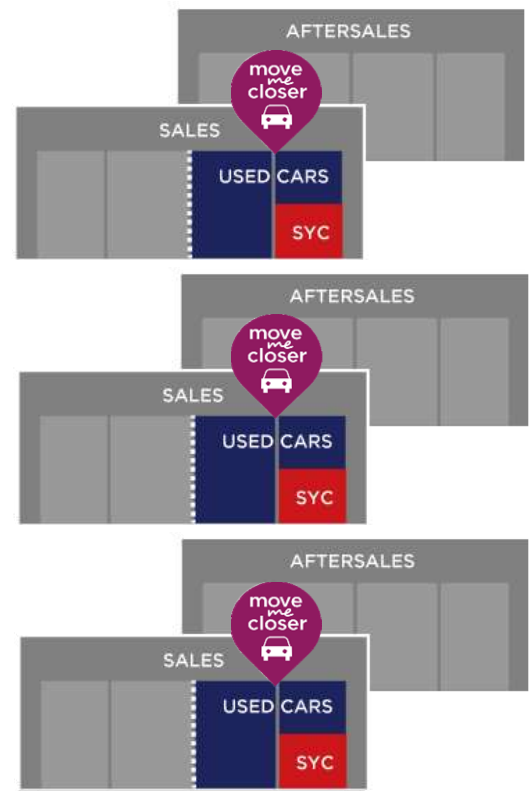
- Capacity
- Procurement
- Stock Liquidity





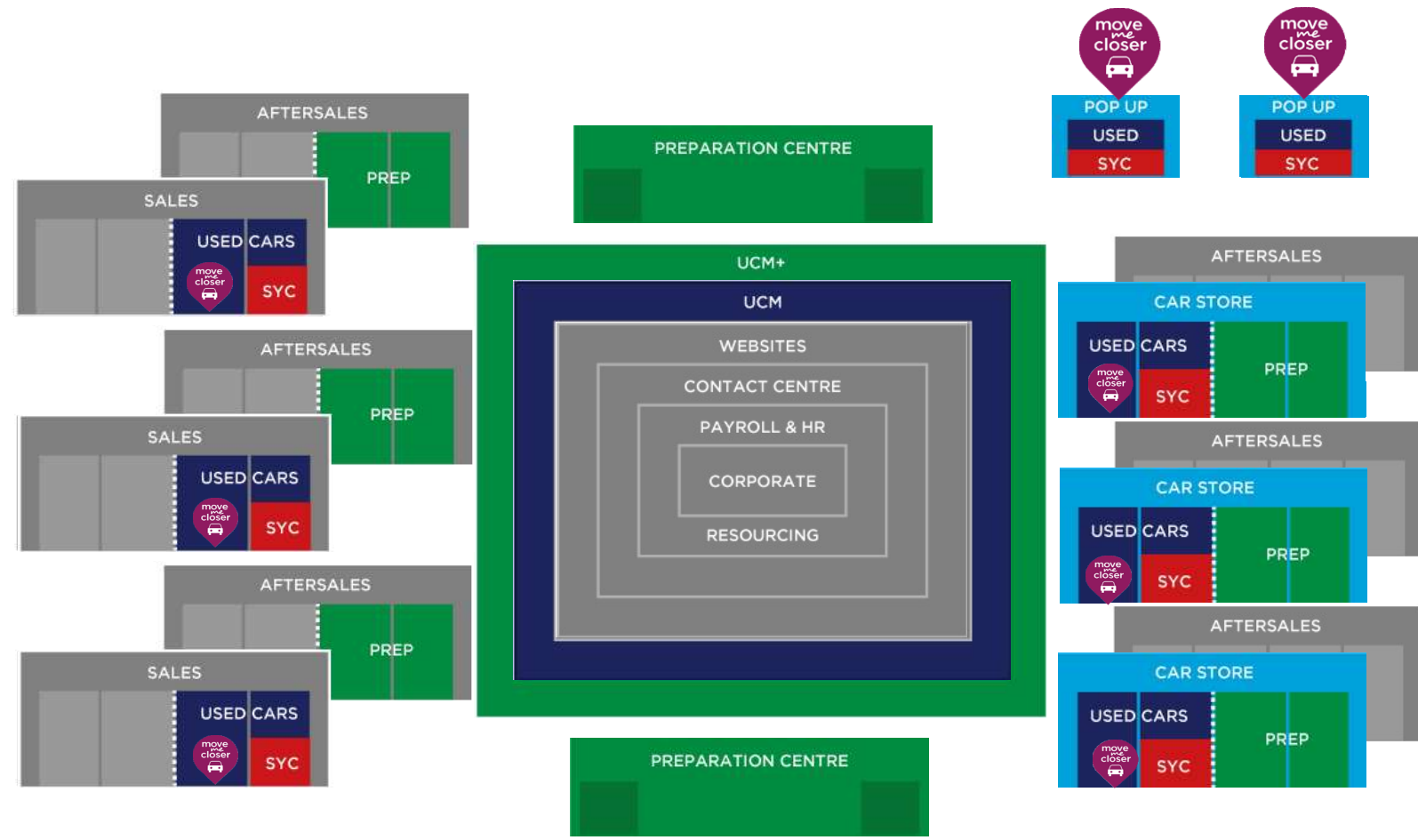
2017

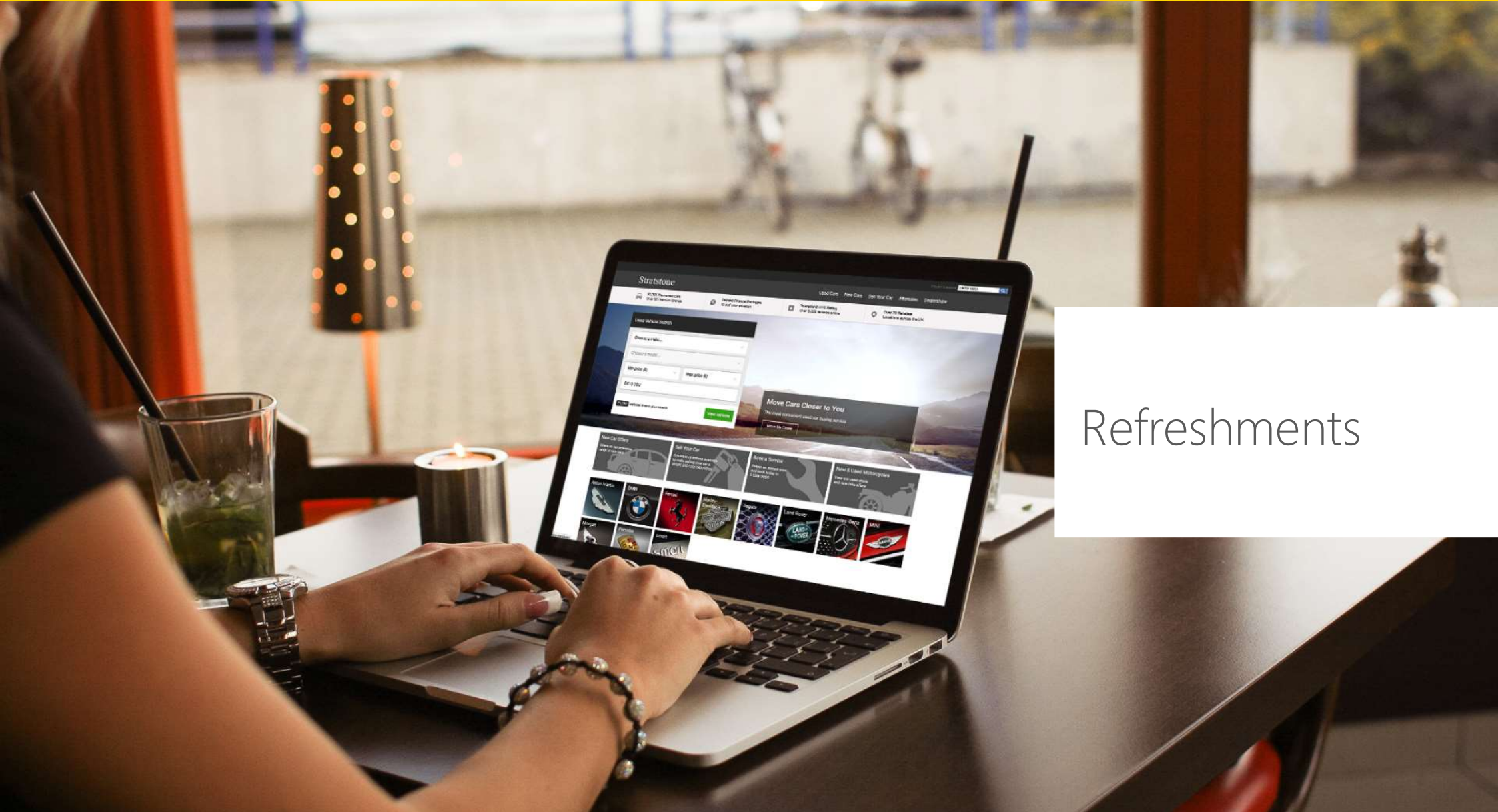
- Capacity
- Procurement
- Stock Liquidity



2017

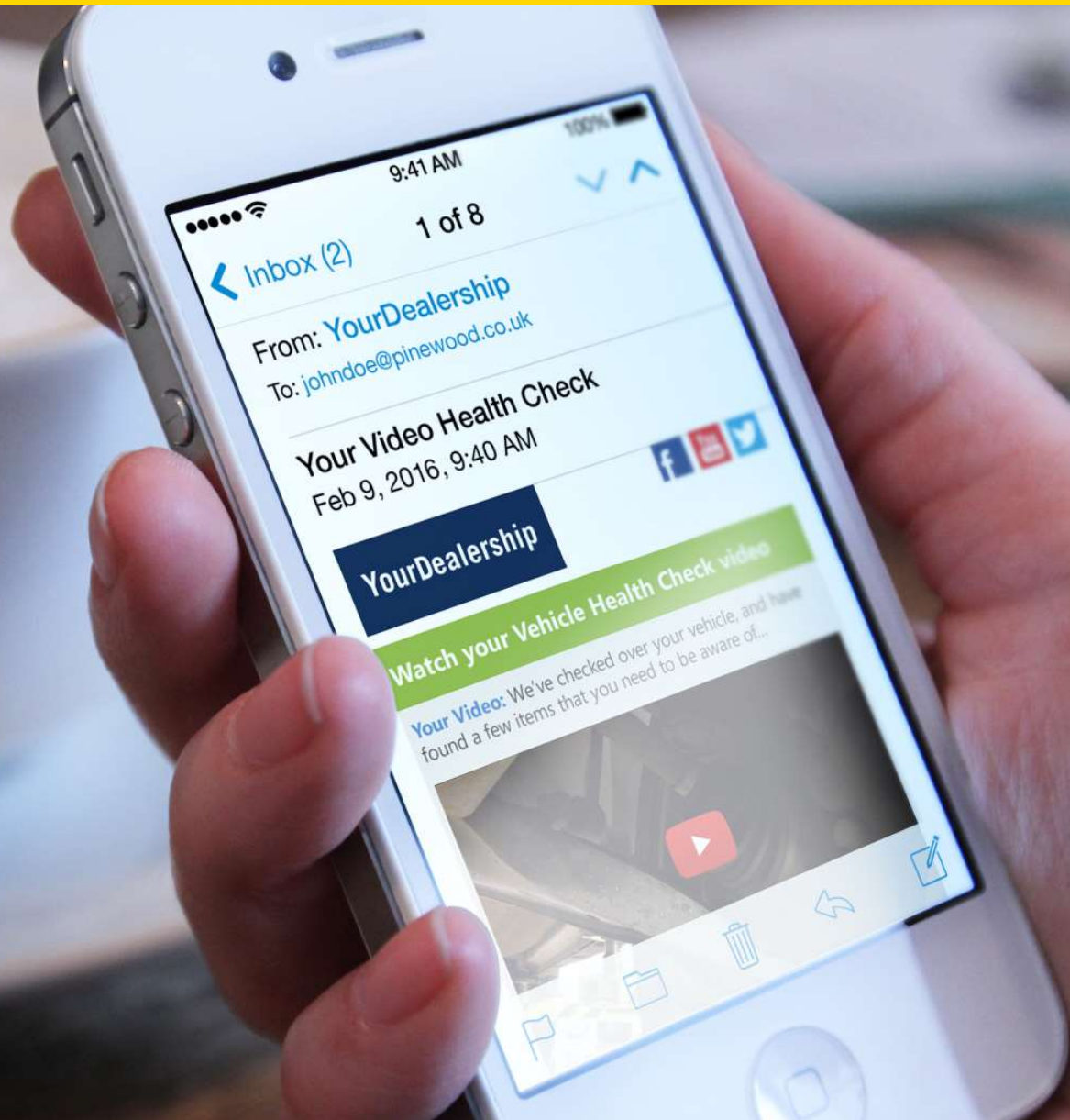
- Capacity
- Efficiency
- Consistency





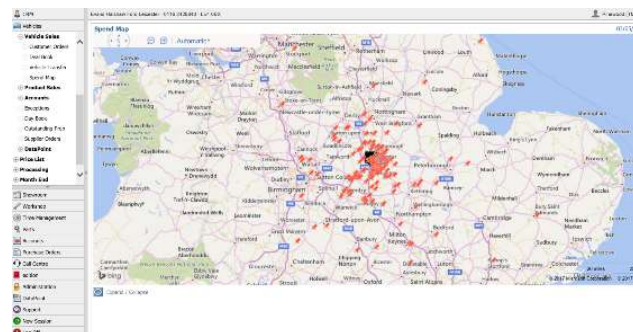
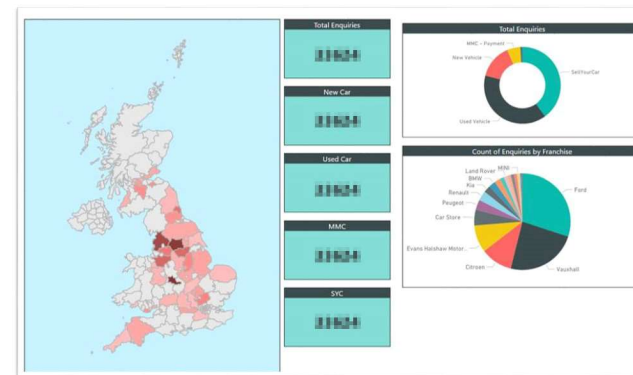
Refreshments

Technology Enablers



Data Analysis

- Marketing intelligence
- Inventory
- Pricing
- Future planning



Operational Efficiencies

- Technician scheduling
- Paperless workshop



Job Details (211)

Vehicle Details Vehicle History Conversations

Volkswagen Beetle
2.0 3dr 2001

Petrol Manual
Blue Hatchback
97,524 1,000

Registration Number Y181 OMO
Registration Date 19 Apr 2001
VIN WWWZZ9CZ1M634654
Warranty Expires 19 Apr 2004
Insurance Expires 13 May 2017
Finance Expires 04 Jun 2005
Average Daily Travel 17.05
Yearly Travel 6,192
Last Service Date
MOT Expires 13 Dec 2017
Days Since Last Visit 30

Working On Operation 2 of Job Number 2111
Total Time: 00:00:21

Home

Actions Recent Jobs

Next Operation
Find a Job
Authorized Idle
Health Checks

8:47:35 12 January 2017

Idle
Total Time: 10:24:39

Job Details (211)

Operations Recommended Work Vehicle Details

All On Hold Complete

1 Replace Rear Tyres
Retail 2.25

Next Operation

2 Remove Dent in Bumper
Internal 0.75

3 Vehicle Health Check
Retail 0.25

Idle
Total Time: 10:24:56

Health Check (1078)

Mercedes-Benz A-Class (176)
YF63 XTJ

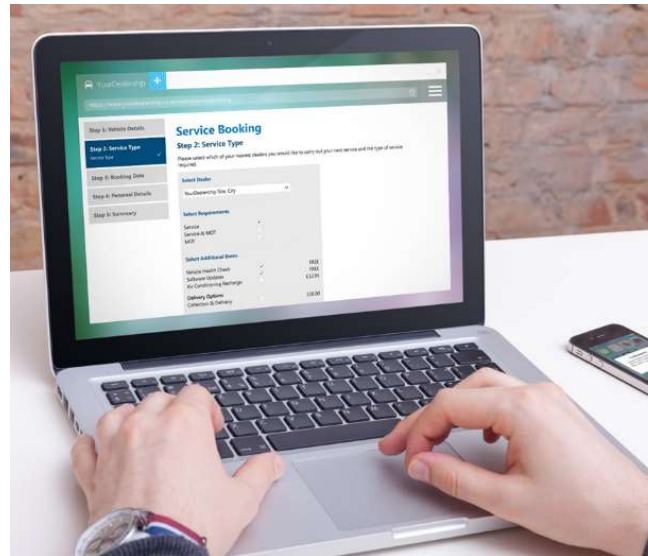
FRONT BRAKE DISC
REAR BRAKE DISC
FRONT BRAKE PADS
REAR BRAKE PADS
HEATING/ELECTRICS
LIGHTS - EXTERNAL
LIGHTS - INTERNAL
MAINTENANCE
DASH LIGHTS
MISCELLANEOUS

Finalise Save

Working On Operation 3 of Job Number 1046
Total Time: 00:01:45

Customer Self Serve

- Online Service Booking
- Online Finance Proposition



Stratstone Used Cars New Cars Sell Your Car Aftersales Dealerships

Step 1: Vehicle Details
Step 2: Choose Dealer
Step 3: Choose Service Type
Step 4: Select Date
Step 5: Personal Details

[Start Again](#)

Get a Service/MOT Quote

Step 3: Service Type

To view your service/MOT quote, please select your requirements from the options below.

Service
Service Interval
Land Rover 48,000 Miles Service £476.00

MOT
 Other

Select Additional Items

<input checked="" type="checkbox"/> Vehicle Health Check	£0.00
<input checked="" type="checkbox"/> Land Rover Software Updates	£0.00
<input checked="" type="checkbox"/> Standard Service Wash	£0.00
<input type="checkbox"/> Gold Vehicle Valet	£9.95

Delivery Option

<input type="checkbox"/> Land Rover Collection & Delivery	£0.00
<input type="checkbox"/> Reserve a Courtesy Car	£0.00
<input type="checkbox"/> Customer drop off	-£15.00

Total Cost (inc. VAT) £476.00

[Select Dealer](#) [Proceed To Booking](#)

Evans Halshaw New cars Used cars New vans Used vans Aftersale Sell your car Leasing

Clear all filters

Displaying: 41 - 60 of 1457 results

No. Results: 20

Adjust Finance: Term: Select a Term Deposit: Enter Deposit Annual Mileage: Select Mileage [Update Finance](#)

Sort by: Distance View: 1 2 3 4 5

Postcode: DE13 9NA Radius: Up to 100 miles away

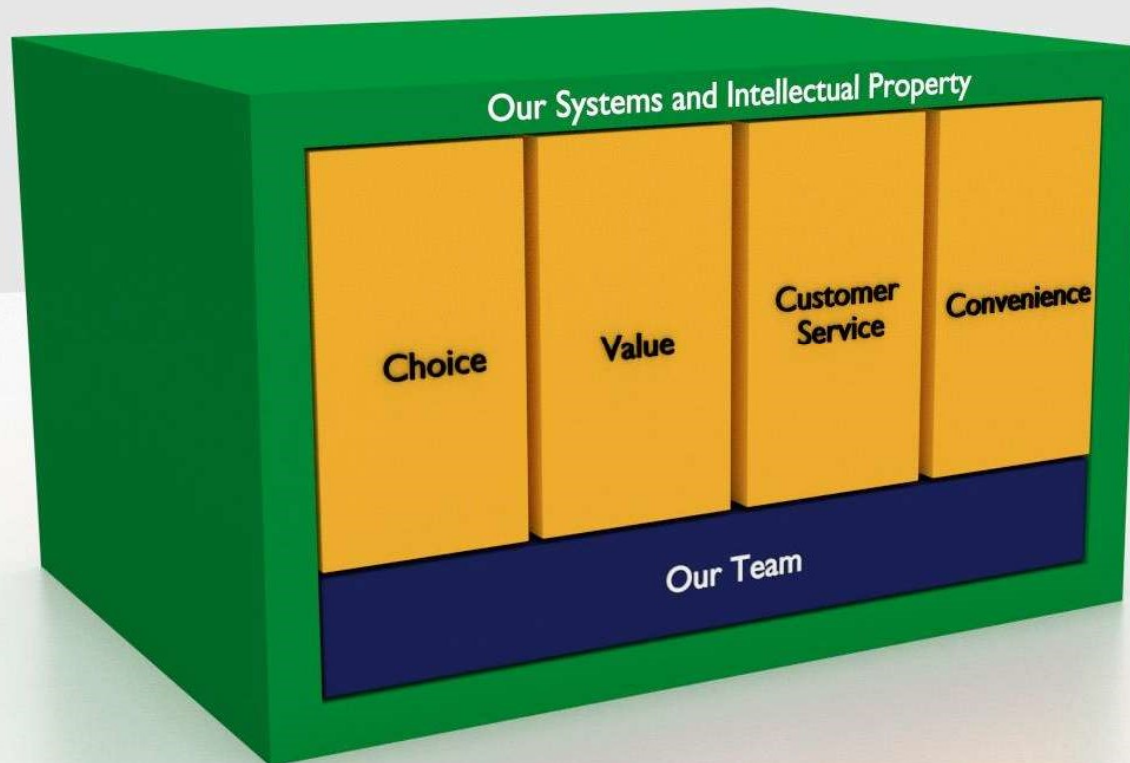
Vehicle Type	Make/Model	Price	MPG
Car	Ford Fiesta	£8,198	112
Car	Ford Fiesta	£8,457	115
Car	Ford Fiesta	£8,561	115

Vehicle Details

Future Developments



Our Proposition

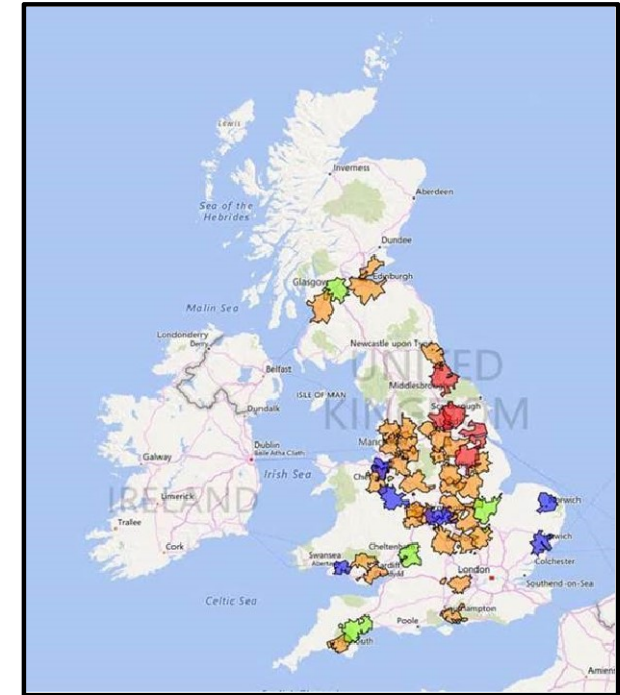


Our Strategic Pillars focus on Choice, Value, Customer Service and Convenience.

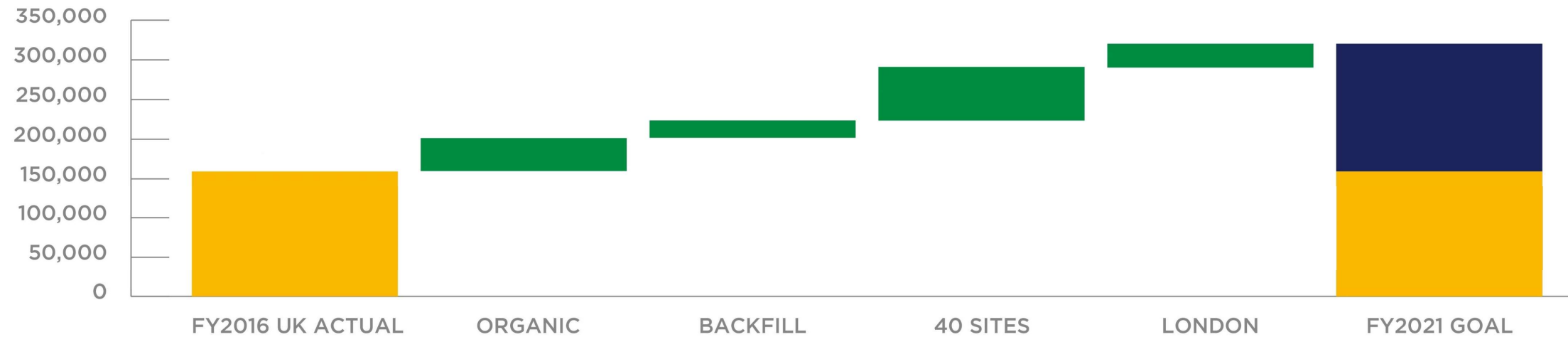
Our Systems and Intellectual Property provide a superior advantage to our peers and is a key enabler for our strategic pillars.

Future Developments

- Organic
- Backfill
- New Markets
- Zodiac



UNITS



Any questions?

