

accelerate

by carwow

What's stopping 55% of car buyers from considering EVs?

Page 22



Ready for the future of enquiry handling?

We're using AI to improve our partners' ROI

Page 18

Is Toyota the best brand for retention?

Page 10

carwow in numbers

Every
15 seconds
a customer enters
their reg for a
valuation

6 million
monthly
users

Over
2 billion
views on
youtube



A letter from our CEO James Hind

Welcome to the 2022 issue of Accelerate. With the world as turbulent as it is at the moment, we take a look at how some of the changes in the market have shaped carwow's path with one other big change to the industry on the horizon.

carwow has been significantly shaped by the numerous market changes over the last few years. Having grown up originally as a new car only business, in a period of very high over-supply of new cars, for a while now we've been operating in a completely different market, and diversified and evolved significantly as a result. Thankfully, due to this, we're now a lot stronger and multiple times larger.

In this issue, we're celebrating the first year of running our Sell Your Car business, where consumers can list their car for sale and dealers can bid to acquire it directly from them. Sourcing stock remains dealers' biggest challenge, and we know working out how to sell your current car is a key part of changing to your next one. We bought a company called Wizzle in June 2021, and that gave us the launchpad to start Sell Your Car. Given the growth so far, I'm confident this division of the business will soon become the largest part of carwow overall.

August also marks the second anniversary of our switch to our Cost per Enquiry model. I started the business on a Cost per Sale model, and both I and probably all franchised dealers wish I'd started it with a Cost per Enquiry model! It's one of the largest changes we've made, and transformed the consistency of pricing and customer service on carwow, removing the ability for bad actors to offer untrue or market-destroying discounts.

We now offer franchised and independent dealers the ability to list their used car stock. Also on this Cost per Enquiry charging model, with no ongoing subscription, setup or other charges. Our users are more open to a used car than ever given the long wait times for new cars. I'm excited to get into the used car market, it's a key part that was missing in my vision to help consumers with whatever car they want to get next.

I write later in this issue on the rise of Chinese car manufacturers, a trend I believe will shape the UK automotive retail industry this decade. The impact will be just as big as the electric and agency trends already shaping it. It's a trend we spend a lot of time on, both on helping them launch in Europe, and as in 2022 Volvo (owned by Geely), and also an investment manager owned by Geely, both invested in carwow. With what Geely has done with Volvo and Polestar, and SAIC (Shanghai Automotive Industry Corporation) with MG, we're just seeing early impressive starts of the radical changes that will inevitably happen.

We're lucky to work in an industry that's going through so much rapid change and, as dizzying as it can feel at times, the consumer is also going through it - and we all play a key part in educating them and inspiring confidence. I remain a vehement believer that the better car buying and ownership are made for the consumer, the better everyone in this fascinating industry will do as a result.

James Hind
Founder and CEO
james@carwow.co.uk

YouTube
7+ M subscribers

Instagram
1+ M followers

TikTok
575K fans

LinkedIn
450+ employees

Contents

- 4 Sell used stock fast!**
- 6 Meet our new MD, Sally...**
- 8 Discounts are falling, profits are increasing**
- 10 Is Toyota the best brand for retention?**
- 12 Happy 1st Birthday Sell Your Car!**
- 14 Our brand new dealer site is live!**
- 18 Are you ready for the future of enquiry handling?**
- 22 How is EV consideration changing over time?**
- 24 The top 5 bestselling EVs on carwow**
- 25 Alastair White joins us from Volkswagen Group**
- 26 Why brands are building long-term strategic partnerships with carwow**
- 28 The rise of Chinese OEMs in the UK**
- 32 Enough talking shop... how about some cupcakes?**



Sell used stock fast!

Growing numbers of customers are becoming more and more open to buying a used car.

Now's the time to sell your used stock with carwow.

113% increase

in the number of users who searched for a used car - after initially looking for a new one

75%

want a used car that's less than 3 years old

Same no-risk charging model as new cars - you only pay for the leads you receive

45%
of customers searching for a used car on carwow don't look anywhere else



Speak to your account manager and start selling today!

Meet our new MD, Sally...



“

What I could see in carwow was a business incredibly well-positioned to help customers, dealers, and manufacturers to reach each other effectively.

”

We’re very happy to welcome Sally Foote to our executive team - she’ll be taking on the role of Managing Director for the UK.

Here’s what she’ll be bringing to carwow...

Firstly, let’s get the important stuff out the way - what do you drive?

I’m mortified to say we drive a very ‘well used’ Nissan Qashqai. So I’m looking forward to testing out the true carwow experience as a customer in the not too distant future.

Any tips for getting the best out of a team?

I think most people work at their best when they’re clear about what’s expected of them and are given the independence, with support, to get on with it.

... and, what’s your dream car?

While I’m pretty sure our next car will be electric, I do love an open-top classic so I’d have to pick an MGB for the “dream”.

What was it that stood out about carwow and hooked you in?

What I could see in carwow, was a business incredibly well-positioned to help customers, dealers, and manufacturers to reach each other effectively. And of course, I was also really excited by James Hind’s long-term vision for the business, as well as the fantastic team he’s built up around him!

Where were you before carwow?

Before carwow I was at GoCompare, now part of Future Publishing - where I ran product and digital experience, as well as marketing.

What are your goals for the next 6 months?

I’m new to automotive so alongside getting to know the company and teams, I’m looking forward to getting out to meet our partners and building a better understanding of how they work, what their needs are, and how we can best support them. I’ll also be focused on building up the two newer bits of our U.K. business - supporting retailers in sourcing stock and developing our used car proposition.

What’s the best lesson you’ve learned so far in your career?

“Find a way forward” - there’s always a way to achieve an outcome that works for everyone involved. You have to bring a lot more creativity to business problems than I had probably appreciated earlier in my career.

What can partners expect to see from carwow in the future?

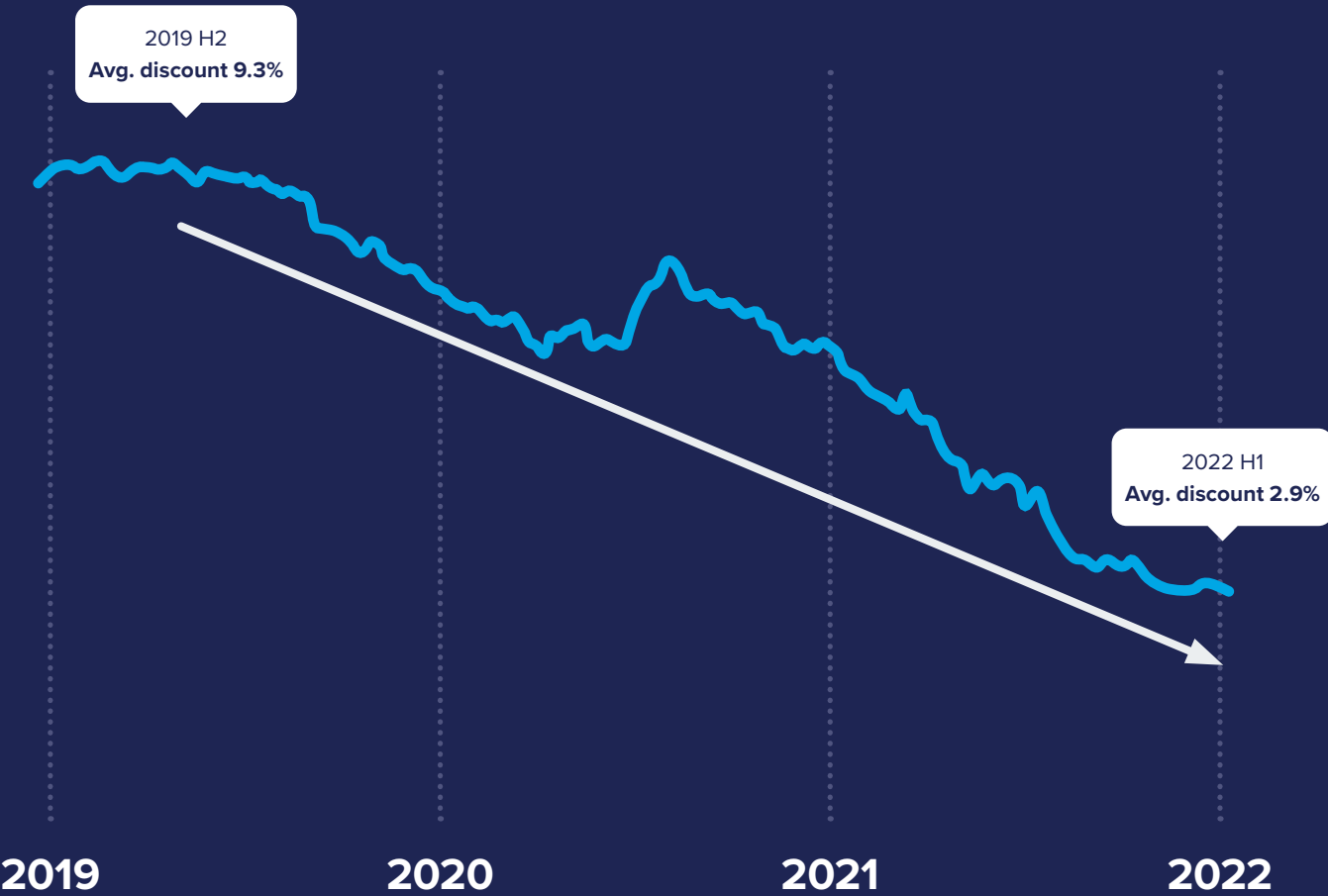
Now that we’ve added used car listings to the platform, alongside the ability for retailers to buy cars directly from consumers, we’ve got a much more comprehensive offer for both our dealer and OEM partners. When you add our media, data, and content production capabilities into the mix you can see how carwow is now more than ever, a platform for our partners.

Discounts are falling, profits are increasing



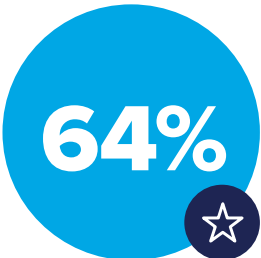
Will Jackson
Head of Commercial

Moving to a cost per enquiry model has reduced the commercial viability of large discounts - increasing the price per unit for our partners and driving their profitability.



Average discount (all brands) July '19 - June '22. Source: carwow

carwow customers prefer best rated and local retailers



Buy from the best rated



Buy from the closest



Buy from the cheapest

In August 2020 we changed our charging model - going from Cost Per Sale to Cost Per Enquiry. This, heightened by supply challenges, has had a profound impact on the level of discounts showcased by retailers on the carwow platform.

Similarly, partner ROI and consumer experience have dramatically improved - as the focus has shifted towards the quality of enquiry handling.

The Cost Per Enquiry model effectively creates a clear link between partner performance & ROI - the better the enquiry handling, the greater the ROI.

Additionally, the friction we once had with retail partners has been removed. Our dedicated team of account managers are now benchmarked on performance - making them fully focused on increasing ROI.

This directly links to changes we've seen in consumer behaviour - with our users consistently prioritising local businesses and a great experience over the lowest price.

In numbers, last year we had 15 million configurations, which drove over 2 million customer enquiries.

In terms of success from those enquiries, with one OEM partner we're averaging 28% enquiry to sale conversion across their entire active dealer network.

So we're driving high-quality leads, paired with supporting those dealers to optimise the customer experience and create more profitable and sustainable businesses.

Ultimately there's a massive opportunity for incremental business by working with carwow and gaining access to genuinely engaged consumers looking to buy or sell a car.

The old way

- ❌ Cost per Sale meant one retailer could discount extremely heavily
- ❌ In comparison, reasonable, competitive offers looked expensive
- ❌ Cheap retailers would get huge numbers of enquiries, leading to poor responses and customer experience

The new way

- ✅ All retail partners pay per enquiry
- ✅ It's commercially not viable to spike enquiries with aggressive prices
- ✅ We only allow senior people to authorise pricing changes

Is Toyota the best brand for retention?



Ellen Riis-White
Senior Brand Partnerships Manager

Car buyers configure 1,000s of cars on carwow every day - across 36 brands and 100s of models. This gives us a unique and ever-evolving birds-eye view of customer demand, brand perception and sentiment.

Brand Leaderboard			
Retention from configuration to purchase July year-to-date 2022			
1. Toyota	54%	18. MINI	28%
2. Peugeot	41%	19. Renault	28%
3. Vauxhall	40%	20. Škoda	28%
4. Audi	39%	21. Alfa Romeo	25%
5. Nissan	38%	22. Citroen	24%
6. Mercedes	35%	23. Alpine	21%
7. Volkswagen	35%	24. CUPRA	21%
8. Hyundai	34%	25. Tesla	21%
9. MG	34%	26. Smart	20%
10. Volvo	33%	27. Jaguar	19%
11. Dacia	32%	28. Mazda	19%
12. Ford	31%	29. Land Rover	18%
13. BMW	30%	30. SEAT	18%
14. Kia	30%	31. Abarth	16%
15. Lexus	29%	32. Jeep	15%
16. Fiat	28%	33. Suzuki	13%
17. Honda	28%	34. DS	11%

The winners!

- 1st Toyota
- 2nd Peugeot
- 3rd Vauxhall

We've asked Ellen, our Senior Brand Partnerships Manager, to shed some light on what customers configure vs what they go on to buy - providing a unique insight into which brands are winning and which brands are losing potential car buyers.

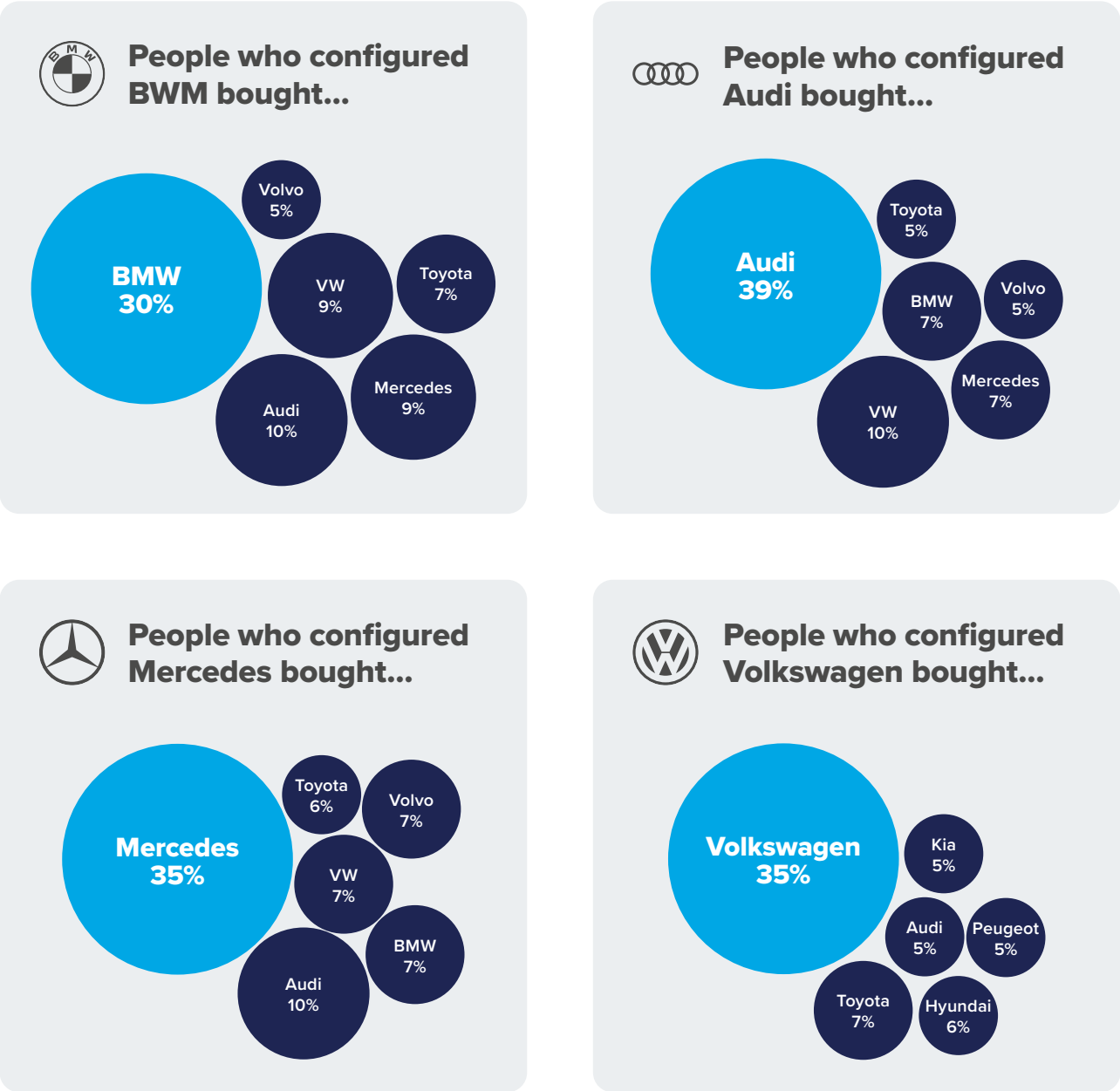
carwow is the only source of this information - which takes you beyond marketing and into real customer experiences. Giving you an insight into the final stage of the purchase process, as well as the conversion into purchase.

What do these numbers mean?

Car buyers on carwow configure on average, ten models across five brands. We track buyers at configuration, enquiry, and purchase stage - so we can see exactly where brands are losing potential customers.

Marketing insight: Premium German brands

BMW most often loses out to Audi, followed by Mercedes. But, while BMW is losing to those two, it's not going the other way - they're not sweeping up other configurers.



Get in touch!

We can provide data on specific manufacturers, to learn more contact our OEM team on oem@carwow.co.uk.

Happy 1st Birthday Sell Your Car!



James Pollard
Director - Sell Your Car

**Time flies! It's been a year since we launched
Sell Your Car after buying Wizzle.**
**Here's a timeline to show you what we've done
in the past year to help you hit your targets:**

2021

June

carwow acquires Wizzle - an online **platform where consumers list their current car**, compare offers from dealers who wish to buy it, and sell directly to their chosen dealer.

December

We began the trial and rollout of our post-sale document collection service for our biggest buyers to help make the process as **seamless as possible**.

2022

February

We brought in pre-qualification for all listings to ensure every seller had a **high intent to sell** and the quality of listings was significantly increased.

We rapidly increased our stock with 'buy it now' pricing so buyers can get what they want quicker.

March

By this time over **700k sellers** had signed up and started their selling journey with carwow!

April

We strengthened our account management so everyone could receive the personal service they deserve.

Next came our 'photo upload wizard' - to **help sellers take better quality photos**, along with a minimum standard.

June

We launched our brand new, custom-made partner site - based on buyer feedback, **fully optimised for mobile** and with all the features everyone loved.

August

Over **200,000 listings viewed** on the new site with as many as 40,000 viewed in just one week!

We also improved the seller funnel so they can include freetext notes with their listing.

May

As part of our pre-qualification, we took steps to help sellers set more **realistic asking prices** - based on the condition and spec of their vehicle.

July

We finished migrating our buyer network to the new site.

Listening to buyer feedback we already made some changes to improve the experience - including **photo zoom and a new service filter**.

Our new sign-up page for buyers wanting to join went live.

September

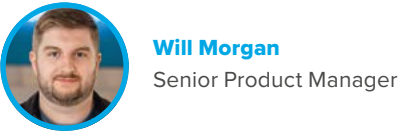
We met with the **first buyer council** at the carwow office to get more first-hand feedback and discuss our future direction.

It's been a whirlwind year.

Keep your eyes peeled for more exciting updates in the future but, in the meantime, turn the page to meet our new dealer site...

dealers.carwow.co.uk

Our brand new dealer site is live!

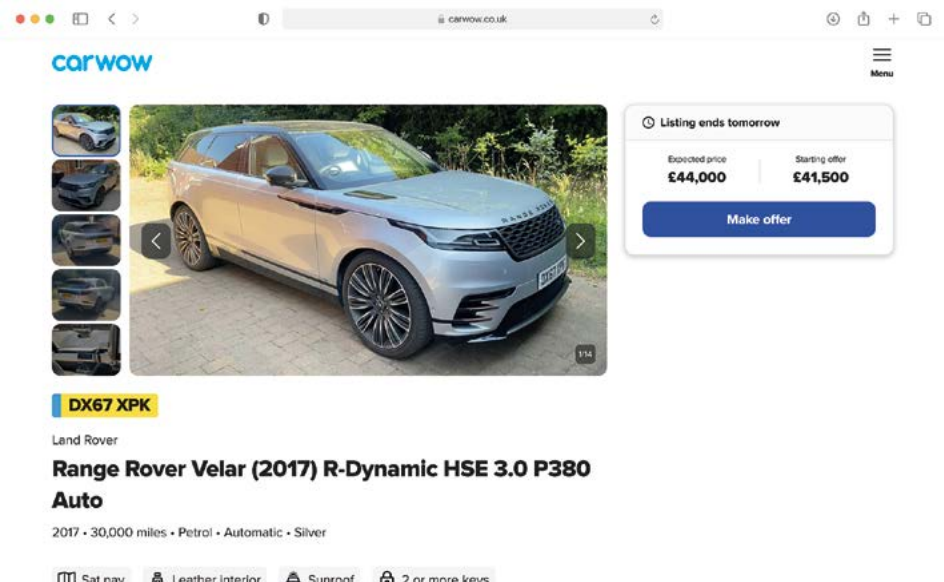


Will Morgan
Senior Product Manager

It's here! All the features everyone loved from our old site with some improvements to make sales and stock acquisition even easier.

We spoke extensively to buyers throughout development and two things quickly became clear:

- 1 Everyone wanted an efficient platform that would let them buy cars fast and get them out of the market as soon as possible.
- 2 They also wanted an effortless way to search, find and make purchases.



Our new listing cards let you find key information right away.

Our cards are optimised so you can quickly take a look at a car and make a judgment on any costs you might incur while getting it into a resellable condition. If you're interested, you can then find more detailed information about the exact model, trim, engine, distance etc.

You can also see the industry valuation, along with the desired selling price and any existing offers placed.

Enjoy quick & scannable listing info - making it easier to hunt the right stock.

Narrow down your search and save time with our filters. Whenever you set a filter, it'll save to your last entry so you don't need to keep applying them.

“We have 1,000s of cars available every week, so we wanted to make sure we had a great way for you to discover them.”

Buyer feedback helped us understand what kind of filters and sorts you wanted to see.

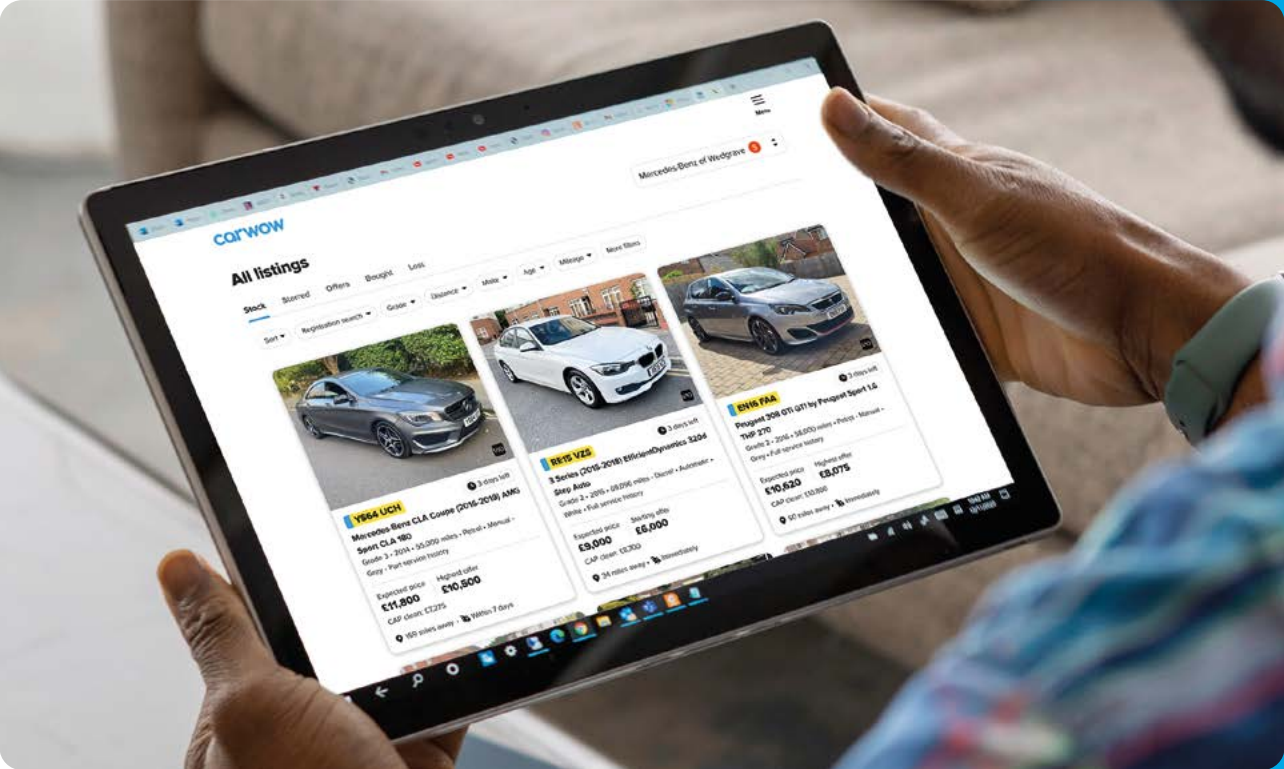
We brought over the most popular and requested search filters from our old site, along with some new helpful filters such as registration search. You're also able to continuously scroll through listings, rather than waiting for fresh pages to load - giving you a speedier browsing experience.

You can access the right tabs easily on our new-look listing page.

The carwow buying site should be simple, easy and intuitive for everyone to navigate. We've used tabs to make things as clear as possible.

Site tabs allow you to get to what you care about right away. You can dive back to previously starred listings when you have time or, if you've had an email about a higher offer, you can increase yours quickly from the 'offers' tab.

The 'bought' tab helps you keep track of cars you've bought, as well as offering a handy history of past cars you've collected. Finally, we have the 'lost' tab - from here you can take a look at the cars you didn't win and find out what they went for.



Use carwow wherever you are.

Detailed listing information on a concise page

We've got a new page with a wealth of information about a selected listing - based on consumer questions, seller notes and third-party checks.

We wanted to make this as speedy and efficient as possible, so we summarised the listing. If you're happy with what you see, you don't need to open the detailed section. However, if the car has a dented alloy wheel, or if you want to know which finance house it's with, you can see the details and get relevant information.

Our 'make offer' and 'buy now' sections are buyer-focused, providing useful information when an offer is placed or accepted.

Oh... and it looks amazing on mobile!

We know you love a great desktop experience, but we didn't forget about mobile.

You should be able to use carwow wherever you are - so we've optimised our mobile experience to unlock you from your desk and let you work on the go.

Let's shape the future of carwow together

No matter what, our main focus is to give you the best possible experience with carwow, that's why your feedback is vital to us. Whether it's via our team, pop-up surveys on the site, dealer councils or any other avenues you can think of - your feedback shapes our product decisions.

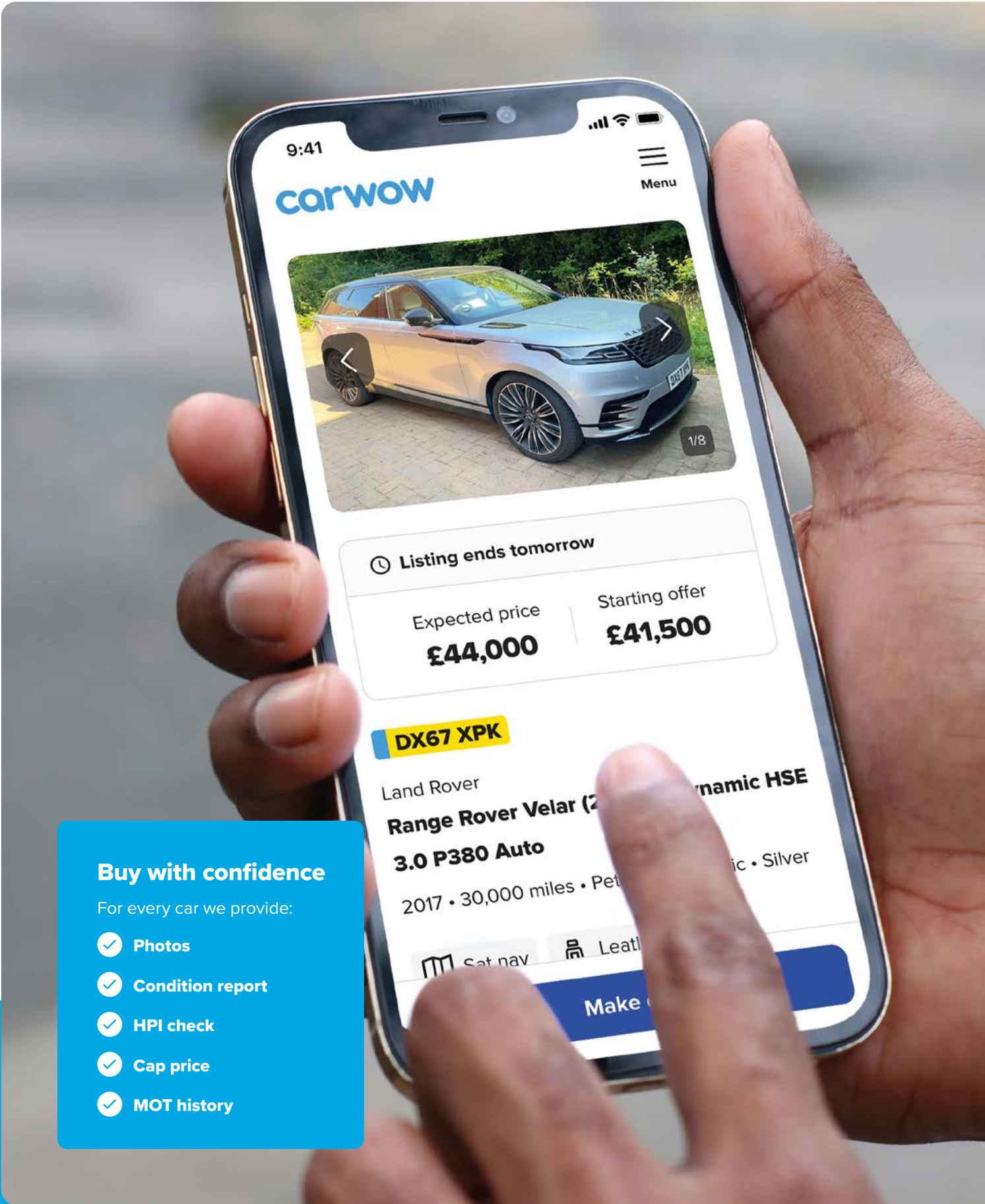
So please, keep it coming and we'll continue to innovate with new, useful features to help you find the right stock you need in the quickest way possible.



We know you want as much visibility as possible on a car and its condition, so we've launched a new 'photo wizard' to help sellers get the best pictures.

Our photo wizard:

- Helps the user take the right photos - e.g. key external and internal shots, damage, service history, tyres, etc.
- Makes sure photos are from the right angles
- Ensures they're recent



Are you ready for the future of enquiry handling?



John Veichmanis
Chief Operating Officer

We analysed over **4 million** messages with AI to find out what really converts.

Businesses worldwide are using AI and machine learning to help improve processes and, most importantly, generate sales. Our industry is no different - so, we're always looking for new and innovative ways to help partners get the best out of carwow.

Every year our enquiry system processes millions of messages from millions of customers, OEMs and dealer partners - creating a goldmine of insights like no other in our industry.

By regularly reviewing these enquiries we can gather information on behaviour and consumer trends - from finding behaviours that show a tendency to buy to understanding key trends and consumer viewpoints.

We challenged ourselves to find a way to automate this process so we could quickly and effectively leverage the key information from all the data.

Luckily, the conversational AI platform Re:infer offered us the solution we needed.

How does it help?

Previously, enquiry reviews were limited due to manual constraints - automation can allow us to review 100% of enquiries and give the full picture when it comes to performance.

We can highlight areas of improvement for enquiry handling - which is important as there's a clear link between enquiry handling and ROI.

We can start to provide our partners with the knowledge of what can really convert when it comes to interacting

with potential customers - as you'll see on the next page, we've already discovered 100 intents that can impact conversion!

This also enables us to benchmark partner performance and create a ranking among peers in brands or dealer franchise groups, driving ROI and excellent customer service.

As the old saying goes '*knowledge is power*' and, with the power of AI, we're making carwow even better.

Re:infer

Who are Re:infer?

Born in 2015, Re:infer was created to unlock the value in business conversations.

Coming from the world-leading AI research lab at University College London, Re:infer builds on decades of research by their founding team.

Conversations are the most valuable interaction a business can have with its customers. Re:infer's mission is to use its advanced and powerful AI to get actionable data from customer conversations.

They combine the best of human intelligence and machine efficiency to help their clients scale effortlessly and deliver the best products and services.

Continuing at this current rate, it's likely we'll be leveraging the info on 5M messages from more than 1M conversations by the end of the year.





carwow partners with re:infer

Dr Edward Challis
Co-Founder and CEO, Re:infer

Conversations are the most valuable interactions a business can have with its customers. As the leading online third-party seller of cars, carwow manages over 20 million communications a year, across three major markets. The scale of communications at carwow is enormous and contains invaluable insight into customer motivations and preferences.

Using the Re:infer Conversational Data Intelligence platform, **carwow has the power to mine every conversation between customers and dealers on its platform.** This is enabling the company to reveal new customer insights, discover opportunities and best practices hidden in business conversations.

carwow now has the hard data to recommend sales best practices to its partners, and the means to discover entirely new ones. These insights are empowering carwow to create engaging marketing content, and share game-changing insights with its dealer partners.

Together, we're enhancing CX, boosting partner revenue, and growing the carwow marketplace to new heights.

“

Re:infer gives us a clear signal of which conversations result in a purchase and which don't. At the scale we're operating at, this provides hard, statistical evidence on what's going on in these conversations and attributes that to the most effective sales behaviours. We can finally tell our partners which behaviours are driving positive outcomes.



John Veichmanis
Chief Operating Officer

We've discovered over 100 'intents' that can impact conversion.

And this is just the beginning.
If you want to boost your conversions with AI speak to your account manager or become a carwow partner today!
But for now, here's a taster:

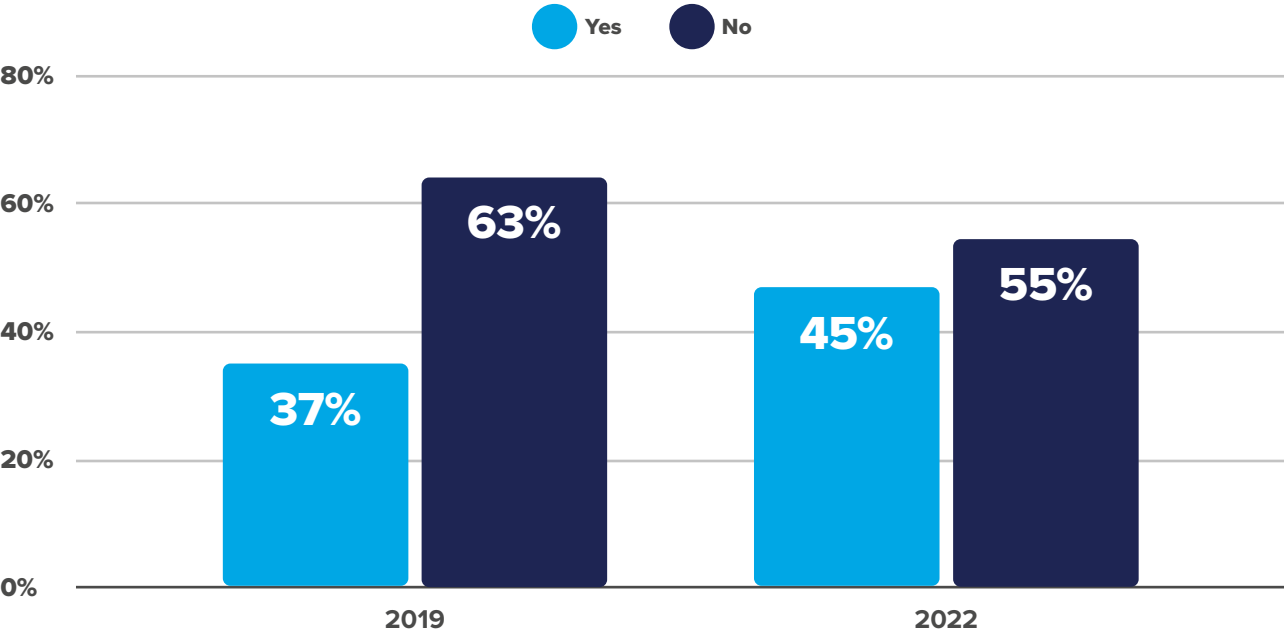


How is EV consideration changing over time?



The percentage of in-market new car buyers considering an EV for their next car has increased to 45% since 2019. However, it still lags significantly behind petrol and hybrid consideration - both sit at 68%.

Electric car consideration UK: 2019 vs 2022



Range anxiety has decreased by a third since 2019 as EV technology has improved, but it's still significant at 36%.

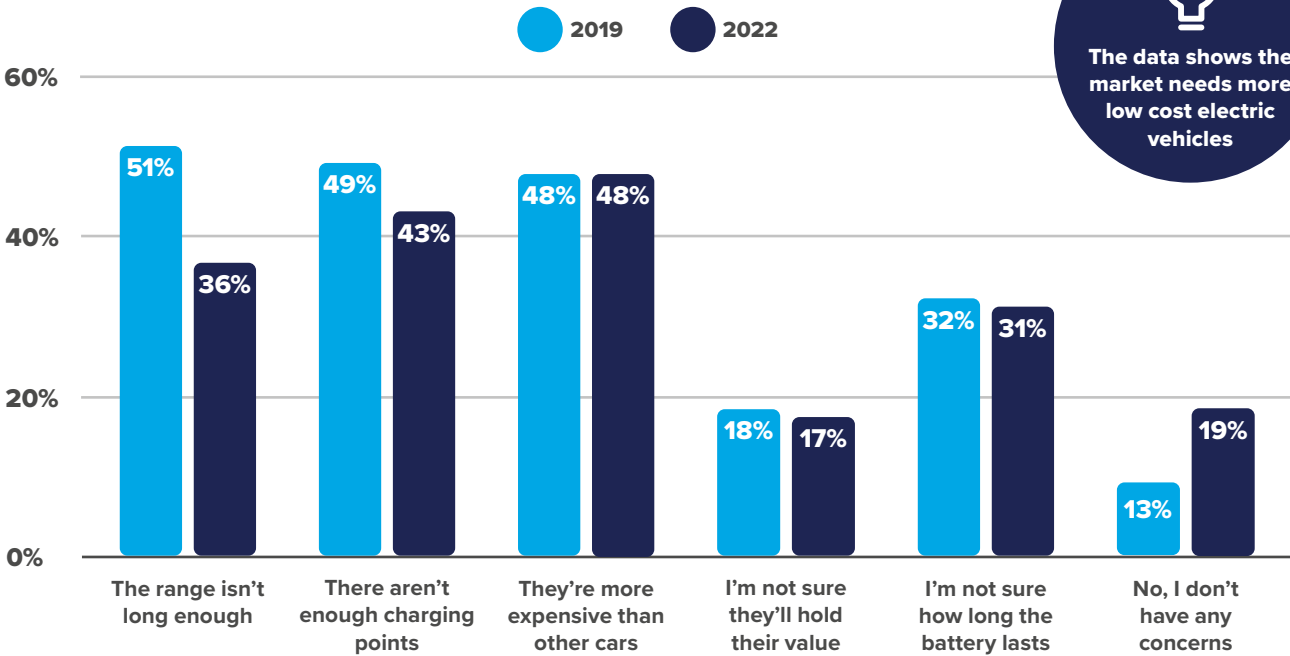
Consumers remain concerned about infrastructure, which hasn't kept up with demand.

Nearly half of consumers cite a lack of charging points as a major concern. Showing us that, to handle these objections, sales advisors need to know more about charging vehicles as an ecosystem - rather than just the technology of the vehicles themselves.

However, the most common concern among consumers is price - which has remained stable at 48% of new car buyers.



Electric car concerns UK: 2019 vs 2022



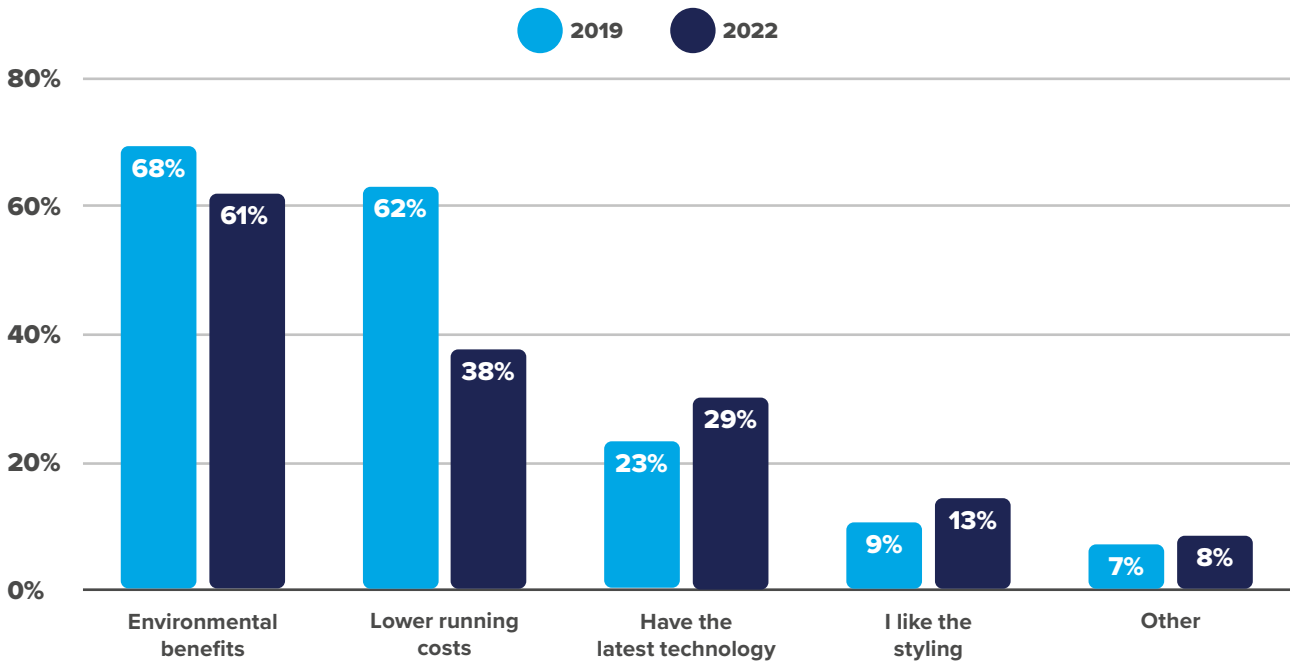
The data shows the market needs more low cost electric vehicles



So why are consumers interested in EVs?

Environmental benefits remain the primary plus point. As energy costs rise globally, the percentage of customers citing lower running costs as a key EV benefit has dropped dramatically - from 62% to just over a third.

Electric car benefits UK: 2019 vs 2022



The top 5 bestselling EVs on carwow



Here are our bestselling EVs of 2022 so far, with a mini-review from our car expert, Mat Watson.

1 Vauxhall Corsa Electric

“The Corsa Electric is a hoot in town. The instant acceleration you get with electric cars makes it nippy as you spot gaps in traffic or zipping out of junctions.”



2 Peugeot e-208

“Looking to go electric? The e-208 is a great place to start. The three-claw LED light designs and prominent rear piano black trim give it a distinctive look.”



3 Nissan LEAF

“The LEAF makes a good family car, especially if you choose a couple of desirable extras. With regular access to charging, it should offer cheap running costs too.”



4 Vauxhall Mokka Electric

“The new Mokka Electric has morphed from dull to dashing, and the all-new electric Mokka-e is one of the most exciting small SUVs on the market.”



5 Tesla Model Y

“This could be the most complete Tesla yet! Cheaper than Model X and not much bigger than Model 3, yet you can squeeze six of your mates in.”



Alastair White joins us from Volkswagen Group

Alastair White has joined us as Head of Sales to help push the needle further. Here’s the man himself to tell you a little more...

Where were you before?

I joined carwow from Volkswagen Group, where I’d been for 5 years. Most recently I was in the SEAT & CUPRA brands, responsible for the team who looked after all the products, pricing and campaigns. It was a really interesting time to be in the role, coming out of COVID-19 lockdowns and trying to reignite the market and brand performance, and then hitting supply shortages and trying to manage lead times and profitability on substantially reduced volumes. Within VWG I also had roles as the Group Electric Vehicle Lead at a really exciting time just before ID.3 came to market, and in remarketing working with the dealer networks. Before joining VWG, I worked at Vauxhall, where I had a variety of roles in product, planning, and sales strategy. The most rewarding role I had at Vauxhall was as Sales District Manager, working closely with the dealer network.

What brought you to carwow?

The main attraction to carwow was the opportunity to join a progressive and fast-paced company, with a brilliant and broadening proposition. I first came across carwow about 7 years ago, at a time when it was a very different proposition and drew polarising reactions from the dealers in my area.

Fast forward to today and the carwow proposition has evolved massively and continues to do so, from market-leading content enabling customer research, to the huge level of traffic the platform drives, the breadth of the offering across New, Used and Sell Your Car, not to mention the future developments that are coming, it’s become a truly robust marketplace with so much future potential as well.

“

The conversion rates I’ve seen some of our partners achieving on carwow leads are astonishing, showing both the quality of the opportunities we’re generating and the quality of lead handling at these dealers.

”

What can partners look forward to seeing from carwow in the next 6 months?

With supply shortages showing no signs of easing up, the next 6 months look like they’ll be as challenging as the last on new cars. But that doesn’t mean consumers aren’t looking to change their cars, it just means they’re either thinking about it further ahead or considering different options - such as a used car, or a different model or brand with a shorter lead time.

From carwow, I expect we’ll see our used car offering continue to mature and drive more enquiries, which will be crucial.

With this interest in used cars, and given the lack of supply in the market, I also expect to see our Sell Your Car division continue on its path of rapid growth, which for our dealer partners is a great opportunity to source good quality used cars. **Alongside all of this, I expect to see further broadening of our proposition, watch this space...**

Why brands are building long-term strategic partnerships with carwow



Sepi Arani
Commercial Director

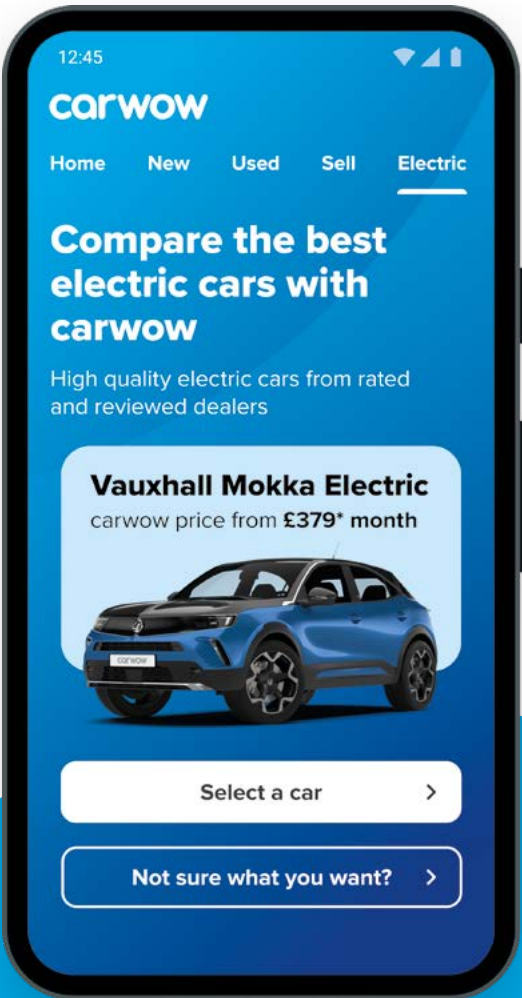
With 7 million subscribers to our world-famous YouTube channel, billions of video views and 100s of 1,000s of consumers using us to buy and sell cars every month - we take our position as one of the most influential brands in automotive seriously.

Our strategic partnerships allow both brands and agencies to connect not only with our audience but with the very expertise and insight that drives our very own marketplace and brand forward. That's why, when we partner with brands from Vauxhall to Volvo, we become more than just a traditional media publisher - we become a strategic partner.

The partnerships we drive vary, aligning with the specific goals of the brands and agencies we work with. Whether it be driving awareness at model launch, supporting in conquering from rival brands or engaging in selling directly to consumers via the carwow platform.

Our OEM & Media teams work across the UK, Germany and Spain - thanks to solid and lasting relationships built with over 20+ global brands. From new entrants taking their first steps into European markets, to long-standing brands tackling new problems - whether that be direct-to-consumer sales or becoming known for electric cars.

We take a consultative approach - working closely with a breadth of teams across our business to ensure partnerships drive impactful, efficient and lasting results.



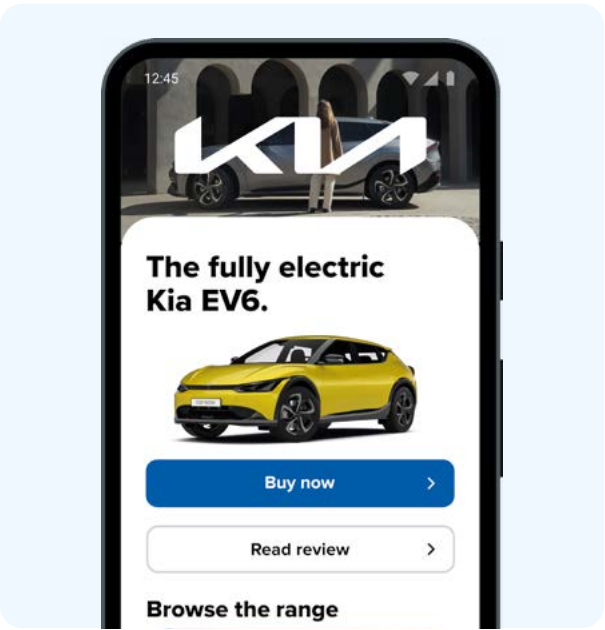
Product development

Underpinning our strategy and approach is our leading suite of media products and production. Our media placements are never intrusive, always relevant and welcomed by our consumers as supportive additions.

Whether they're helping consumers discover relevant makes or models they hadn't considered or highlighting specific product features and availability versus a competitor basket. Thanks to this, our partnerships consistently drive industry-leading results and incrementality.

All of these products have an unrivalled level of tracking, the carwow platform and products are able to track not only the volume of users reached by our campaigns but also the key actions taken as a result - the incremental number of enquiries and, crucially for campaigns with sales as a key goal, the number of purchases driven.

Delivering for brands



Over the last year, we've expanded the breadth of our media offering to also allow brands to tap into the very same expertise that makes our world-leading social tick. We're now producing both white-label and branded creative content for a range of brands. This ranges from beautifully captured lifestyle imagery, to long-form video to snappy social edits. This focus on content creation drives forward our creative offering - alongside our core suite of tactical media products.

“carwow has proven to be a key partner for us in not only reaching a new audience for the Vauxhall brand but also working with us to deliver exciting and engaging content for our new product line up”

Clare White
Head of Marketing, Vauxhall

To be a true strategic partner for brands we have to offer more than just marketing, media and creative expertise - so we've significantly grown our teams focused on supporting retailer performance and direct-to-consumer routes to markets for brands. Ultimately, any campaign has to be supported by an effective network of retailers to support consumers through to purchase.

Co-funding the use of the carwow platform is a great initiative - with a range of brands now either partially funding or fully funding the cost for their retail network. When a brand and network combine, retailers enjoy reduced cost per enquiry and incredible conversion rates - the Vauxhall network is currently driving an average conversion rate of over 28% enquiry to sale.

For brands looking to take their first steps into direct-to-consumer or agency-model sales, carwow is on hand to consult and implement a strategy that recognises the brand's ambitions, volume aspiration and structure.

The real benefit comes from partnerships that utilise the breadth of the OEM & Media team's propositions. Stitching together our expertise in driving awareness and engagement in the upper funnel to our work in coaching and developing best-in-class enquiry management - we can support brands through the end-to-end consumer D2C journey.

We've been working with D2C-only brands as well as traditional brands making the transition to D2C since 2020, driving real results and forming a key part of their overall sales strategy and volume. **One partner saw 430 unique enquiries and 215 sales in the first 3 months, an excellent start to a relationship celebrating its 1st birthday soon.**



To find out more about what the OEM & media team can do visit:
media.carwow.co.uk

The rise of Chinese OEMs in the UK



James Hind
Founder & CEO

In the 1980s Japanese manufacturers secured their place as top sellers in the UK, Korean manufacturers did the same in the 2000s and we'll see Chinese car manufacturers follow suit this decade.

There are four large state-owned manufacturer behemoths in the Chinese market, as well as dozens of independent operators. Many have gone public very early in their life, and undoubtedly not all will last, but no one should underestimate them. They have distinct unique advantages in access to raw materials for batteries, and given the issues with supply chains we've seen recently this alone could be a big differentiator for their growth in Europe.

Consumers shouldn't worry about build quality either. All our phones are built in China, the likes of Audi and Volkswagen have no issues with contracting out production to China, and reviews of Chinese models already on sale in Europe raise no problems there. Scaling production isn't proving to be any issue either, especially for electric cars. 57% of all the world's electric cars were produced in China in 2021.

Chinese cars were dismissed a few years ago, often due to ripping off well-known designs. That's all gone. They've now got fresh, modern designs, with their teams often led by well-known European designers. The majority of their interiors are following the trend Tesla started, dominated by at least one giant screen.

The retail distribution choice will be interesting to see, some have already started building franchise networks, though most are choosing to go direct to consumer.

MG, owned by SAIC, is doing fantastically in the UK with over 30,500 cars sold in 2021. A big part of that is very competitive pricing, something all Chinese OEMs will use as a key selling point in the UK, and something all traditional manufacturers should be keeping an eye on.



Nio ES8
On sale already in Norway, the Neo ES8 is a 7 seater electric SUV boasting 310 miles range, with prices starting from an equivalent of £55,000.



BYD Tang
On sale in Norway already, the Tang has a range of 250 miles, does 0-60 in 4.6 seconds and is on sale for the equivalent of £52,000.



Top 30
best-selling
car groups
Global 2021

10 Chinese manufacturers coming soon to the UK



Hongqi E-HS9

The Hongqi E-HS9 is a luxury electric 7-seater SUV, with a 290 mile range. It's on sale in Norway already, starting at the equivalent of £60,000.

1

BYD

BYD started as a battery maker, moving into automotives in 2003. They haven't been as impacted by the chip shortage, as they've got their own computer chip division.

Backed by Warren Buffet, BYD made more electric vehicles than Tesla in the first six months of 2022.

2

Nio

Founded 7 years ago, and valued at over \$36 billion, Nio are a relatively new independent entry in China.

In April 2021 they built their 100,000th EV, 12 months later they built their 200,000th.

Nio are already selling cars in Germany and Norway, while building a team in the UK.

3

Lynk & Co

Another Geely brand. As well as being recent investors in carwow, Geely is more famously known for Volvo and Polestar. They have another Chinese-Swedish brand in Lynk & Co.

Already on sale across 8 countries in Europe with the 01 model, a plug-in hybrid crossover, they're set to go on sale in the UK in 2023.

4

Wey

Wey is a brand owned by Great Wall Motors, who themselves are China's largest producer of SUVs. It was recently announced that Emil Frey will be their distributor for Europe.

The interestingly named Wey Coffee is an electric SUV launching this year in Germany.

5

Ora

Another Great Wall Brand, Ora is an electric-only brand that's been around in China since 2018.

Their launch is imminent in the UK, with a website already live. The first model on sale will be the brilliantly named Funky Cat, an electric hatchback selling for only £32,000 and with a 190-mile range.

6

Li

Another electric-only manufacturer, Li is now a public company with a valuation of over \$35 billion.

Li aren't short of ambition, they're aiming for 20% of the worldwide EV market by 2025.

7

BAIC

BAIC is state-owned, and one of China's largest OEMs.

BAIC chose Belgium as its first European market and has built a network of 21 dealers already.

There are currently two SUV models on sale, starting at €19,900.

8

XPENG

Founded in only 2014, XPENG is another electric-only manufacturer and is public already, valued at \$16 billion.

They've sold over 200,000 cars so far, across 4 models.

In 2022 XPENG opened pre-orders in Denmark.

9

Chery

Another huge state-owned manufacturer, they've only recently focused on exporting cars - shifting over 35,000 a month already. Right-hand drive production isn't an issue, they're selling already in Australian and South African markets.

Chery is expected to launch in the UK in 2023 and has a European team on the ground already.

10

Hongqi

Hongqi is China's oldest car manufacturer, producing cars since 1959, originally just for high-ranking government officials.

While most Chinese OEMs are currently focused on the volume or premium end of the market, Hongqi is luxury-focused, with 7 models for sale in China, and one model already on sale in Norway.

Enough talking shop... how about some cupcakes?

We want Accelerate magazine to be as useful and enjoyable as possible for you - but we can only make it better with your feedback.

Be the most popular person on the forecourt and win enough carwow cupcakes for your whole dealership... and any lucky customers around at the time!

All you need to do is tell us what you think about Accelerate...

Send your thoughts over to:



and we'll pop your name into the hat!

Not currently live with carwow?

The best way to buy and sell



Access 6m monthly customers

Boost your sales with exclusive access to high-intent buyers on our market-leading platform.



The best stock, every day

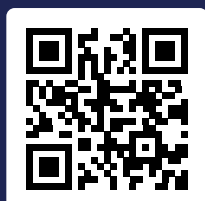
Search and buy used stock easily - with new listings daily. All expertly verified and approved.



Sell your used stock fast

Advertise your stock to millions for free - we'll only ever charge for the leads you receive.

Scan now on your phone
and join for free



Online magazine carwow.co.uk/accelerate
Email accelerate@carwow.co.uk

carwow team contacts

New dealers dealers.carwow.co.uk
Manufacturer insights oem@carwow.co.uk
Further information accelerate@carwow.co.uk
PR press@carwow.co.uk
Jobs jobs.carwow.co.uk

carwow
2nd Floor
10 Bressenden Place
Victoria
London
SW1E 5DH

Printing

This magazine has been printed by a process that uses no water, no high VOC chemicals, generates no waste to landfill and is powered by 100% renewable energy. Seacourt Ltd is a net carbon negative printer for its entire supply chain and makes a net positive contribution to reducing climate change and to society.

carwow

dealers.carwow.co.uk