



Auto Trader Retailer Finance
Beta Phase

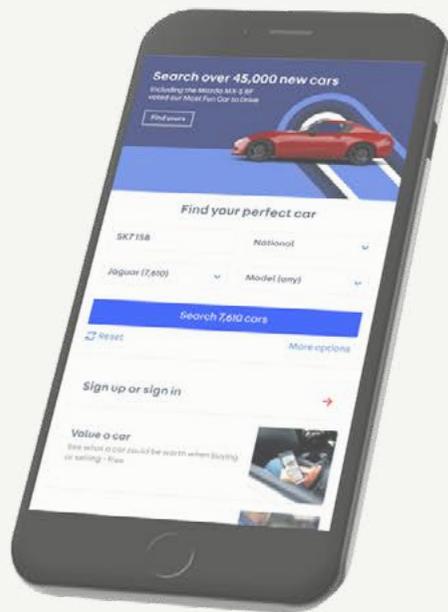
Thank you

Thank you for partnering with us to help test and develop this new retailer finance solution, designed to help you sell your finance deals more profitably.

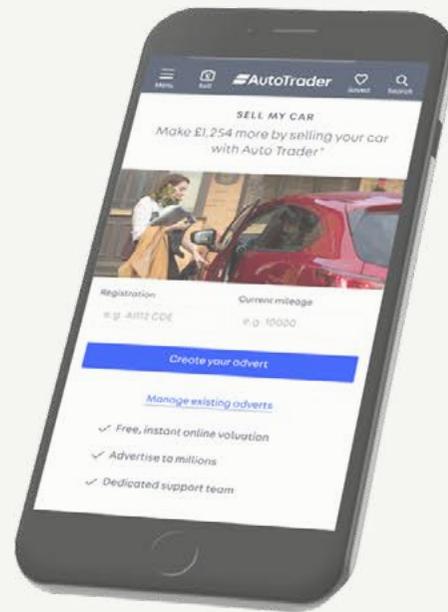
This pack will give you all the information you need to understand how it works, what we're testing and how we'd like to work with you.



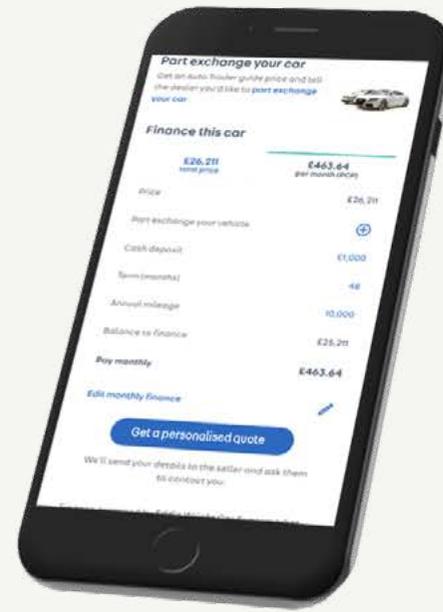
We are on the journey of assembling the components of digital car buying



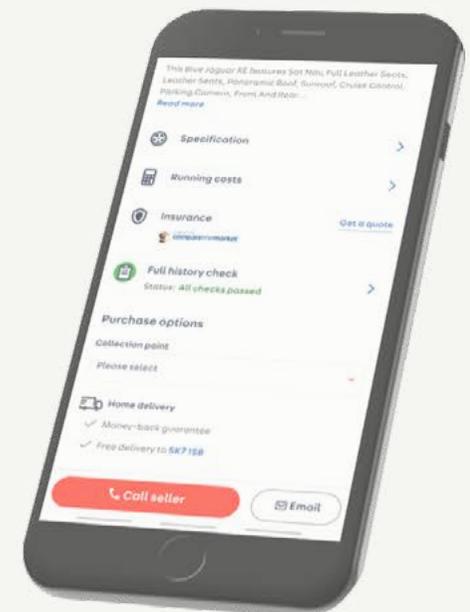
RESERVE



PART EXCHANGE



FINANCE & PAY



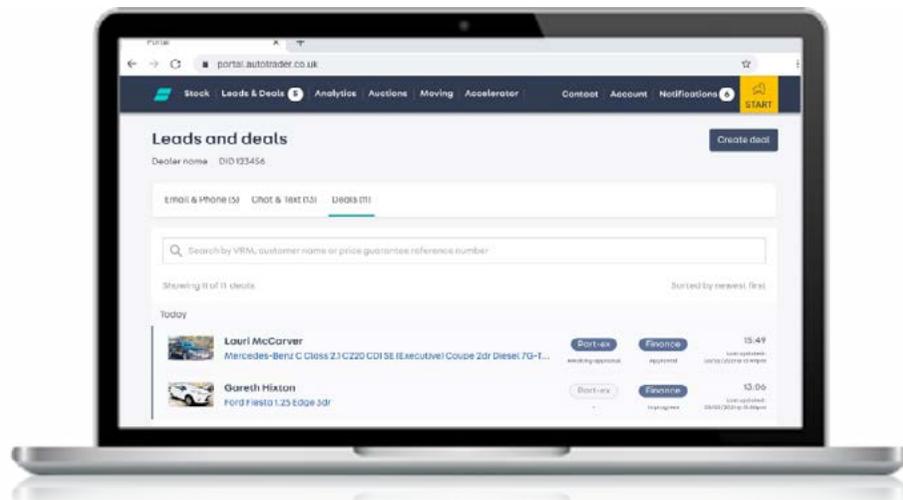
DELIVERY OR COLLECTION

What is it?

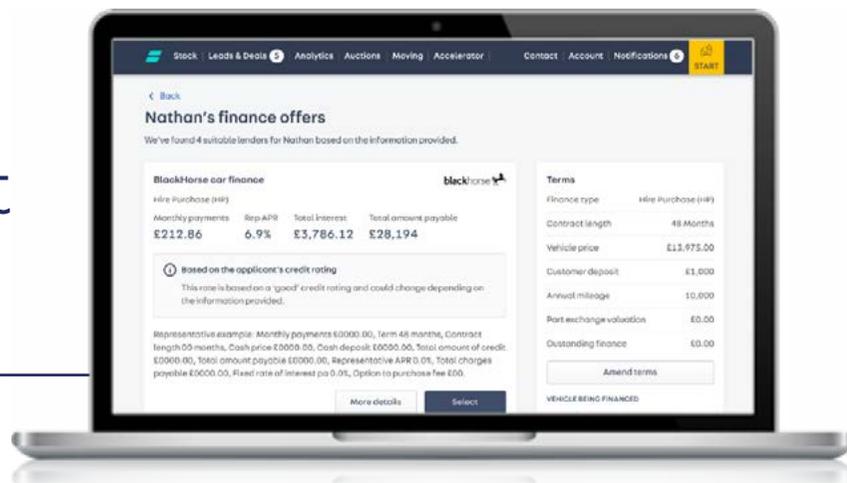
We're developing a full suite of solutions to help you sell your own finance offers in a simpler and smarter way, that you and your customers will love.

It will include a powerful finance management platform to manage your finance proposals all-in-one place, an online applications experience for customers on Auto Trader, and access to a broker panel if your customers are declined credit by your first-choice lenders.

We're releasing these features in stages and would like your help to develop each component to be as valuable as possible for you.



Finance Management Platform



Manage your finance proposals and all lenders in one place, with built in compliance, reporting and a finance management platform to propose to lenders at the forecourt.

Everything under one roof

We've developed the Finance Management Platform to enable you to manage all of your finance processes in a single system (stacking, proposing, compliance, reporting). Up to 3 lenders can be integrated, preventing rekeying and switching between systems.

Omni-channel capabilities

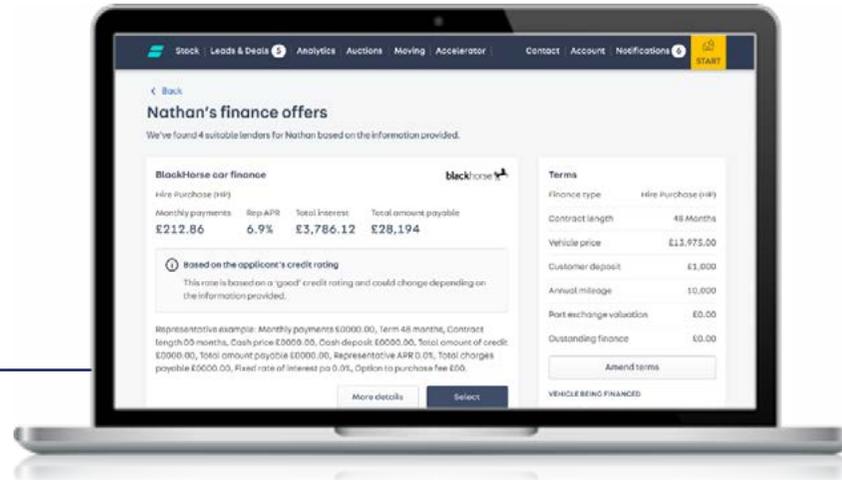
The platform can be used consumers who walk in for all of your cars, regardless of whether they are advertised on Auto Trader or not. It's also the same platform to manage your online approvals generated via Auto Trader.

Lots more to come

We're developing more features which will be released throughout the beta, such as operational reporting, compliance auditing, e-sign, document upload and more.



Online Applications



Enable your customers to complete a full finance application through Auto Trader anywhere, anytime, to optimise conversion and save you time at the forecourt.

Trust and transparency

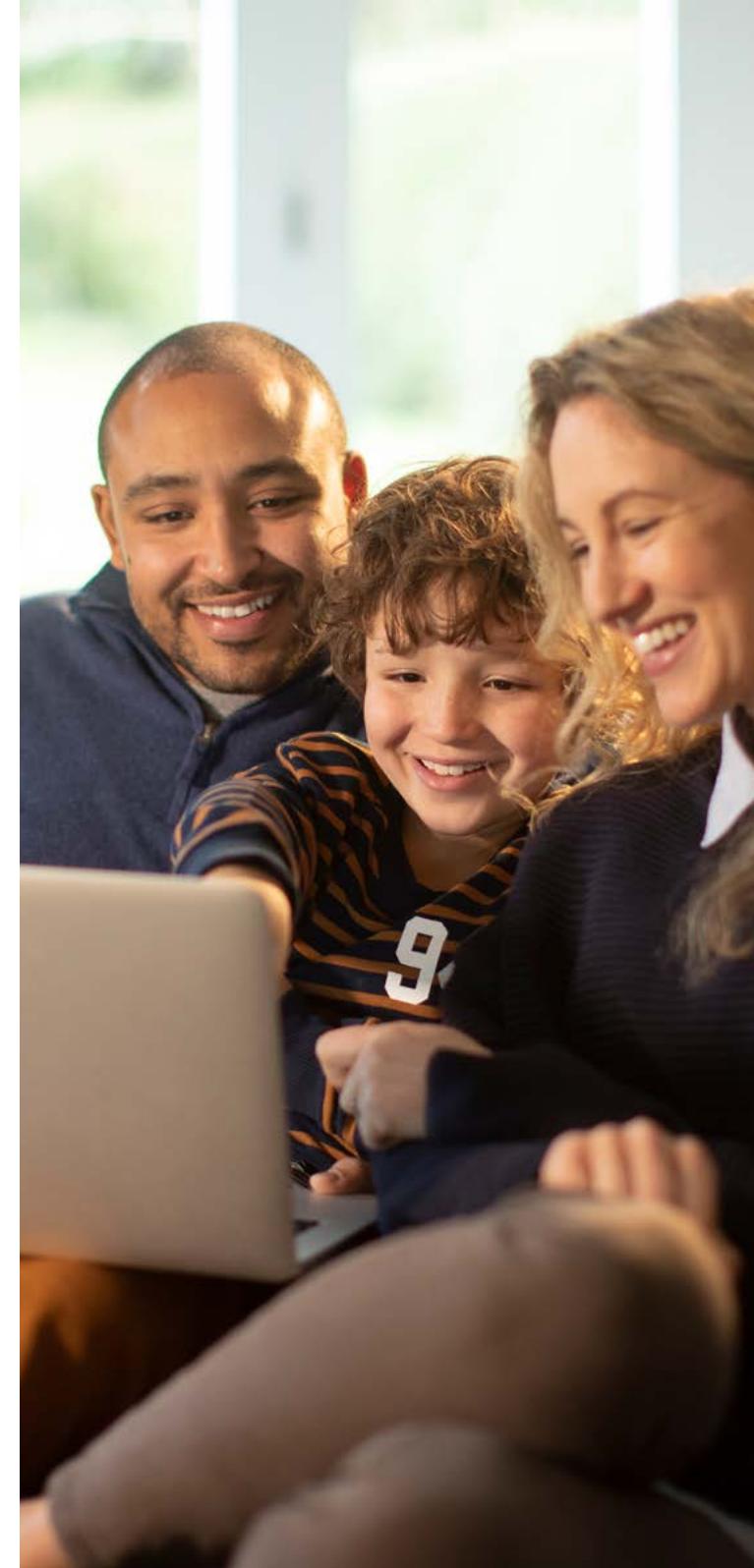
On Auto Trader we've created a finance journey integrated with your lender panel. The consumer could see multiple lenders from your lending panel, which provides a transparent and trusted experience.

High conversion rates

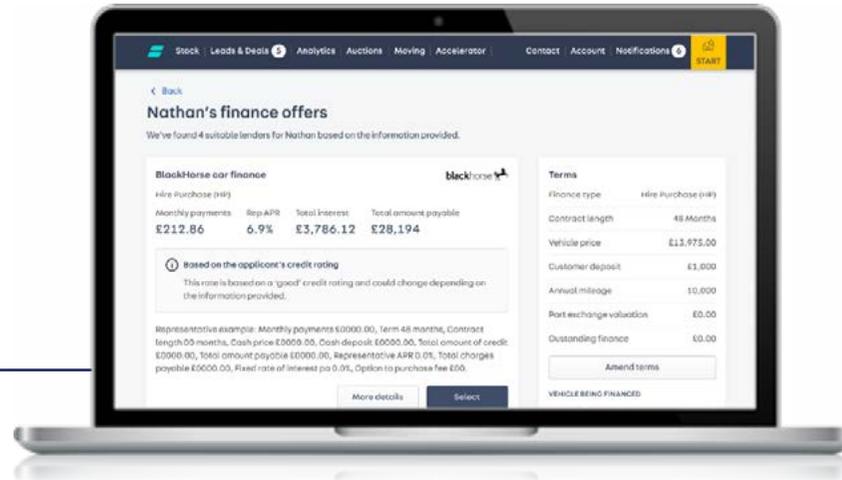
We check the lender's eligibility criteria and filter out any that definitely won't accept a consumer for credit. This saves you time and effort at the dealership and boosts conversion.

You're in control

The deal is completed by you, with any changes and add-on conversations happening before completing the deal.



Broker panel



Seamlessly unlock additional lenders so that you can provide a finance package for more customers, even if your first string lenders won't.

Don't lose sales

We're working with partners to give you access to additional lenders within the same system as your main lender panel. This acts as a back-up for both you and your customers to help provide a finance package for as many customers as possible.

You'll still receive commission

For each loan facilitated through this service, a commission fee will be paid to you.

It's easy, no hassle

You won't have to phone someone or key details into another system. This service is built into the system to prevent time being wasted. Operational reporting will also be consolidated in one place.



Unlock simpler, smarter finance



THE TRADITIONAL WAY

- Sold at the forecourt
- Finance calculator online to generate leads
- Rekey into multiple lender systems
- Commission lost when credit is declined
- Fragmented finance promotion, low visibility

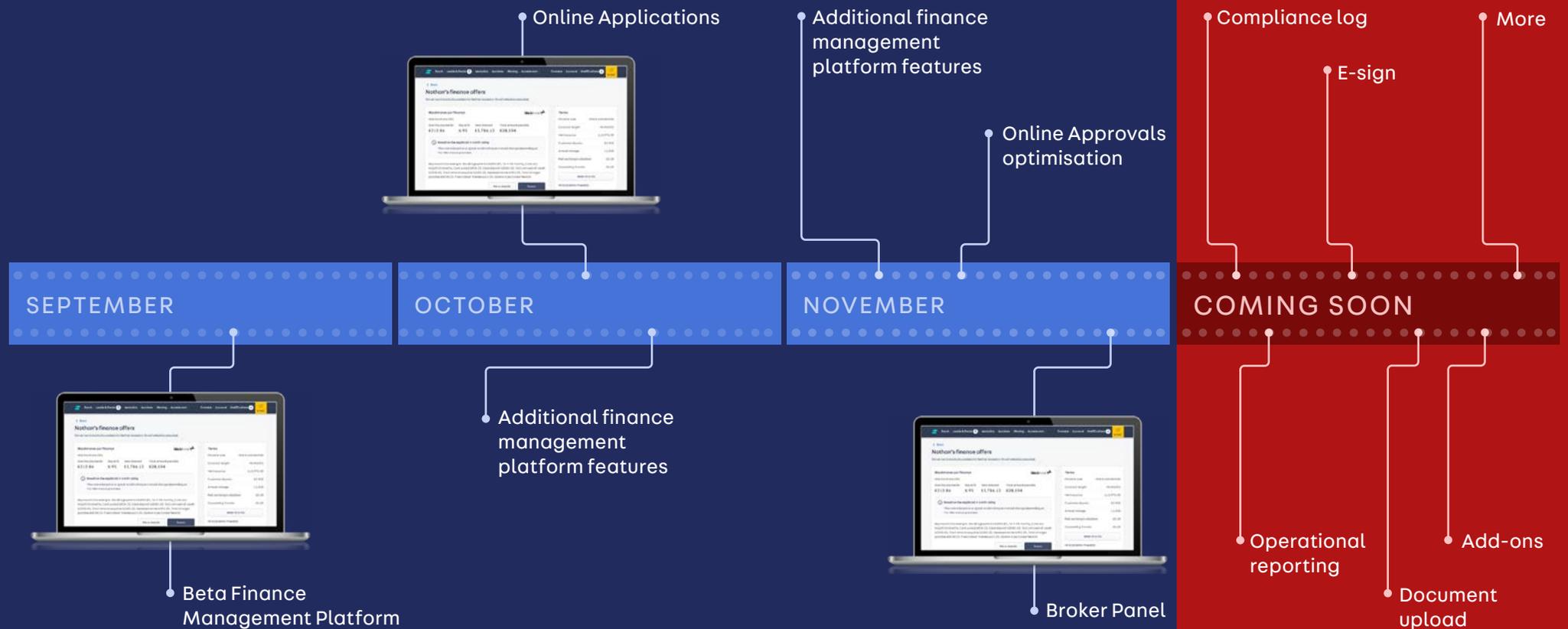
▶ High effort, time intensive

THE SMARTEST WAY

- ⊕ Put finance where your customers are
- ⊕ Enable full online applications to get deals
- ⊕ Use one platform to manage all-in-one place
- ⊕ Unlock additional lenders so commission isn't lost
- ⊕ Full finance suite in front of the UK's largest audience

▶ Finance smarter, not harder

What to expect



How to use the Finance Management Platform

Beta version 1

How to start

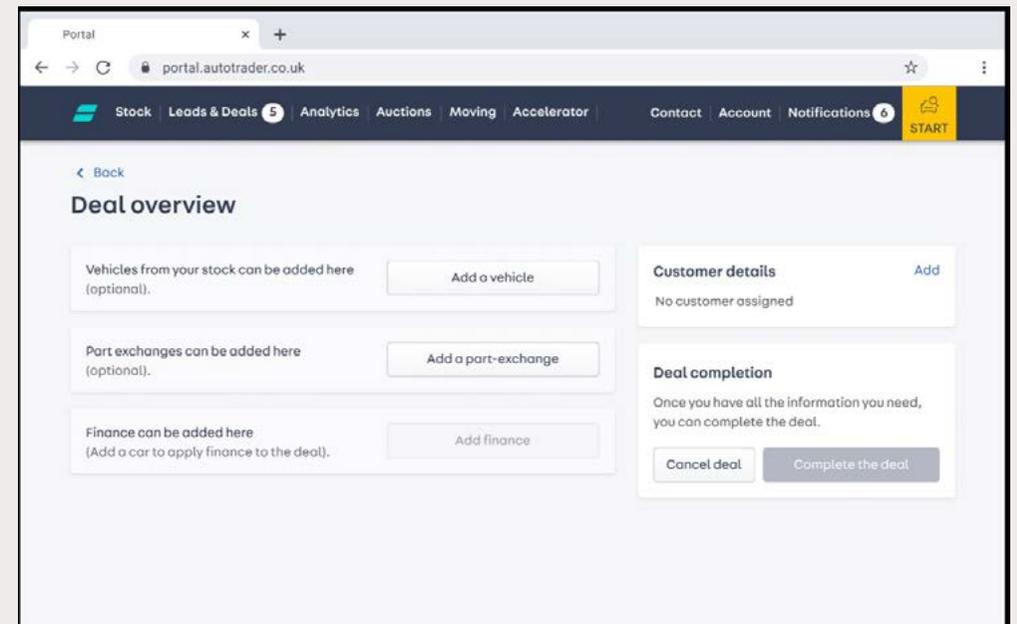
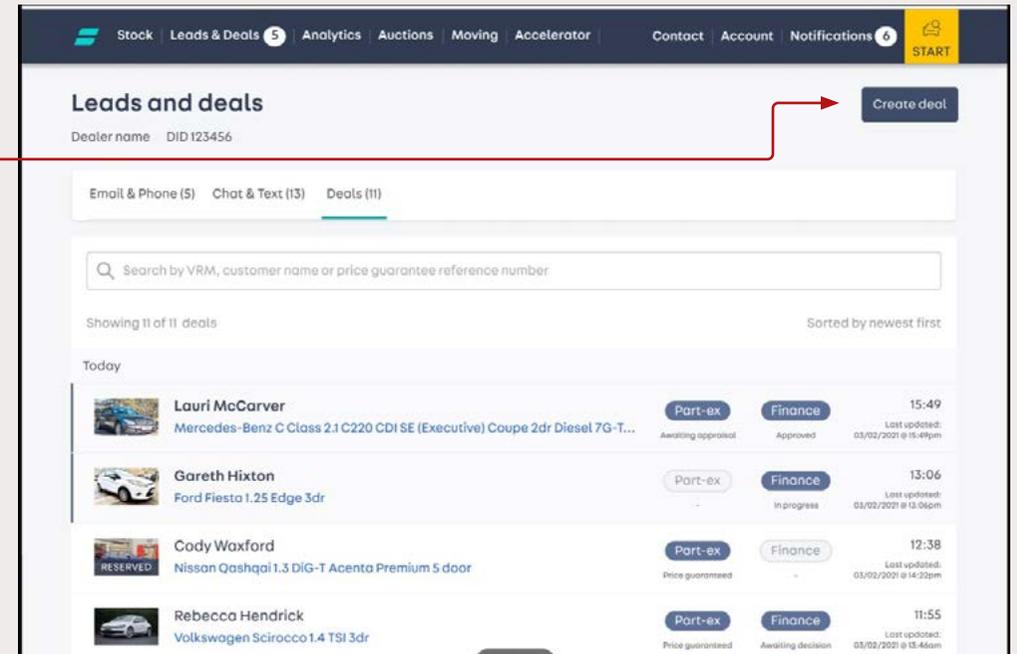
The deals area of Portal is accessed via the Leads and Deals tab. Under the Deals tab a list of deals can be seen which have been previously generated via walk in or via Auto Trader.

To start a new deal with a consumer click the 'Create this deal' button in the top right.

Processing a deal

To start the transaction the retailer is able to start how they see fit. The retailer can select the vehicle or enter the customer's details.

Once a car has been added, the finance module will become active and can be interacted with.



Stacking the deal - Part 1

At this point the retailer can enter the customer's chosen finance criteria.

If a car price change has been negotiated, this can be changed here. The agreed part-exchange value can also be added to the deal here.

(If the retailer has an AutoTrader part-exchange product, it will appear in this section).

The screenshot shows the 'Finance affordability calculator' interface. At the top, there is a navigation bar with 'Stock', 'Leads & Deals 5', 'Analytics', 'Auctions', 'Moving', 'Accelerator', 'Contact', 'Account', 'Notifications 6', and a 'START' button. The main content area is titled 'Finance affordability calculator' and includes the instruction: 'Calculate and edit the ideal terms for the customer. Once agreed, propose the customer to our panel of lenders'. Below this, there are several input fields: 'Set finance terms' with a 'Contract length (months)' selector (options: 12, 24, 36, 48, 60, Other); 'Vehicle price' (£ 13,975.00); 'Customer deposit' (£ 0,000.00); 'Annual mileage limit' (Please select); 'Part-exchange valuation' (£ 0000.00); and 'Outstanding finance' (£ 0000.00). A dropdown menu asks 'What will the customer want to do at the end of the finance agreement?' with 'Please select' as the current choice. A 'Calculate' button is at the bottom. On the right side, there is a box with the text 'you can complete the deal.' and two buttons: 'Cancel deal' and 'Complete the deal'. A red arrow points from the text in the first part of the document to the 'Vehicle price' field.

Stacking the deal - Part 2

Once the inputs have been completed the platform will generate finance estimates for the products that are available.

If the consumer needs more information regarding the finance products, there are videos and explanations of these products that can be accessed at this stage of the journey.

Next, the customer chooses their desired product and their application details are captured.

The screenshot shows the 'Estimated examples' section of the finance calculator. It features two columns: 'HP/CS' and 'PCP'. The 'HP/CS' column shows '48 monthly payments of £355.25' based on a representative APR of 8.9%, with a note that 'No balloon payment included'. The 'PCP' column shows '48 monthly payments of £284.86' based on a representative APR of 8.9%, with a note that a 'Balloon payment required to own the vehicle at end of the contract'. Both columns have 'Start application with HP/CS' and 'Start application with PCP' buttons respectively. The 'Helping the customer make the right choice' dropdown menu is now set to 'Own the vehicle'. A 'Calculate' button is also visible above the examples.

Review the available offers - Part 1

Once the customer details have been submitted, the platform will take the car, customer details and lenders' eligibility rules and return which lenders are available for the customer to apply to.

Multiple lenders could be returned, providing trust, transparency and choice to the customer.

Review the available offers - Part 2

Lenders are ordered by total amount payable first in accordance with FCA conc rules.

More information regarding the deal is presented to help provide context and additional information per deal.

Emily's finance offers
We've found 4 suitable lenders for Emily based on the information provided.

BlackHorse Car Finance

£327.30 48 monthly payments	8.9% Rep APR	£15,710.40 Total amount payable	£1,960.40 Total interest
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Based on the applicants credit rating
This rate is based on a 'good' credit rating and could change depending on the information provided.

Representative example: Monthly payments £0000.00, Term 48 months, Contract length 00 months, Cash price £0000.00, Cash deposit £0000.00, Total amount of credit £0000.00, Total amount payable £0000.00, Representative APR 0.0%, Total charges payable £0000.00, Fixed rate of interest pa 0.0%, Option to purchase fee £00.

[More details](#) [Select](#)

Oodle car finance

£347.90 48 monthly payments	9.3% Rep APR	£16,699.20 Total amount payable	£2,699.20 Total interest
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This rate of APR won't change
This rate is guaranteed and will not change depending on the applicants credit score.

[Amend terms](#)

Mercedes-Benz Class 2.1 A220d Motorsport ...

£327.30
48 monthly payments

Based on the applicants credit rating
This rate is based on the information provided.

Representative example: Monthly payments £0000.00, Term 48 months, Contract length 00 months, Cash price £0000.00, Cash deposit £0000.00, Total amount of credit £0000.00, Total amount payable £0000.00, Representative APR 0.0%, Total charges payable £0000.00, Fixed rate of interest pa 0.0%, Option to purchase fee £00.

[More details](#)

Oodle car finance

Finance provided by Oodle Car Finance

- Things the applicant might like
 - Fixed regular payments
 - Free warranty included
- Things to look out for
 - Small purchase fee to be paid at the end of the agreement
- Important Information
 - This finance rate varies and depends on individual circumstances
 - The applicant will not own the vehicle until they have made the final payment and the option to purchase fee
 - Lending is subject to status and available to applicants over 18 years old

FINANCE BREAKDOWN

Financy type	Hire purchase (HP)
Monthly payments	£347.90
Representative APR	9.1%
Term	48 months

Hire Purchase (HP)
48 Months
£1,000
10,000

[Amend terms](#)

Mercedes-Benz Class 2.1 A220d Motorsport ...

Proposal

When the proposal is made, the platform is waiting for a response from the lender.

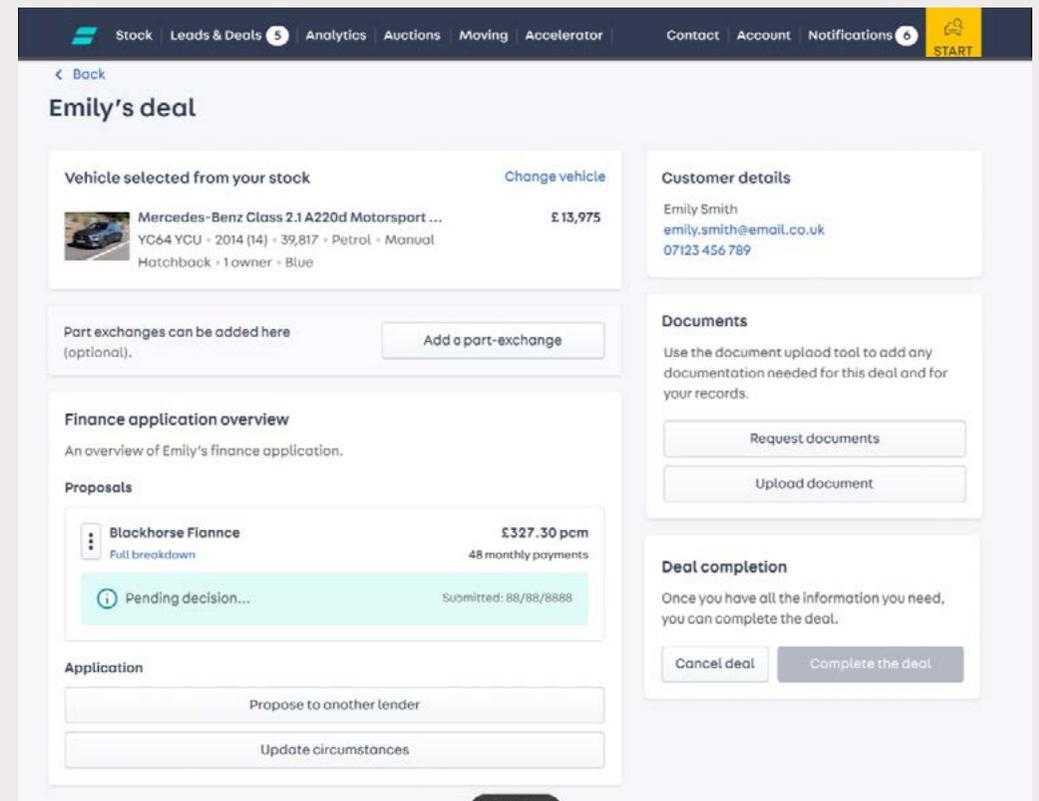
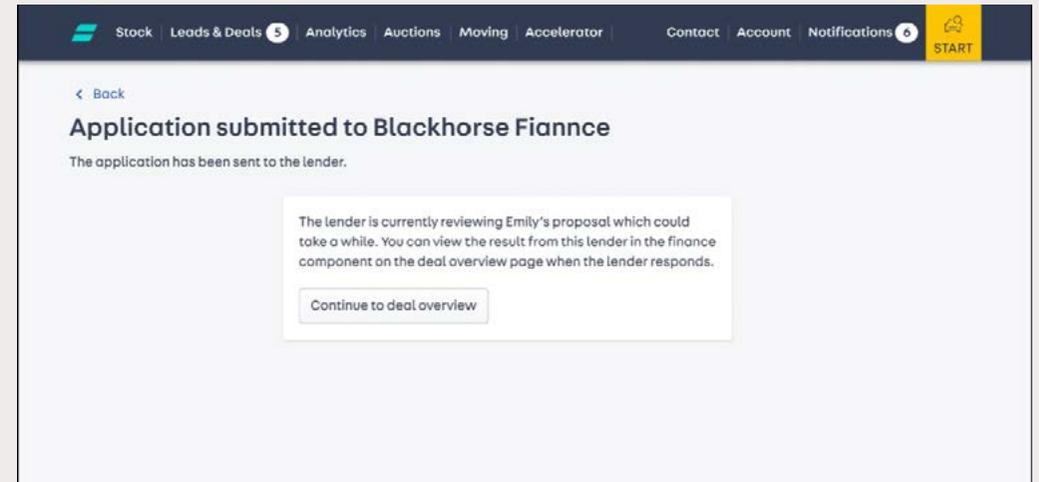
The retailer will receive a notification when a lender's decision is returned

The decision

When a lender returns a decision, that information can be seen within the finance module.

If multiple proposals have been made, this information will be displayed.

Applying for another lender or performing other actions can also be performed from this position.



How will the beta work



CONSTRUCTIVE

This is a beta all about learning.

We want you to be as constructive as possible and willing to share data & feedback, whilst understanding that not everything will be perfect. This is just a first step.



FEEDBACK

We will collect all the feedback through the open conversations between you and your Account Managers.

We want to know your thoughts throughout every step of the process.

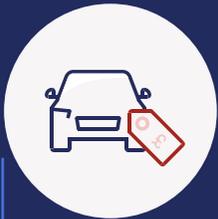


MORE DETAILED RESEARCH

From time to time, we may request a phone call with you and our product and research team to unpick specific bits of feedback.

We may also ask to schedule a video call to observe how you are using the product.

What do Auto Trader want to learn?



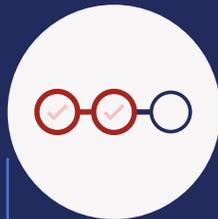
PRODUCT

What you like / dislike about the product and processes?

How do you find the interaction with customers who make an application?

How well do applications convert?

What affects conversion and why?



OPERATIONS

How you find the onboarding process?

Is setting up your finance lenders straightforward?

Are there any pain points in the process?



VALUE

Are you extracting value from it?

What are the traits of a retailer who gets good value from it?

What happens next?

There is some additional information we would like to capture to make sure we are supporting you in the best way through the beta.

Before progressing any further, we want to make sure we're asking for your time and effort in the right ways. Therefore, we'd like to confirm a few details through the following questions. This will help us determine which phase of the beta will be most beneficial for you.

How many different lenders do you currently work with and who are they?

Do you currently work with another finance solutions provider i.e. iVendi, DealTrak?

Are you comfortable that during the beta phase, the maximum number of lenders that can be set up is three?

Do you currently work with a broker?

If yes, which broker(s) do you work with?

Later in the beta phase, would you like to test the back-up broker panel to help you provide a finance package for almost any customer.

Over the coming weeks we will continue to be in touch and take you through our onboarding process to give you access to the finance management platform.



FAQs

How much will the new finance products cost?

For the duration of the beta, there will be no additional cost to you.

How many of my lenders can I set up in the Auto Trader finance platform?

You will have the ability to set up 3 of your lenders.

Can I have the same solution on my own website?

No. For the purpose of the beta, we only want you to try our finance platform to manage your walk-in customers.

How long will the beta/free of charge period run for?

There are several different phases/features we want to test over several months. There will be no additional charges to you for the duration of this.

Can I update the part ex valuation price after the finance application has been approved?

Yes. There will be the ability to update the part ex valuation within the finance management platform after an application has been approved.

Can I set a preferred default lender?

You will be able to set up a maximum of 3 of your primary lenders. There will be no ability to set a preferred lender. Lenders will appear in order of the total amount payable, based on customer eligibility.

If I need any support with my set up, who can I ask?

For any support, please reach out to your Account Manager.





We believe there is
a smarter way
to sell finance

 AutoTrader

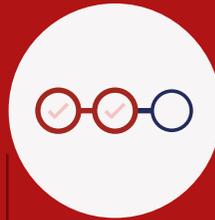
Here to help...



IMPROVE CAR BUYING

1 in 3 people don't buy because the process is too hard. That equates to 1 million lost transactions annually

Together, we can make that a thing of the past



REMOVE INEFFICIENCIES

The automotive ecosystem is fragmented, causing lost profit opportunities throughout that damage margins.

We use our position to remove them



INCREASE YOUR PROFITS

We exist to help retailers sell more cars, faster and more profitably than the day before

A finance solution that's great for customers and great for retailers. The best of both worlds.