HOW DOES A LUXURY DEALERSHIP SELL $50,000 PREOWNED CARS FASTER?

It teams with LotLinx.

Valerie Valenzuela, Marketing Director
Jaguar Land Rover Aston Martin Newport Beach, a division of Pendragon North America

DEALER PROFILE
Pendragon represents Land Rover, Jaguar and Aston Martin in multiple locations in southern California including Newport Beach.

RESULTS
December 2015*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>VDP Views</td>
<td>1,535</td>
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<tr>
<td>Models Visited</td>
<td>73</td>
</tr>
<tr>
<td>Amount Invested</td>
<td>$3,998</td>
</tr>
<tr>
<td>Sales Velocity Increase – New</td>
<td>91%</td>
</tr>
<tr>
<td>Sales Velocity Increase – Used</td>
<td>217%</td>
</tr>
</tbody>
</table>

*Based on LotLinx data
The year was 1947. World War II was in the rearview mirror and optimism was in the air in America when Los Angeles car dealer Charles H. Hornburg Jr. ventured to England to meet with Sir William Lyons, founder of the Jaguar Motor Car Company. Charles’ instincts were spot on. As a result of that meeting, he became the first importer of Jaguar automobiles in America. By 1953, when imports were still a small part of the U.S. auto market, Jaguars were #1 in sales of imported cars.

Fast forward to today. Hornburg, now a division of the British-owned Pendragon North America, remains one of the most established and respected Jaguar dealer groups in the U.S.

A classic high-end auto group, it has come to represent Jaguar, Land Rover and Aston Martin through dealerships in the most affluent areas of Southern California – Newport Beach, Los Angeles, Santa Monica and Mission Viejo.

Valerie Valenzuela, a seven-year Pendragon veteran, is the Marketing Director for all nine of the group’s Southern California dealerships.

Today, digital marketing is her domain, and under her direction fall tactics and assets as diverse as websites, e-mail marketing, paid search strategy and analysis, events and sponsorships.

The dealership’s CPO challenge

With demand in today’s market for new Jaguars and Land Rovers at record levels, the emphasis at Pendragon is on ordering the right inventory and then watching it sell. The Newport Beach dealership has to watch its days’ supply on new inventory to make sure it “earns” new cars quickly, but in this regard it’s doing quite well. Although there is, in Valerie’s words, “a very limited and finite new car inventory” available to the dealership, selling new cars in its affluent markets is not an issue, and it can easily trade among the five Pendragon stores since they are all within an hour of one another. Preowned is another story, however. It is imperative that the dealership stays on top of its inventory and closely monitor...
sales. With a high percentage of its preowned cars listed at more than $50,000, holding a 2-year old Range Rover or Jaguar XK for even an extra week or two can add up to significant carrying costs.

Valerie’s constant challenge is “to find a way to increase and improve our used car efforts.”

**Her goals with preowned are three-fold:**

1) Reduce the time on lot of preowned vehicles

2) Improve the quality of prospective buyers (deeper in-market)

3) Reduce digital marketing spend

Valerie relies heavily on peer recommendations for vendors, best practices and fresh marketing ideas. She learned about LotLinx when friends in the car business reached out to her and said proudly, “Hey, check out what we’re doing.” The friends, who were associated with a Land Rover dealership, sent her a brochure about LotLinx, and Valerie says she remembers thinking “this is nothing like I’ve seen before. I was definitely interested.”

After receiving a demo of LotLinx and its patented Deeplinking® technology, Valerie knew it could work for the Newport Beach location. “We can always buy back

“When I first started at the company, it was primarily focused on traditional marketing — print, newspapers, radio — and only about 10-15% was digital. Today, I would say we’re more like 70% digital, 70-75%. So any kind of new technology that comes along, definitely we’re looking into it, and LotLinx has really been something that surprised us all.”
cars, and we can always source them at the auctions. But what we needed was something that would deliver immediate results for used cars. Although we had originally been using Autotrader and Cars.com, and they’re great tools, we felt like they were starting to get a little saturated.

**Getting started with LotLinx**

Valerie began working with LotLinx in the Fall of 2014. So far, she couldn’t be more satisfied.

“I’m very, very pleased with the ROI,” Valerie says, “because they make it very transparent. It’s just $3.99 per shopper. I like that we can set a budget, and it delivers a defined amount of leads, and then I can see that on my end through analytics. So from both a marketing standpoint and a performance standpoint, I think the ROI is phenomenal.”

Similarly, LotLinx has made a big difference in days on lot (DOL). “Just glancing at the reporting through LotLinx, it’s showing. It’s 25 to 29 days average on lot, which is very good.”

**For Valerie, knowledge equals power.**

Another thing about LotLinx that works for Valerie is the depth of insight its metrics provide her.

“Using LotLinx, I can see exactly which cars, say, in a 30-day period have received X amount of shoppers, and then I can go and share that with our sales team, and we can see, if this car attracts X amount of shoppers, why hasn’t it sold? It can give us some direction as to why. Maybe it’s priced wrong. So the intel and the analytics behind LotLinx are really useful for me.”

Going forward, Valerie believes LotLinx can help Pendragon refine its used car selling strategy, fine-tuning its tactics on a VIN by VIN basis. “That’s the next project I want to work on with the team. I know that LotLinx can get granular, so that’s definitely on my to-do list.”

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**LotLinx Compared to Third-Party Search Sites**

“We’re seeing that the traffic that [comes] in from LotLinx converts to leads. In fact, they convert better than a lot of our other referral sources.”

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**LotLinx: Transforming Digital Automotive Retail**

To set up a meeting with a LotLinx consultant, go to lotlinx.com/schedule
For general information, call 1 800 625 LINX or visit lotlinx.com

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