



CarT>st

BRAND EXPERIENCE





believe buying cars  
start & end with  
experience

[TheCarTest](#) is an independent New Car Marketplace where buyers can swipe'n'drive from a preferential short-list of cars they love the look of. Consumers can Test Drive new cars for up to a week for a small daily fee starting from \$50.00 and can arrange to have that car delivered direct to their home or office with just a swipe of the finger.

When a customer makes the decision to buy TheCarTest will help them take that next step with some exclusive member-only discounts & benefits including preferential discounted pricing direct from the Manufacturer, free servicing, roadside assistance & discounts on fuel.









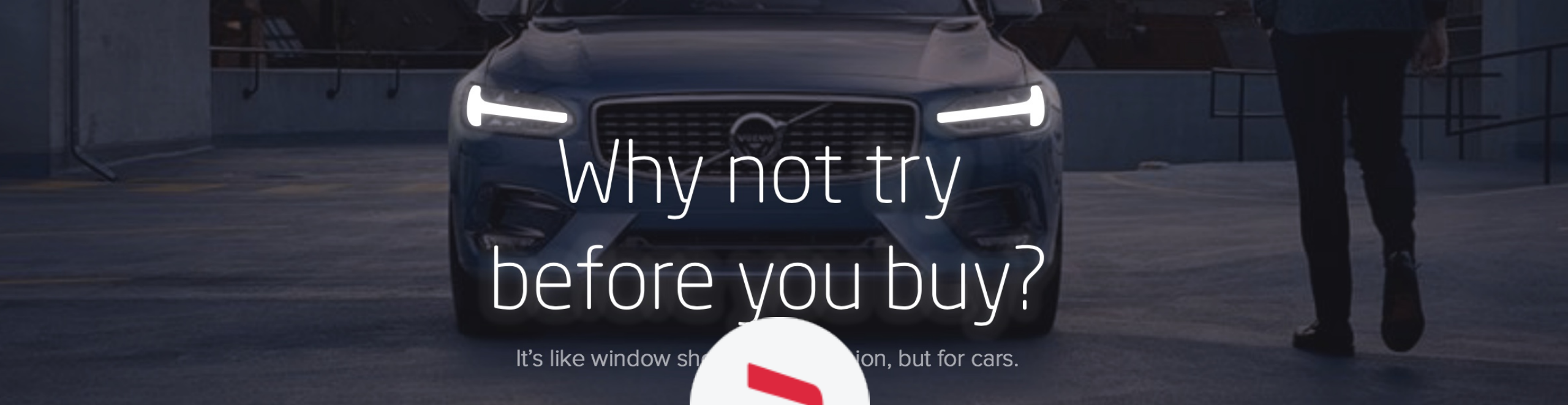
 Book your new Car Test Drive  
direct to your home or office door!

1HQ 1FT  
VICTORIA - THE EDUCATION STATE

THE CAR TEST  
.com.au

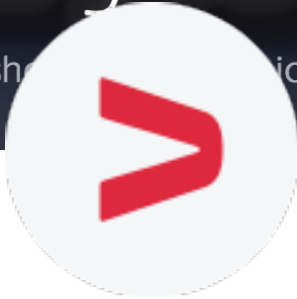
VITARA  
Turbo





# Why not try before you buy?

It's like window shopping, but for cars.



TheCarTest is your trusted mobility advisor, that offers an on demand concierge style service. Delivering a consumers short list of cars (home or office) for an extended 'try before you buy' test drive experience ranging 3 - 7 days.

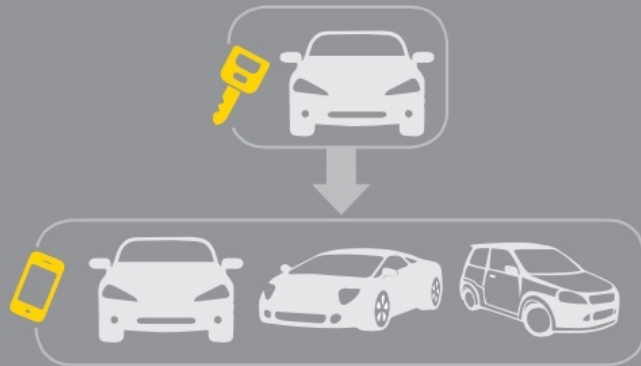
With our 'tinder style' new car match-maker we captivate the market bring the emotion back into automotive retail buying via direct Brand – to – Buyer connection.. **during the new car selection process.**

Through this unique model we have managed to introduce an omni-channel marketing initiative where the manufacturer can capitalize & activate individual preferential pricing to any particular buyer outside of their dealer network. This also gives them access to real time data about how their customers are using the cars.

# Automotive retail in the future

## Evolving from bricks-and-mortar to an omni-channel strategy

Automotive retail will shift from a product-driven to a customer-centric approach to drive customer loyalty and to adapt to changing customer behavior and expectations.



The rise of new mobility concepts and shifting mobility preferences of private and commercial customers (e.g., private- and business-car sharing, electric vehicles and an increasing role of used cars and fleet) are causing automakers and automotive retailers to rethink their current business model.

Customers are able to quickly interact and easily access information across media and devices – anytime, anywhere. This needs to reflect in the customer experience and marketing strategies.



“Achieving this transformation in automotive retail will not only require a concerted effort from both automakers and dealers, but will also demand an unprecedented level of collaboration with other stakeholders in the ecosystem, particularly insurance companies, auto finance and aftersales market participants.

- ▶ For automakers, they have an opportunity, for the first time, to not only build a relationship with the customer by leveraging connected vehicles, but also to deliver a rich brand experience through seamless integration across all customer-facing channels.
- ▶ For dealers, the transformation is a significant opportunity to streamline their operations by shedding non-value-adding functions and unlocking capital from redundant infrastructure, while taking on a wider service portfolio that contributes to better margins.

In the short term, there is a clear need for stakeholders across the automotive retail ecosystem to undertake significant change management to catch up with the broader retail industry.

This is an executive summary of our analysis of the future of automotive retail, where we discuss the key forces at play and steps that stakeholders in this ecosystem should take to meet the needs of customers, and remain relevant and competitive.”

**Randall J. Miller**

Global Automotive and Transportation Sector

# Market Analysis

**The Automotive industry is a 6.5 Trillion dollar industry with an addressable new car market of \$124mm, per year.**

**1.17mm new cars were sold down under last year & it's expected to continue at a growth rate close to 3%, with an increase in population of 368,000 people per year.**

**618,000 Aussies intend on buying a new car in 2017 in which a female will make the final buying decision for 450,000 of those.**







Kevin Petrovic

Advisor & Capital Partner

Founder & President @FlightCar  
\$40mm in capital.

*Recently acquired by Mercedes-Benz Research & Development (MBRDNA)*



Christian Schaefer

Founder

Carhood.com.au  
Market Val \$8mm  
carsales.com.au  
carsguide.com.au



Felix Landwehrmann

Brand Strategist

ProSieben, GER  
Ferrero Roche  
MaxiKing (MaxiBon).  
Carhood.com.au.



Ben Dokter

Head of Customer Experience

Wheelys.com  
Carhood.com.au.

# Consumer Analysis

618K

Australians

Intend to buy a new car in 2017

75%

Time

Researching cars spent online

90%

Of Consumers

Will not visit more than 2 Dealerships

84%

Of people

Want to purchase their new car in person

70%

Of Organizations

Believe emphasis on customer experience drives business growth

88%

Of people say they would not buy a car without test driving it first.

81%

Of consumers would prefer a different test drive experience to the current accompanied test drive.

# Benefits to Consumer

*A whole new experience for the consumer makes buying that new car as easy as 1 2 3!*



## New Test Drive Experience

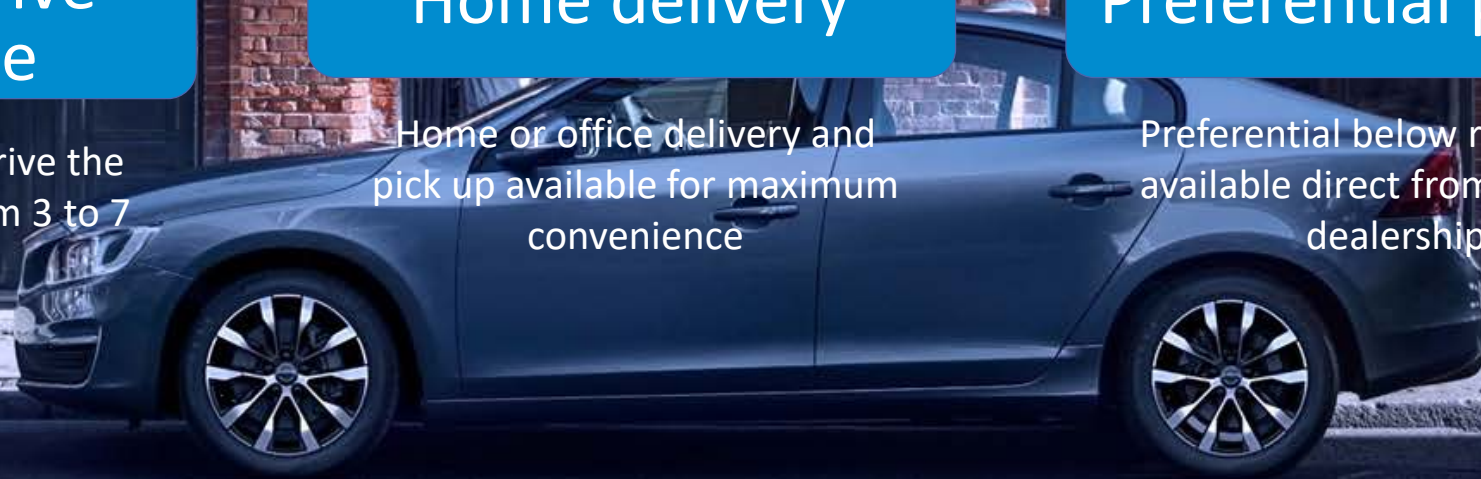
Consumers can test drive the car of their choice from 3 to 7 days.

## Home delivery

Home or office delivery and pick up available for maximum convenience

## Preferential pricing

Preferential below retail price available direct from the local dealership





# Benefits to Manufacturer

*We keep the sale local whilst providing unprecedented access to real time data and feedback from consumer test drives*



## Direct Conquest Consumer channel

This direct brand – to – consumer conquest marketing channel enables the brand to Individually Incentivize the buyer.



## Mobility as a Service

The Manufacturer has the ability to mobilise a new car fleet through the program, thus generating future revenues.



## Real time data and feedback

Customers will be required to give feedback on each car tested which will be passed on directly to the manufacturer

# CarT>st

## Budget & SIZE

Select your budget and preference in size to easily narrow down the entire new car range from 250+ screaming designs.



## SWIPE N DRIVE

Now swipe to your hearts content. Shortlist the cars you wish to try and we will deliver the vehicle to your home or office for a stress free 3-7 day test drive.



## SIGN UP

Signup to swipe, drive and receive exclusive discounted pricing once you've found the perfect match.

# CarT>st

## READY TO BUY?

Once you're ready to buy we'll apply the discounts you were awarded during the test drive and send you an offer.

The offer is valid for 90 days and available from your local dealer.



## SWEET DEAL

Receive free roadside assist, 3 years free servicing and a full refund on test drive fee's reflective of the vehicle purchased.



## RATE & REWARD

Rate your test-drive and get rewarded.

*Manufacturers want to know what you like and what you don't so they can continuously improve their cars.*

The more your rate the better your reward.

*Ratings for various lifestyle applications can be completed up to 3 times a day.*

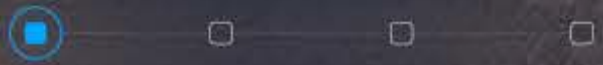




# Why not try before you buy?

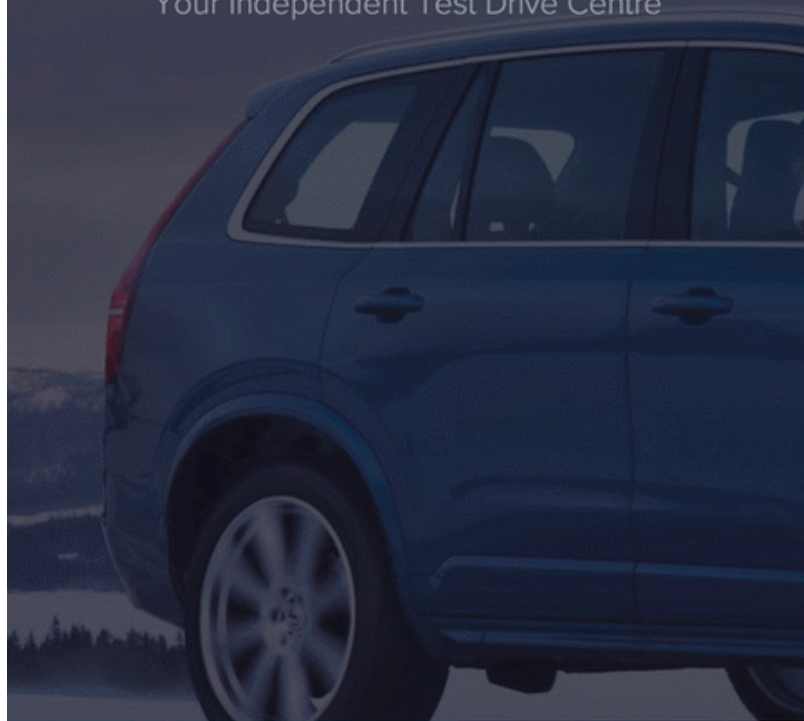
It's like window shopping for fashion, but for cars.

ENTER NOW



# CarT>st

Your Independent Test Drive Centre

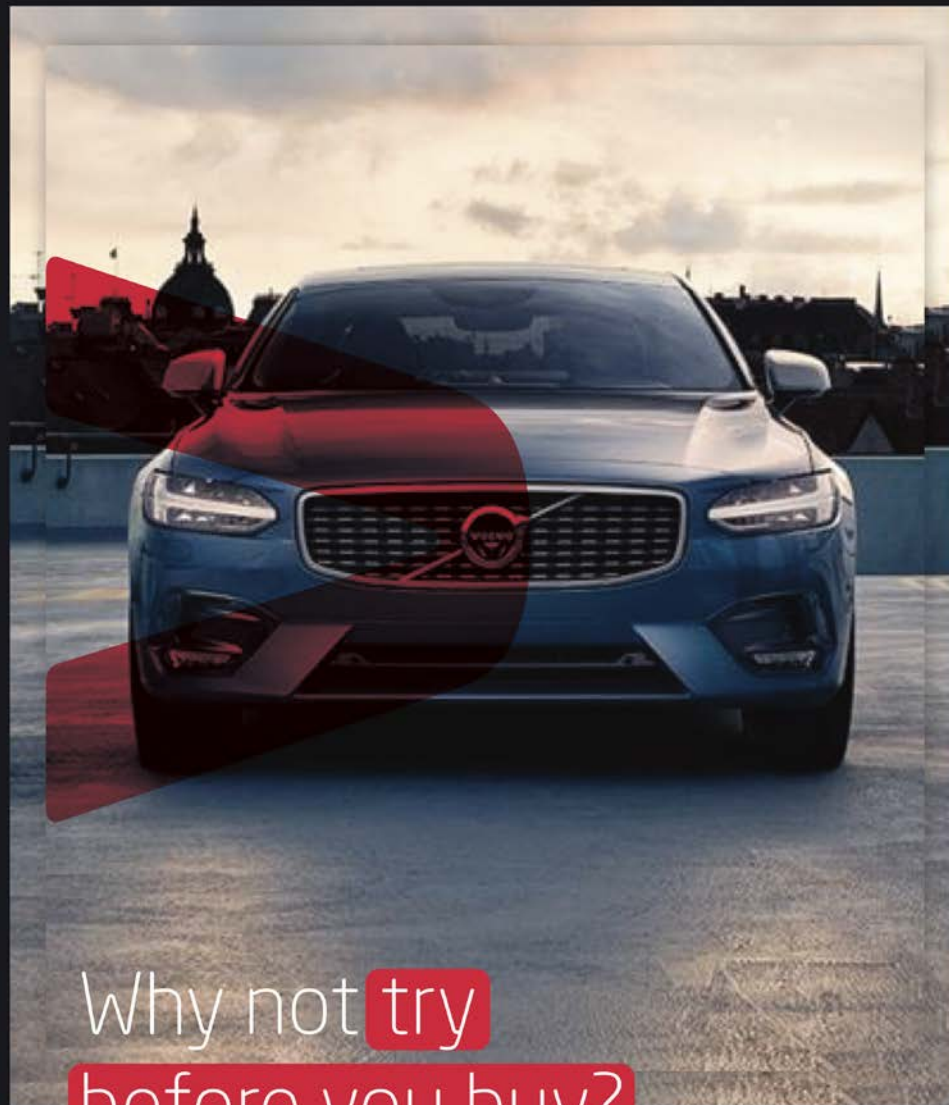


CarT>st



Going to  
the Gym?

USE CAR TEST



Why not **try**  
**before you buy?**

It's like Car Dating: Drive before you buy.  
Just like dating, you need to test drive before you  
commit. Why not "date" your next car before tying  
the knot with it?

CarT>st



A man in a black suit and white shirt with hands clasped. The image is a close-up of the man's torso and hands. He is wearing a black suit jacket, a white dress shirt, and a black necktie. His hands are clasped together in front of him, with the white cuffs of his shirt visible. The background is a solid dark grey color.

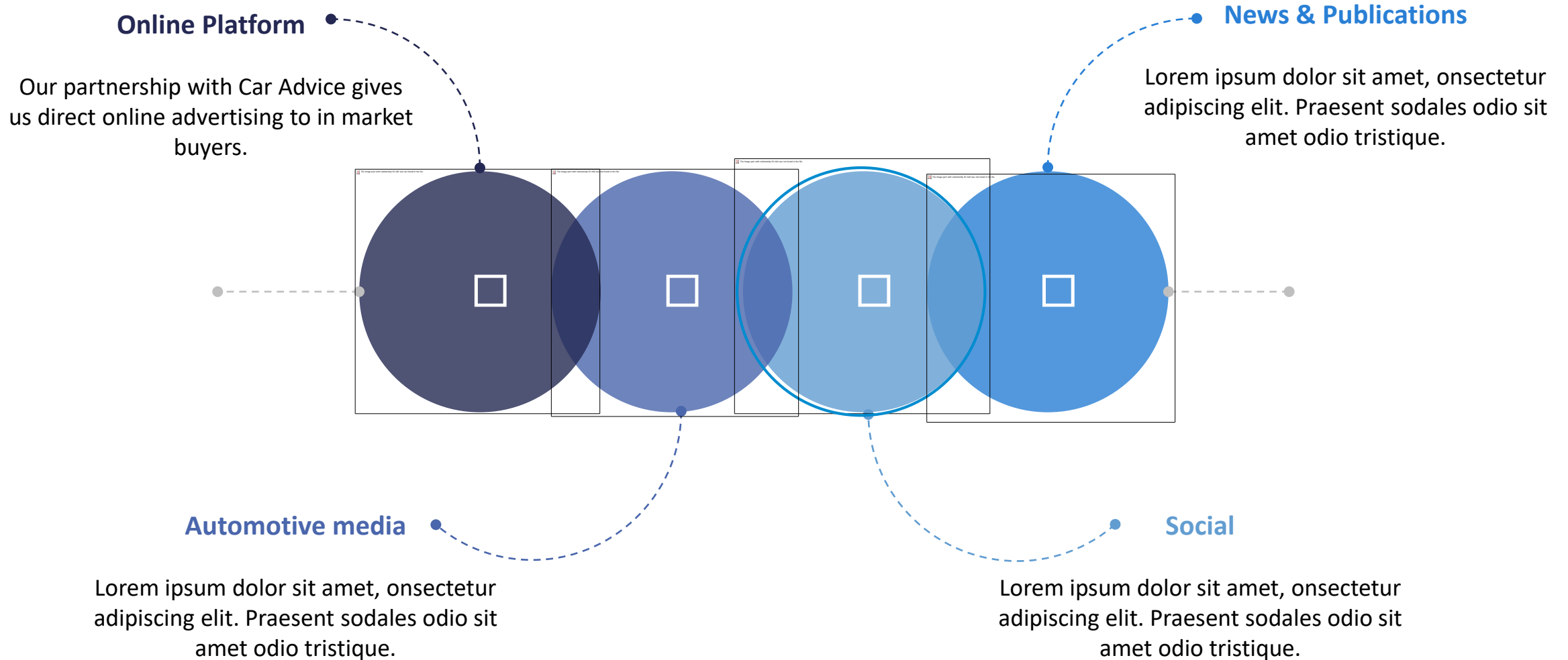
Trusted

Mobility

Advisor

# Marketing approach

Insert your subtitle here. This space is good for short subtitle





# 2016 Suzuki Vitara RT-X Diesel she says, he says



Japanese brand expands its baby SUV range with turbo diesel option.

July 7 2016 Daniela Intili and Stephen Ottley



Suzuki Vitara RT-X she says he says video review Daniela Intili and Stephen Ottley drive the new more powerful offering from the Japanese brand.

- Suzuki adds diesel power to Vitara range
- Suzuki Vitara review

He: Well you can't accuse Suzuki of resting on its laurels with the new Vitara. It won the Best City SUV category at the 2015 Drive Car of the Year awards but was criticised for its rather underwhelming engine. But since then the Japanese brand has added a 1.4-litre turbo petrol and now this turbo diesel engine. This is

BT Su for L

✓ Track your su side your onli

✓ Get your supe in a few clicks

Join Now + disclain

MOST POPULAR AR



Search site

MAKE, MODEL & SERIES

SUZUKI

Select Model

Select Series

PRICE RANGE

Min \$ - Max \$

VEHICLE STYLE

Body type / size

Select Color

Select Door

Select Seat

VEHICLE CONFIGURATION

Transmission

Engine size (litres)

Select Power

Driven wheels

NEW CARS USED CARS NEWS/REVIEWS

1 - 10 of 34 results for "SUZUKI" SORT BY: Best

## Suzuki Swift GL Navigator

1.4L, 70KW (Petrol - Unleaded ULP)  
Automatic 5 Do  
Front Wheel Drive 6.2L/  
5 Seats 70KV



## Suzuki S-Cross GLX

1.6L, 86KW (Petrol - Unleaded ULP)  
Constantly Variable Transmission 5 Do  
Front Wheel Drive 5.8L/  
5 Seats 86KV



## Suzuki S-Cross GL

1.6L, 86KW (Petrol - Unleaded ULP)  
Manual 5 Do  
Front Wheel Drive 5.8L/  
5 Seats 86KV



Home Car Showroom Suzuki S-Cross

# Suzuki S-Cross

YEAR: 2015 VARIANT: GL HATCHBACK (from \$22,990)



PRICE FROM \$22,990



Body type	5 seater hatchback
Safety	★★★★★ ANCAP
Engine size	1.6L, 4 cylinder
Performance	Power: 86KW Torque: 156m
Fuel economy	5.8L/100km
Transmission	Manual
Drive rating	N/A

ENQUIRE NOW

YOUR NAME\*  
Eg. John Smith

YOUR EMAIL\*  
Eg. john@smith.com

YOUR PHONE NUMBER\*  
Eg. 0423492148

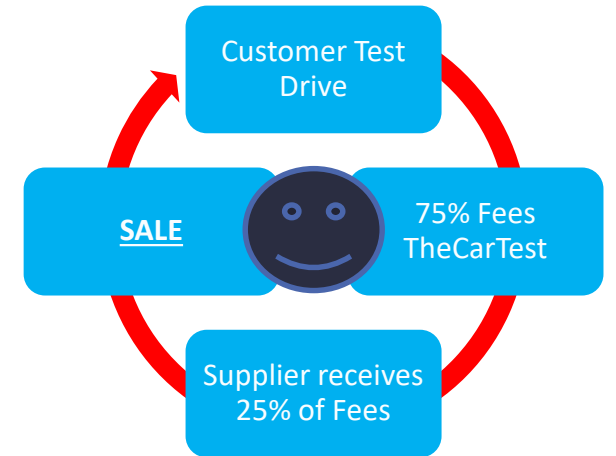
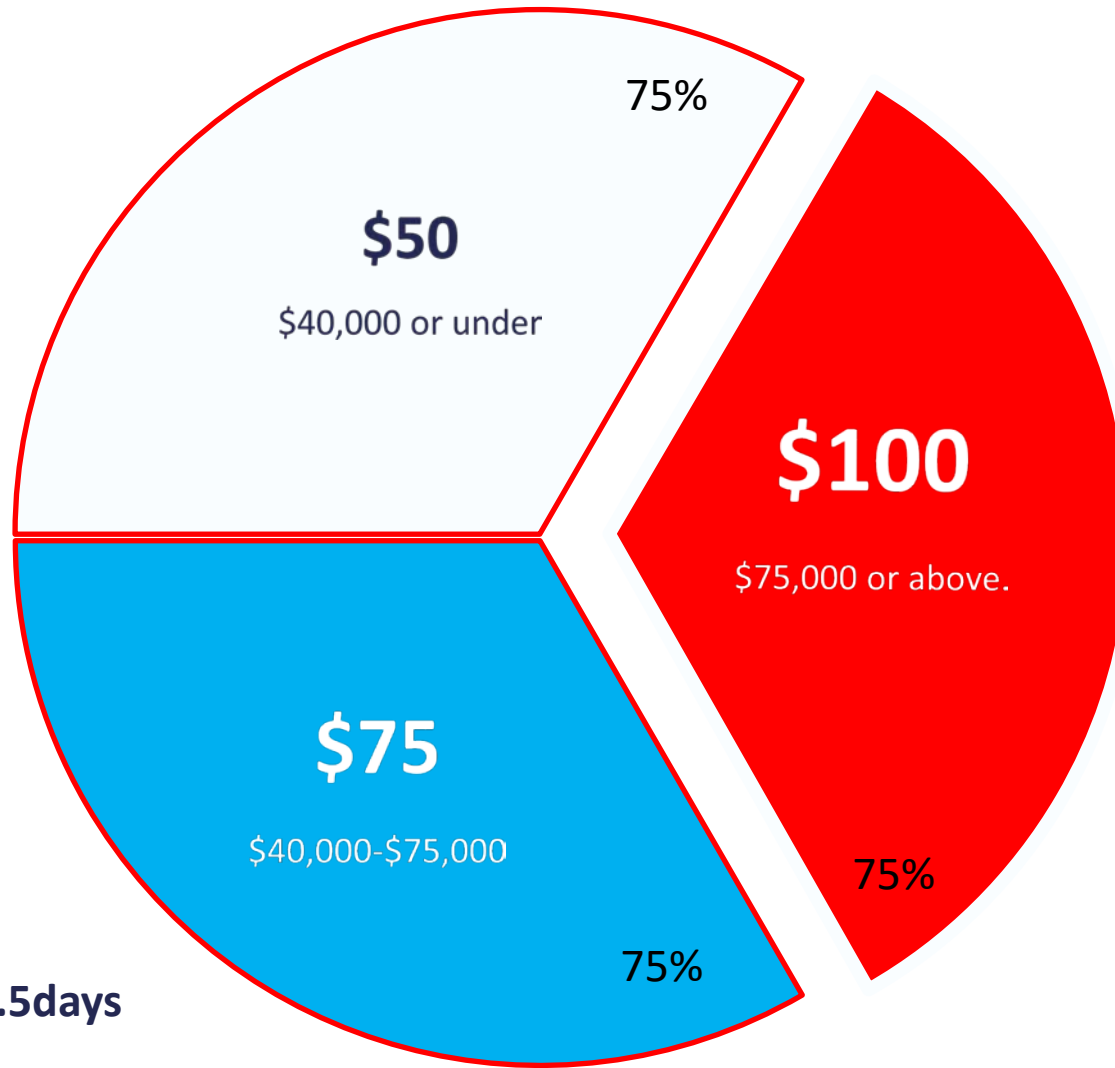
YOUR POSTCODE\*  
Eg. 3000

COMMENTS

SEND

Protect yourself against fraud. Your IP Security Policy and Privacy Policy





Avg. Customer Drives **4 vehicles**  
 Avg. **Duration** single test drive **3.5days**  
**Total: 14days x Fee's charged**

**We take 75% of all test drive fee's**

74% of new car buyers purchase something completely different to first intended!

# Partnerships

**BehindTheWheel** (Automotive Media Partner)

**Auto News Australia** (Automotive Media Partner)

**Sherpa Fleet** (Tech Partner)

**Atlas Car & Truck Rentals** (Commercial Partner)

**Fuzzy TV** (TVC Production & Media House)

**RideCell** (Software Partner)

**Carhood** (Australia's No.1 Car Sharing Service)

**ABC Centre** (Radio Function & Press)

**ABC Centre** (Radio Function & Press)



**RideCell**



Q&A

