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Momentum gathers pace for Alphera's industry-leading report

Momentum is gathering pace for industry research report, 'Financing the Car of the Future,' as ALPHERA Financial Services releases the latest instalment of its hard-hitting narrative.

Chapter Four explores the impact of the internet on the motor trade, highlighting the many ways that the customer buying journey has evolved. It recognises that the process has become an online and offline experience, and importantly how this affects the relationship building process to secure a sale.

The thought-provoking report was launched in Shoreditch in May 2016 to profile the many opportunities for the motor finance sector over the coming decade. It brings together a variety of diverse voices from across academia, trade bodies, dealer networks, brokers and automotive suppliers, prompting far-reaching debate across the industry.

With the full study scheduled for publication in December 2016, this is the third instalment to be released. Previous chapters covered alternatively fuelled vehicles and the conceptualisation of thought leadership.

Titled 'Looking forward: building relationships online,' it includes the thoughts and opinions of some of the UK's leading authorities on the customer journey and how it has evolved. The eagerly awaited chapter also shares the valuable experiences of vehicle manufacturers and motor dealers who are actively navigating the transition.

Further chapters will be delivered in the coming months, with themes including connected vehicles, regulation and a review of the past decade in motor finance – connected to Alphera's milestone celebration of ten years in the UK market.



Spencer Halil, Alphera UK director, is confident that this latest instalment will encourage the motor trade to examine the ways that it has been profoundly impacted by the internet, as well as other physical and virtual experiences.

Halil commented: “Today’s consumers fully expect a seamless online and offline experience. The internet has armed them with a level and breadth of knowledge that must be matched by impressive showrooms and well-informed colleagues that can successfully negotiate and close a deal.

“The automotive industry does continue to invest but new store formats, such as digital showrooms and pop-ups, offer a change in retail strategy that requires innovation from brands.”

He added: “Innovations in technology used in cars also continue to develop at pace; we are now operating in a highly dynamic industry where customer expectations are high. Digital technology is changing every single aspect of marketing and retailing new cars. This chapter highlights the way that the motor industry is looking to the future to ensure it always remains one step ahead.”

The completed ‘Financing the Car of the Future’ report will be launched at Alphera’s 10th anniversary later this year. For more information, visit: www.alphera.co.uk/10-years-alphera.

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For additional information or images, please contact Aimee Postle or Dan Hemming at Prova PR on 01926 776 900 or alphera@provapr.co.uk

Notes to editors:

About ALPHERA Financial Services



- Part of the BMW Group, the multiple award-winning ALPHERA Financial Services is based in Farnborough, Hampshire, and celebrates its 10th anniversary in the UK market in 2016.
- Founded on a customer-centric culture of innovation and a suite of market-leading commercial and consumer finance products, Alphera UK has grown consistently year-on-year and now supports in excess of 1,300 broker, franchise and independent partners for all marques (outside of BMW and MINI).
- Taking a lead in the premium space, Alphera is the captive finance provider for Rolls-Royce Motor Cars Financial Services and Aston Martin Financial Services, as well as being the official partner for the Tesla stores in the UK.
- Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany.
- www.alphera.co.uk/10-years-alphera/ / E: info@alphera.co.uk / T: 0370 505 0137 / @AlpheraFS