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## **Alphera marks sector growth with unique 10<sup>th</sup> anniversary event**

Despite a decade of disruptive influences - including a challenging political backdrop, periods of recession and boom, new FCA regulations and advances in technology - the motor finance industry has continued to grow. Figures recently released by the FLA show growth of 6% in consumer finance new business in October, compared with the same month last year.

To mark its contribution to this sector growth, award-winning independent finance provider, ALPHERA Financial Services, celebrated its 10<sup>th</sup> anniversary with a unique event and the completion of a hard-hitting industry report.

The AlpheraSense experience took 60 guests on an exclusive sensory journey across five different locations as the Alphera story was brought to life in an informative, fun and memorable manner.

With entrepreneurial speakers from the arts, music and hospitality sectors, combined with collaborative workshops, strong business messages and powerful networking opportunities, the event took place in Shoreditch on December 8<sup>th</sup>.

As part of an ongoing commitment to making its mark in the sector, Alphera encouraged guests to participate in a variety of sensory experiences, including a trip to the cinema to watch a pre-filmed movie about Alphera's story to date. They also worked with a DJ in a recording studio to develop a play list, promoting the importance of listening to forward-thinking ideas and sharing these with colleagues. A graffiti workshop with professional artists brought the sense of touch to life and a pop-up restaurant was the venue for an immersive taste and smell experience where guests designed the menu for an elaborate dinner at the luxurious Courthouse Hotel later that evening.

A definite highlight however was the unveiling of Alphera's full thought-provoking report 'Financing the Car of the Future', which brings together foremost academics,



industry experts, leading brokers and motor dealers to deliver a forward-thinking view of motor finance. Its content explores a variety of themes, including connected vehicles, customer behaviour, online relationships, regulation and projections on the future of the industry. Each of the six chapters is connected to Alphera's milestone celebration of ten years in the UK market and will be further updated and enhanced as the report evolves.

Ross Brandrick, Group Business Manager at Richard Sanders Group, commented: "It's been a real pleasure to partner with Alphera over the past 12 months on developing the 'Financing the Car of the Future' report. The goal to create something which truly embodies the spirit of collaboration and partnership within the industry was an ambitious one but the document speaks for itself – bringing together dealers, brokers, academics and industry influencers to debate the future of automotive retail.

"Not only is this project an example of doing things differently, but Alphera's decision to reveal the document at the AlpheraSense event was a truly innovative way of approaching the launch. Through AlpheraSense, we experienced things we had never done before, enjoyed meeting entrepreneurs and creative thinkers from a diverse set of backgrounds and embraced a number of key messages about how we take our business forward. Long may this fresh way of doing things continue."

Brian Morrison, MD of Turriff-based family business Morrison Motors, added: "We have been working with Alphera now for eight years and continue to increase the portfolio of finance products offered to our customers.

"The Alphera team is always on hand to support our business and the AlpheraSense event was another example of taking a fresh approach to deliver real benefit.

"We certainly didn't expect to spend the day doing graffiti, preparing a meal or meeting a rally driver; but the message from all of these activities was clear. We all need to be challenging ourselves to think differently to meet the needs of the future car buyer. Alphera has put a real stake in the ground to show that it will be with us on that journey."



During the event, Spencer Halil - Alphera's UK director - was keen to unveil Alphera's unique and forward-thinking aspirations for the future, encouraging collaboration and promoting the importance of bringing the industry together.

He said: "It is vital that as an industry we look to the future together; anticipating customer trends and building an awareness of the regulations that might be coming down the road.

"What's increasingly clear is that we need to work in partnership to shape the pace and direction of change. I am confident that this approach to our tenth anniversary has encouraged an important collaboration, promoting engagement and buy-in from our valued dealer and broker network.

"The feedback has been excellent and I am confident that people will be talking about AlpheraSense, as well as our Financing the Car of the Future report, for many months ahead."

Gerry Kouris, marketing manager at ALPHERA Financial Services UK and organiser of the event, added: "With this thought leadership project, we challenged ourselves and our industry partners to consider the future and act more proactively. This has certainly been achieved and we are very proud that the end customer will benefit as a result."

**ENDS.**

**For additional information or images, please contact Aimee Postle or Dan Hemming at Prova PR on 01926 776 900 or [alphera@provapr.co.uk](mailto: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 10<sup>th</sup> anniversary in the UK market in 2016.
- It was recently named 'Product/Service Provider of the Year' in the annual F&I Conference and Awards 2016, beating seven other organisations to the much coveted title.
- 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/](http://www.alphera.co.uk/10-years-alphera/) / E: [info@alphera.co.uk](mailto:info@alphera.co.uk) / T: 0370 505 0137 / @AlpheraFS