



8 August 2016

## **Alphera releases second instalment of industry-leading report**

Following its successful launch in Shoreditch in May 2016, ALPHERA Financial Services has now released the second instalment of its thought-provoking industry research report, 'Financing the Car of the Future'.

Developed to shine a light on the opportunities for the motor finance sector over the coming decade, 'Financing the Car of the Future' brings together diverse voices from across academia, trade bodies, dealer networks, brokers and automotive suppliers. The first chapter covered alternatively-fuelled vehicles, while future contributions will feature connected technology, mobility solutions, online marketing and customer behaviour.

Meanwhile, the second instalment, authored by Alphera's marketing manager Gerry Kouris, takes a deeper look at the process of developing the report and highlights three key areas on which the industry should focus: avoiding the risk of doing nothing; looking outward to manage 'Group Think'; and being prepared for disruptions.

Titled 'The conceptualisation of 'Thought Leadership' as best practice', the text also launches a brand new model to the marketplace, bringing together the concepts of storytelling and thought leadership in a way that reflects the desired outcomes of the report.

Author and marketing manager at ALPHERA Financial Services, Gerry Kouris, says: "We operate in a dynamic and fast-paced industry where customer expectations are being influenced by technological development, advances in customer service platforms and the growing phenomena of fintech. It isn't an option, therefore, for those in the automotive supply chain – at whatever stage – to stand still.



“Recognising that the customer journey is changing, we have developed this thought leadership project to help our partners, suppliers and other stakeholders to identify the coming trends and adapt to the processes which will be required to meet customer demand in the future.”

Kouris continues: “This chapter summarises our thinking behind the ‘Financing the Car of the Future’ project and will, we hope, encourage even greater participation in the project over the coming months. We aim to bring together the many diverse voices in the industry and create something which will not only prompt debate, but shape the direction and pace of the industry for years to come.”

The completed ‘Financing the Car of the Future’ report will be launched at Alphera’s 10<sup>th</sup> anniversary celebrations in December, with individual chapters shared in the preceding months. For more information, visit: [www.alphera.co.uk/10-years-alphera](http://www.alphera.co.uk/10-years-alphera).

**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.
- 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