



Pendragon PLC - Investor Day

29-Jun-10

AGENDA

Time	Duration	Item	Location	Host
10:00	-	Arrival at East Midlands Parkway (EMP) Train Station – Cars to Loxley (Depart 08:15 London St Pancras and Arrive 09:45 EMP)	East Midlands Parkway Train Station	-
10:30	15 mins	Introduction & Trading Update	Nottingham – Training Room	Trevor Finn & Tim Holden
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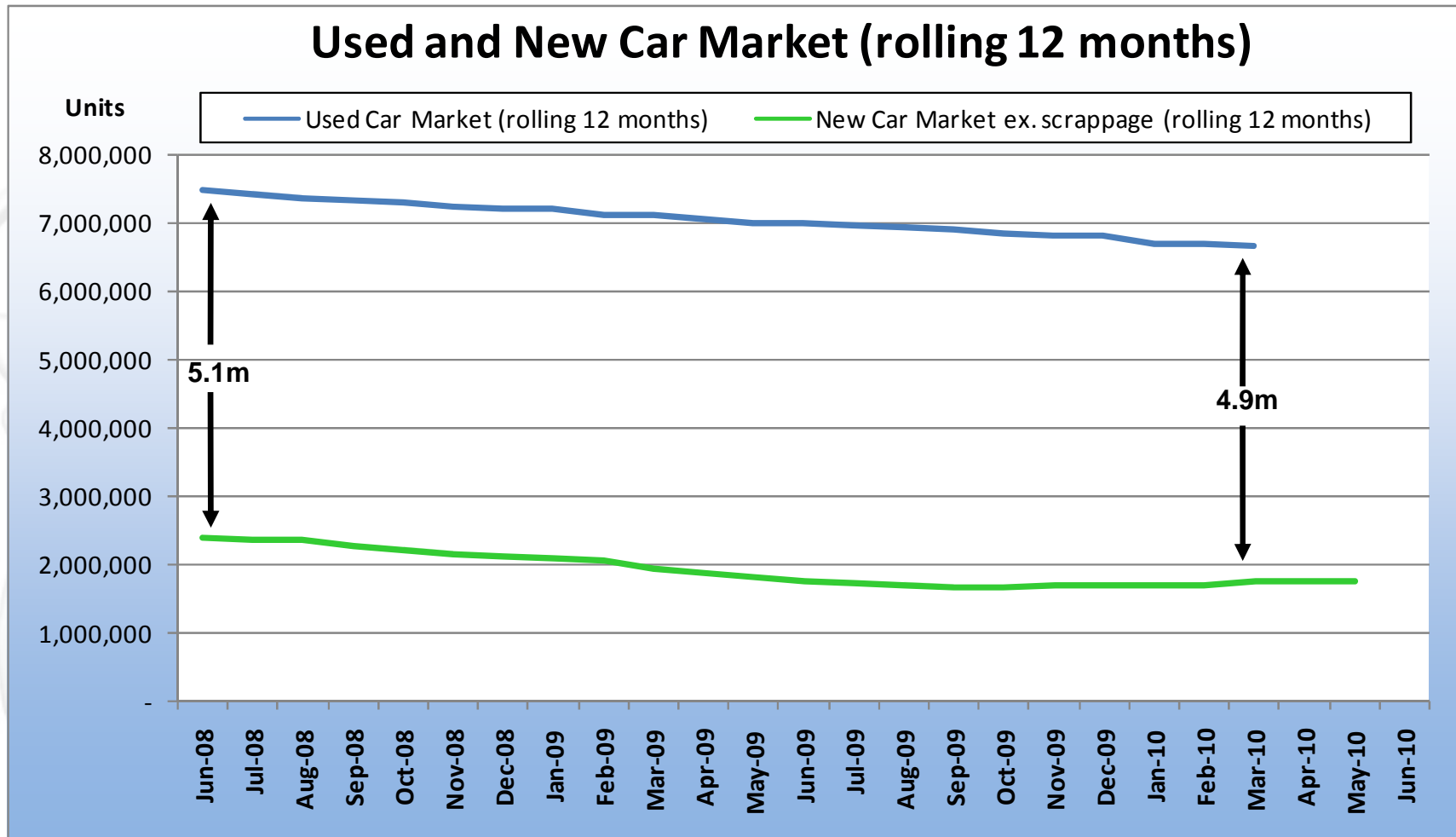


Tim Holden

Trading Update

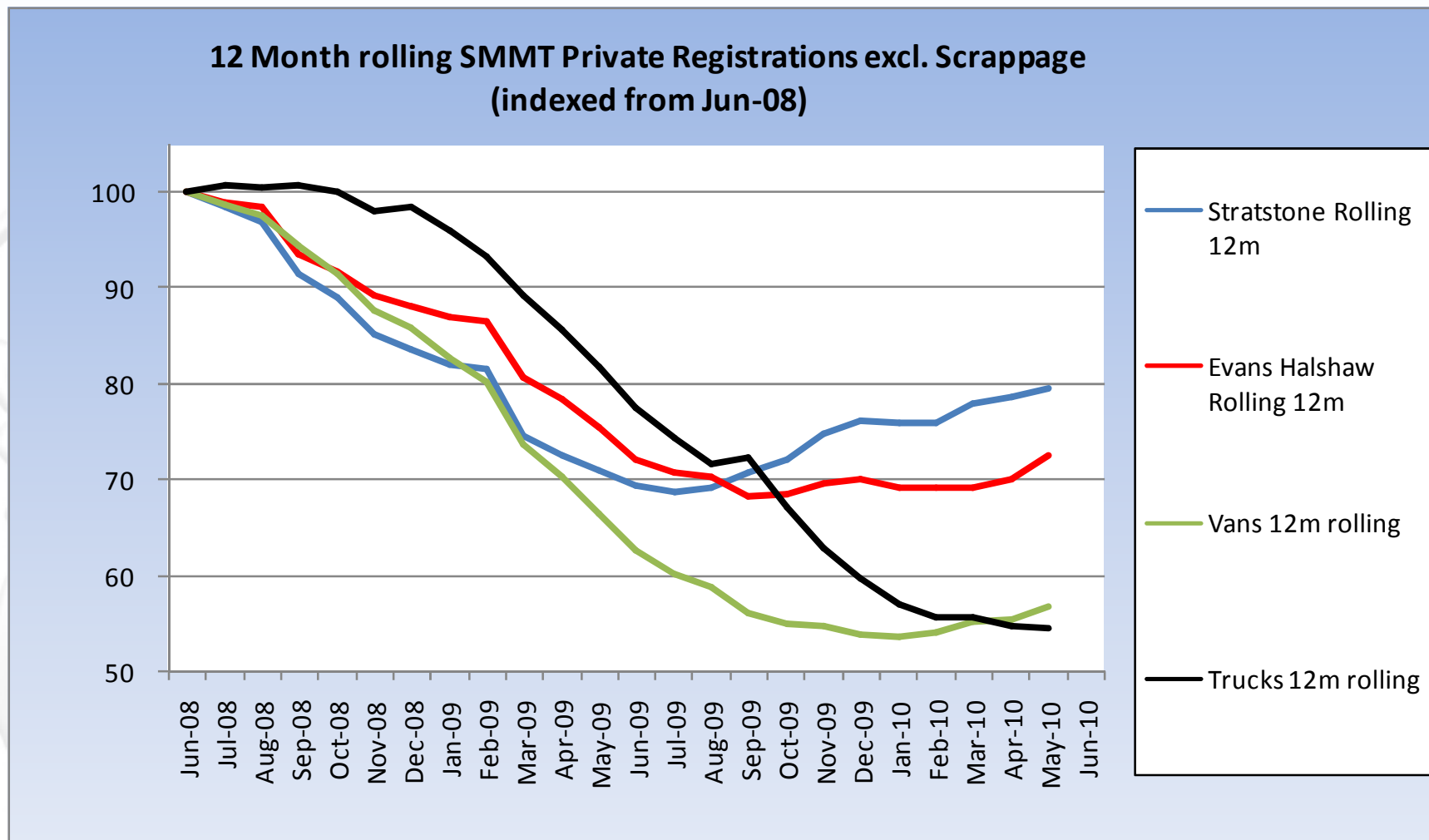
Trading Update

- Market observations



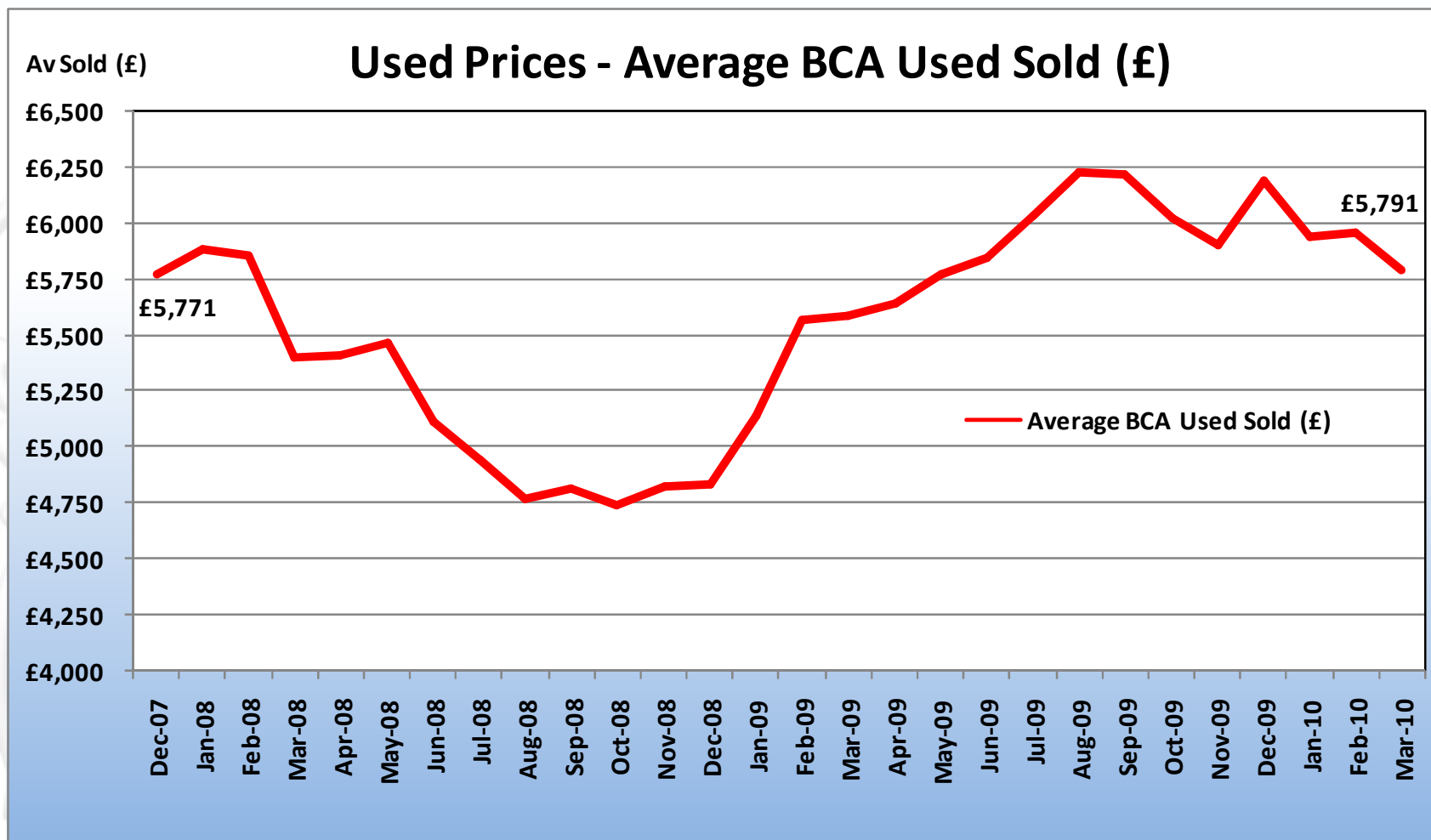
Trading Update

- Market observations



Trading Update

- Market observations



Trading Update – Key Messages

- Aftersales
 - Year on year profitability improved
 - Capacity being reviewed
- Used
 - Continuing volume growth
 - Margins stable
- New
 - Retail car sales outperforming the market excluding scrappage
 - Premium 'V' shaped recovery

Trading Update – Key Messages

- Trading Outlook
 - Focus on Aftersales growth
 - Overall Used volume growth
 - Continuing strength in Premium sector
 - Volume sector stable
- Outturn 2010
 - Half year in line with expectations
 - Full year in line with expectations

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David Hearnshaw

Aftersales - Vehicle Health Check

2010 Service Activity

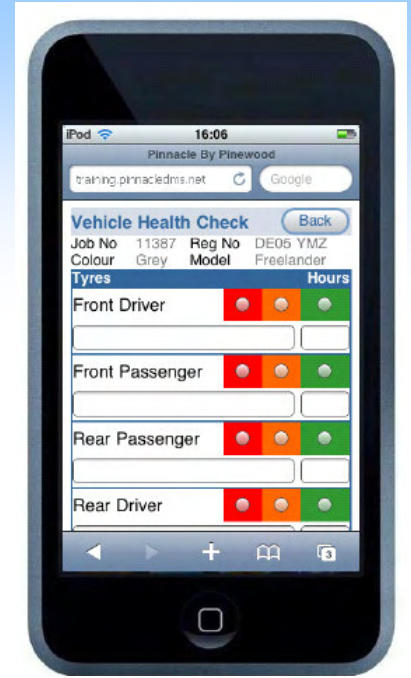
- Vehicle Healthcheck Programme
- MOT Strategy
- Used Vehicle Service Plans
- New Vehicle Service Plans



Pendragon PLC

Vehicle Healthcheck Programme

- Ipad/PC/Netbook IT integrated suite for delivery
- Fully integrated with DMS
- Consistent Sales Process
- Pricing Strategy
- Future Work Value



Consistent Process

Vehicle Healthcheck Pinnacle

Stratstone
quality with style

Technician
Completes
Vehicle
Healthcheck

Red,
Amber &
Green

Free Type
Information
into notes

Red & Amber
Work Priced by
Parts Dept &
Workshop

Parts Prices
Tyre Prices

Labour times
Non-labour

Service
Advisor
Customer
Contact

Add to Jobcard

Deferred for
future re-contact

Decline work

Outputs
from
DMS

Aftersales Diary

Technicians
Performance

Service Advisors
Performance

Mix of Work
Identified

Parts not available

Conversion of work
found

Stratstone.com

VHC

Pendragon PLC

Consistent Customer Presentation

Green

means that this item is in good condition

Amber – this item will need to be re-inspected before your next scheduled service, but it is not absolutely essential for you to complete this repair today

Red

we recommend that this item is repaired as a matter of urgency



Consistent Customer Communication

BRAKES DISCS	Red	Amber	Green	MIN	ACT'L	RECM	Report & Recommendations	Hours
RIGHT FRONT BRAKE DISC	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	22.40	22.30	22.80	Brake disc worn below minimum thickness.	0.00
LEFT FRONT BRAKE DISC	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	22.40	22.30	22.80	Brake disc worn below minimum thickness.	0.00
RIGHT REAR BRAKE DISC	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	18.40	20.70	18.80		0.00
LEFT REAR BRAKE DISC	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	18.40	20.70	18.80		0.00

BRAKE PADS	Red	Amber	Green	NEW	ACT'L	USABL	REC'M	Report & Recommendations	Hours
RIGHT FRONT BRAKE PADS	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	14.00	3.00	0.00	3.00	Booked in for pads to be replaced.	0.00
LEFT FRONT BRAKE PADS	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	14.00	3.00	0.00	3.00	Booked in for pads to be replaced.	0.00
RIGHT REAR BRAKE PADS	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	11.00	10.00	7.00	3.00		0.00
LEFT REAR BRAKE PADS	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	11.00	10.00	7.00	3.00		0.00

HUBS	Red	Amber	Green	Report & Recommendations	Hours
HANDBRAKE TRAVEL AND OPERATION	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>		0.00

Pendragon PLC

Consistent Customer Communication

Pinnacle by Pinewood ... X

Estimate Details: Job No - 93586

Customer
Company
Address
Post Town
Postcode
Telephone
Mobile

Work

Account

Description	Parts Value	Non-Labour	Labour Value	Fixed Price (Inc)	Fixed Price (Exc)	Status	Action
LIGHTS / HEADLIGHTS	156.60	0.00	110.04	0.00	0.00	Urgent	Add <input checked="" type="radio"/>
MAINTENANCE							Defer <input type="radio"/>
WHEELS / TYRES							Decline <input type="radio"/>
WHEELS / TYRES							
WHEELS / TYRES							
BRAKES DISC							
BRAKES DISC							
BRAKES DISC							
BRAKES DISCS - LEFT REAR BRAKE DISC -	0.00	0.00	0.00	0.00	0.00		

Service 03 June 2011

Warranty

MOT 03 September 2010

Brake Fluid

User Defined Date 2

User Defined Date 3

Total Exc.	Invoiced	Status	Urgent
12.00	19.50	Invoiced	x
57.94	59.13	Invoiced	✓
138.60	0.00	Declined	✓
138.60	0.00	Declined	✓
138.60	0.00	Declined	✓
266.64	209.10	Invoiced	✓
0.00	0.00	Declined	✓
204.74	169.70	Invoiced	✓
0.00	0.00	Declined	✓

Identified Value **957.12** Invoiced Value **457.43**

[Health Check](#) [Close](#)

Consistent Process

- Implementation & Accreditation
- Visibility of actions and results
- Measurability
- Discretionary / Non-Discretionary Customer Spend

Consistent Customer Presentation

Stratstone
quality with style

checkourprices
...wealreadyhave

This months tyre comparisons

TYRE SIZE	STRATSTONE PRICE			
			DATE CHECKED	

Competitive Prices. Checked Regularly.
If you can find the same tyre locally for less within 5 days, Stratstone will pay the difference!

Stratstone.com



**CHECK OUR PRICES....
WE ALREADY HAVE**

THIS MONTH'S BRAKE COMPARISONS

Brake Pads	Stratstone Price			
Brake Discs	Stratstone Price			
			Date Checked	

MINI SERVICE

Stratstone.com

Competitive Prices. Checked Regularly. If you can find the same brake disc or pad replacement locally for less within 5 days, Stratstone will pay the difference!



† Free Samples: Free on the identical basis put in demand via separate communication a 15 volume set within 30 days of the date of receipt of the order. All correspondence, we will retain the following in print. Unidentified individuals are discouraged by newspaper and by a number of other sources from the separate business. Initial business only.

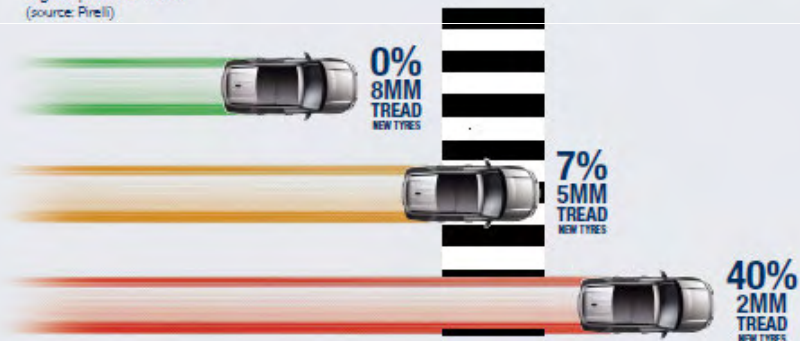
Consistent Customer Presentation

keepsafe checkyour tyresarelegal

Stratstone
quality with style

Stopping Distances of New and Worn
TYRES in wet conditions:

Legal requirement: 1.6mm
(source: Pirelli)



diduknow?

- A tyre worn to 2mm will take longer to stop on a wet road than a new tyre
- Each illegal tyre can carry a maximum fine of up to £2,500 and 3 Penalty Points
- 4 illegal tyres could result in a ban and a fine of up to £10,000

wherewouldyourcarstop?

Stratstone.com

ASK FOR A FREE TYRE SAFETY CHECK

Stratstone

TYRES

Lowest Prices Guaranteed
Prices Checked Regularly



If you can find the same tyre for less within
5 days, Stratstone will pay the difference!

Stratstone.com

Price Guarantee - If you can find an identical tyre at a competitor business within a 15-mile radius outside Stratstone Group for less, within 5 days of the date of your service appointment, we will refund the difference in price. Competitor tyre prices must include fitting, valve, balancing and disposal. Claims submitted under the Price Guarantee must be accompanied by appropriate written quotation from the competitor business. Retail customers only.

Summary

- VHC can be fulfilled at multiple touch points:
 - MOT testing
 - Used Service Packages
 - New Service Packages
 - Any Service Workshop Visit
- Multiple Products to meet differing consumer needs
- Integrated system facility to forward diarise the consumer
- Knowledge of future work £ potential
- Consistent Point of Sale Messages across all media
- Consistent Customer Experience

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Vicky Finn

Marketing Overview

Our Brands

Stratstone

Evans Halshaw

Chatfields

Quicks
.CO.UK

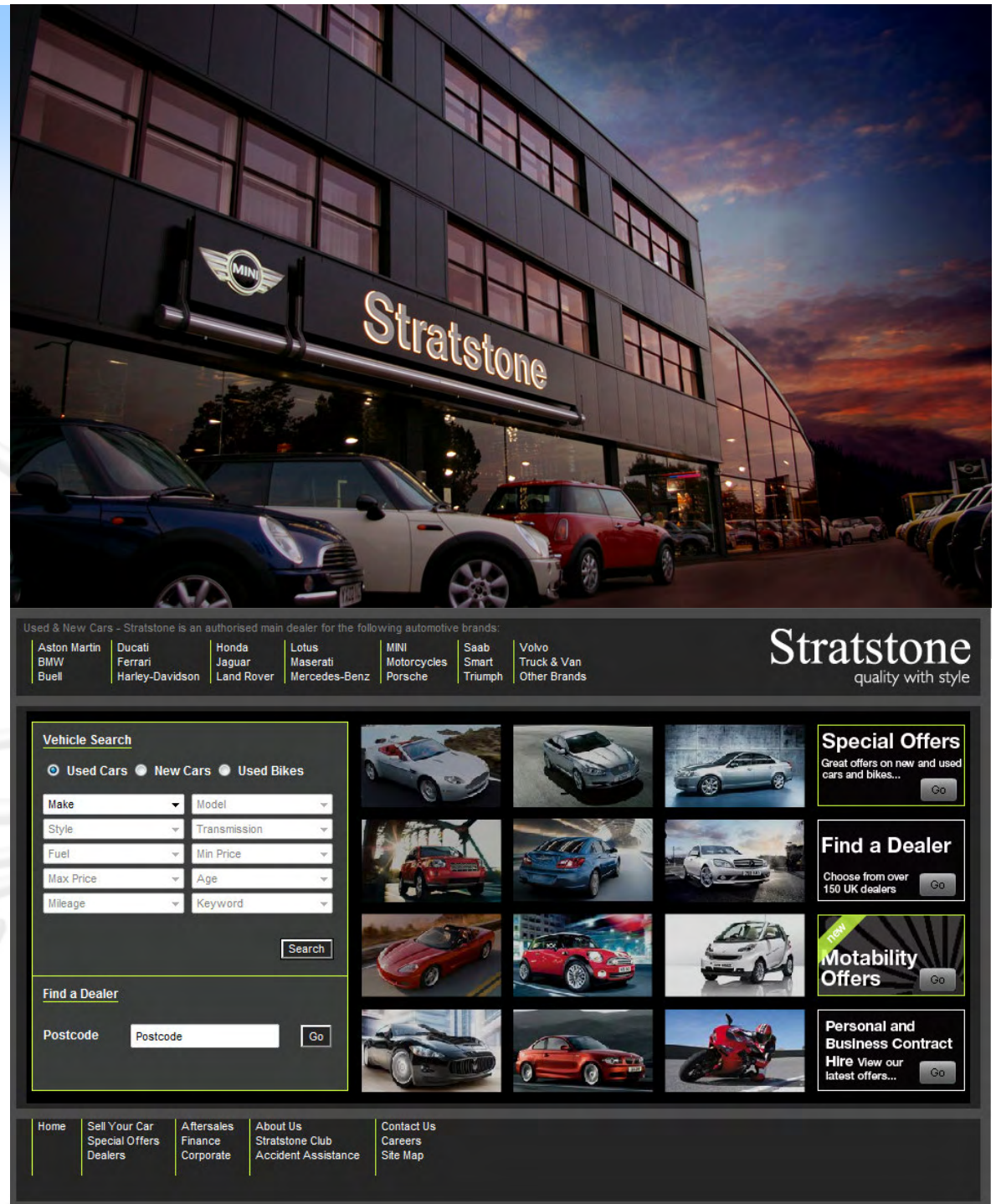
pinewood

Quickco

Pendragon PLC

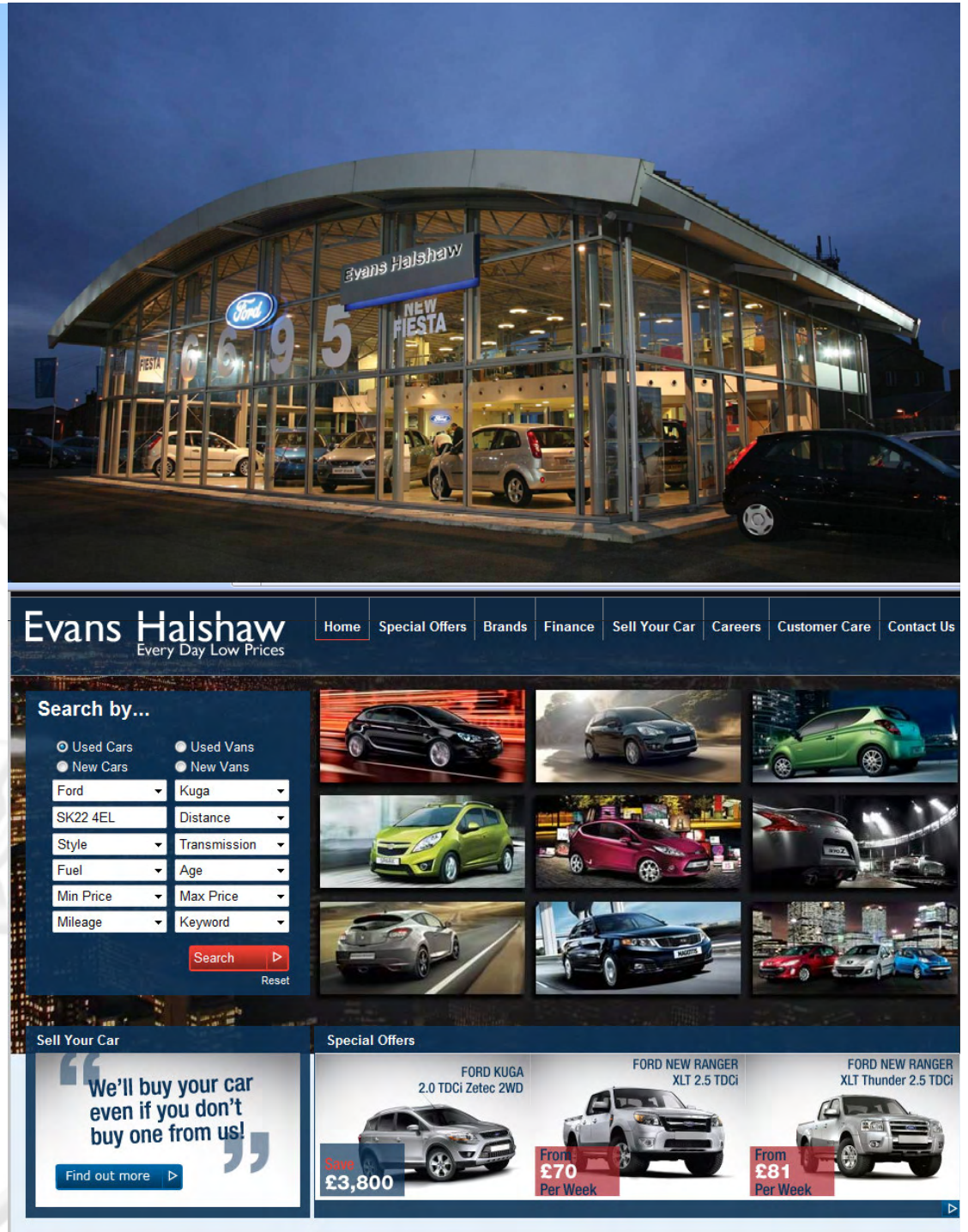
Stratstone Brand

- Leading Luxury Retailer
- 'quality with style'
- Stratstone.com
- Quarterly Marketing Campaigns
- Full Suite of Materials created in house
 - Digital Activity
 - Printed Materials
 - Dealership Merchandising
- Stratstone Club



Evans Halshaw Brand

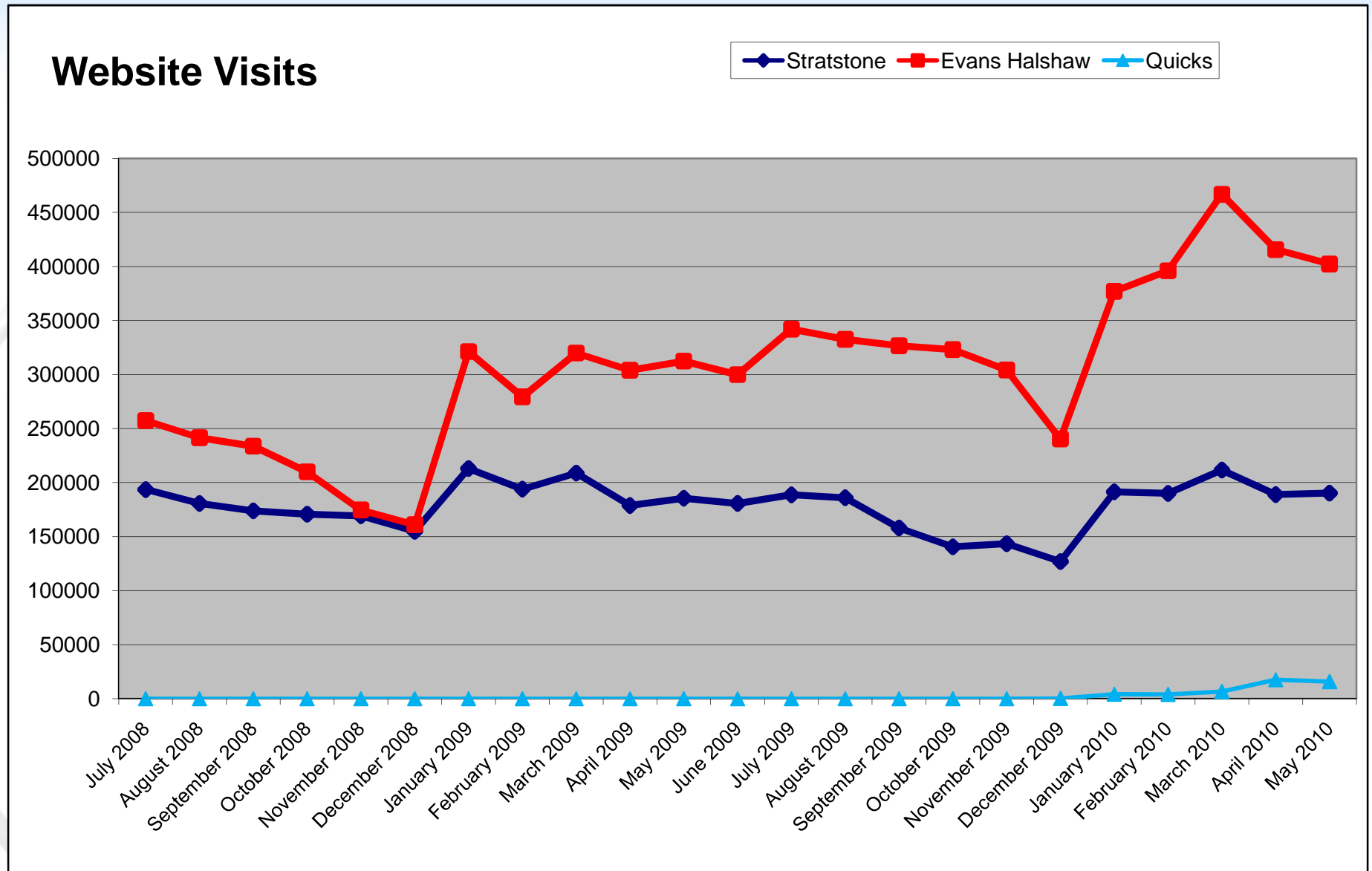
- Leading Volume Retailer
- 'Every Day Low Prices'
- evanshalshaw.com
- Monthly Marketing Campaigns
- Full Suite of Materials created in house
 - Digital Activity
 - Printed Materials
 - Dealership Merchandising
- Evans Halshaw Club



Our Websites and Digital Marketing

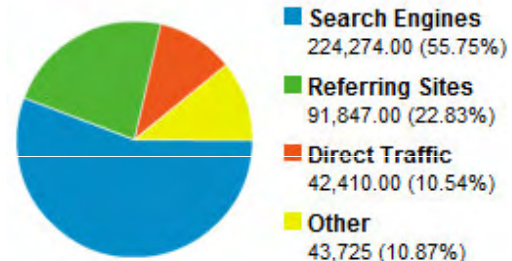
- Key Area of Focus for each Brand
- Visitor Traffic, Source and Enquiry Levels as Key Measure of Marketing Success
- Database and Data Capture

Google Analytics Website Performance



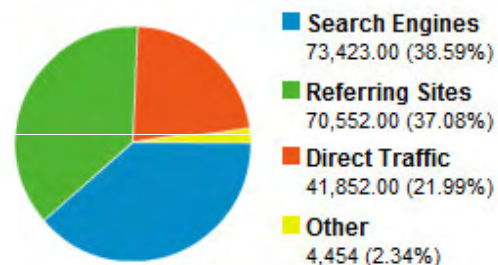
Traffic Source Analysis May – Evans Halshaw

All traffic sources sent a total of 402,256 visits

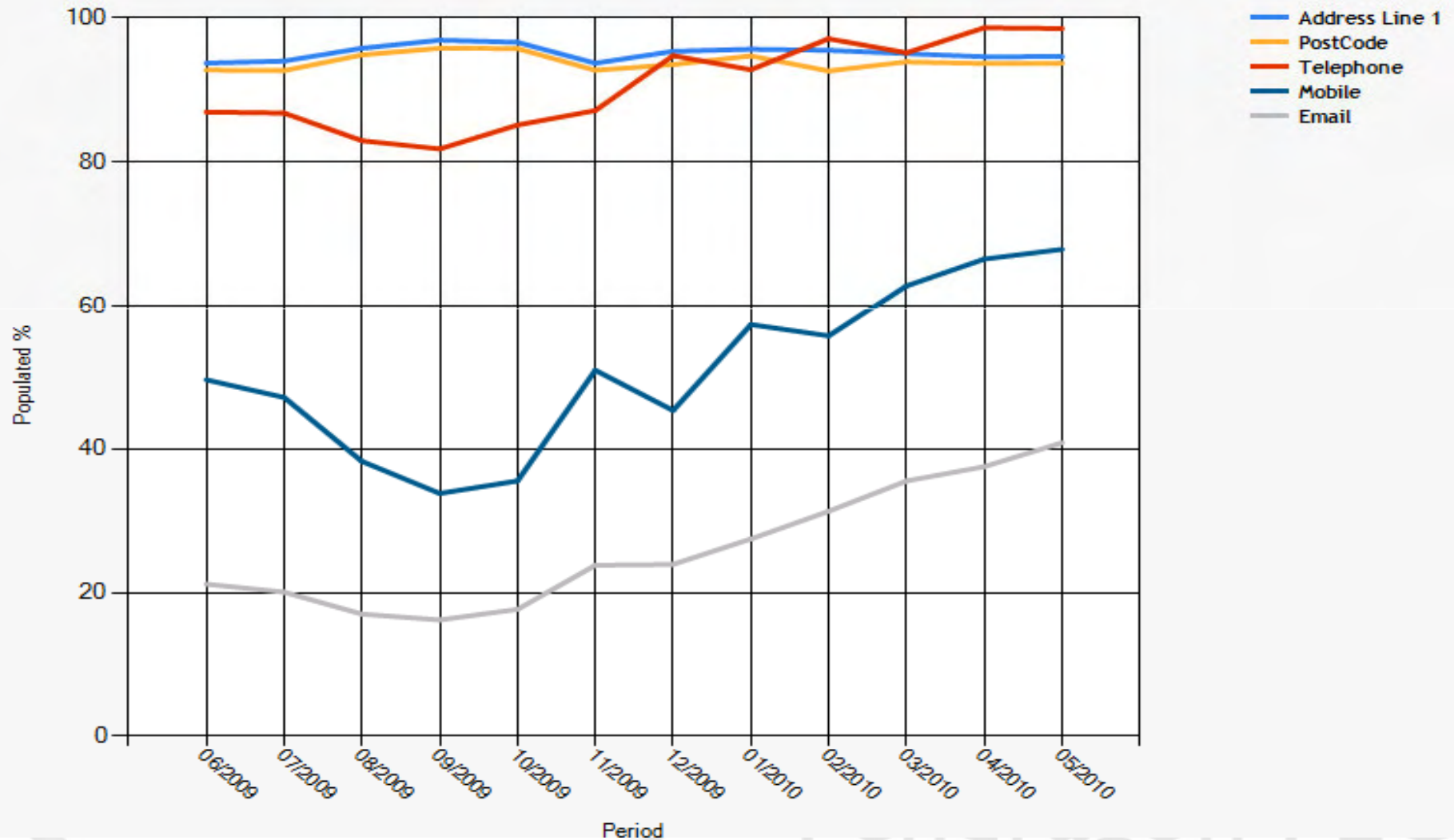


Traffic Source Analysis May – Stratstone

All traffic sources sent a total of 190,281 visits



Data Capture Trending – Evans Halshaw Example



Our Websites and Digital Marketing

- Customer Journey drives Website Content and Future Developments
- Lunar



Pendragon PLC

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Martin Casha

Datapoint

Pinewood / Datapoint

Pinewood is our in house IT company

One of three main dealer management suppliers in the UK

- Provides a unique strategic IT advantage
- Single IT platform designed in line with group requirements
- Key operational tool for leadership to monitor and review performance
- Is used for 'helicopter' / remote 'desktop' review of processes
- Enables us to have both global and drill-down view of live position of the business

Pendragon PLC

END OF PRESENTATION

Pendragon PLC