



TÜV SÜD at the IAA Mobility 2021

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Retail goes digital: lower lot times, higher profits

Munich. Used cars currently wait an average of 95 days on the lot until they are sold. These lengthy lot times represent hard cash – which can be saved with TÜV SÜD’s Car Manager ONE. This system enables dealers to identify slow sellers and pay particular attention to marketing them. But digital remarketing is only one of the topics addressed by TÜV SÜD at the IAA Mobility 2021. Others include new mobility, cyber security, PTI 4.0 and sustainability. IAA Mobility 2021 will take place in Munich from 7 to 12 September. TÜV SÜD can be found at Stand C20 in Hall B3.

Lot times averaging 95 days generate costs that are hard to recover from the market. Based on an optimistic calculation of EUR 20 per day, a used car out on the lot will notch up costs of EUR 1,900 by the time it is sold. Lot time represents a major cost factor, particularly for large-scale car dealerships with several branches, and can seriously impact their bottom line. The most interesting vehicles are usually sold within the first 30 days, bringing in the targeted gross profit. However, acquisitions that are slower to sell may slip out of focus and gradually become problem vehicles as their lot times accumulate – alongside the costs they generate. Axel Bischofink, COO of the Mobility Division at TÜV SÜD, points out, “B2B customers can expect Car Manager ONE to streamline their vehicle management and speed up vehicle throughput. Our vehicle managers can shave three days off their lot times simply by using Car Manager ONE.”

Standardised processes save time and money

Companies seeking to be successful in the used-car business unquestionably need to continuously monitor all parameters of their purchases and sales and be on top of the condition of each individual vehicle –lot times, valuation reports, maintenance and so on – at all times. TÜV SÜD’s Car Manager ONE system is designed to bring transparency to these processes and save time and money. The number one way to achieve cost reductions and faster marketing is to generate detailed and, in particular, standardised processes for preparing vehicles for sale. For example, by means of electronic damage appraisal, performed using a mobile device that wirelessly transmits all data to the vehicle

management system. This speeds up vehicle processing while maintaining consistent quality and high levels of transparency.

One example of such a system is **NUMoS (National Used Car Management System)**.

This vehicle management system continuously analyses the current performance of the vehicle stock by comparing data of vehicle stocks with sales data. The analysis takes in factors including sales channel, brand, model, vehicle age, programmable units, price category and sales/purchasing representative.

Vehicle data can be uploaded to the system manually or via a DMS interface. The system even enables branch-related factors affecting vehicle distribution to be analysed. The continuous monitoring it provides helps to cut stock-related risks to a minimum. Bischopink explains, "The system enables dealers to keep the data from their entire fleet in view at all times. All data and documents can be accessed directly online from any workplace."

Damage management is an important key to success in the used car sector. With an extensive network of qualified damage assessors and digital control tools, TÜV SÜD can create expert reports as needed. Tangible value added is provided by local damage assessors, who offer a comprehensive service portfolio and take care of every step in the process. Using the online damage management platform, **Blue Button**, customers can access damage reports with a single click.

Further examples include **BlueNOW!**, a pre-assessment service for cases such as lease returns; **Photo Fairy**, an image tool for professional photos of used cars; and **DVS**, a fully automated drive-through solution which documents the conditions of vehicles of all kinds from passenger cars to heavy trucks.

TÜV SÜD is working on increasing the use of artificial intelligence to step up process automation and scalability. Bischopink says, "Taken together, all these applications support digital control of the vehicle inventory as well as shorter turnaround times for used cars."

For more information, visit www.tuvsud.com/iaa2021 (only available in German).

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