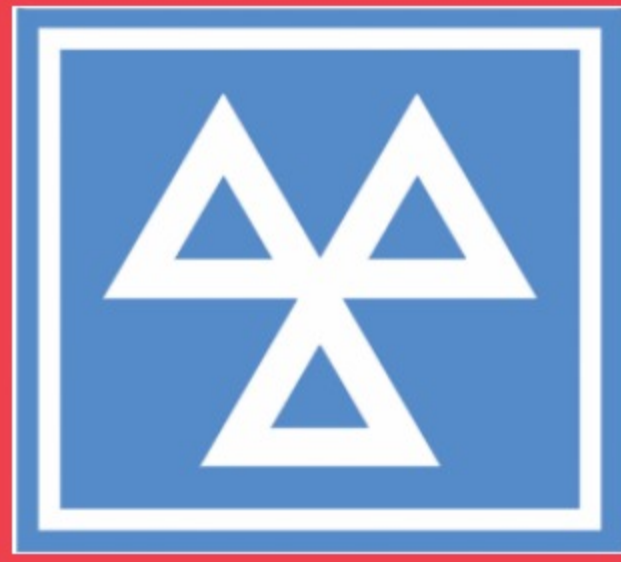


MOT

DATE CLEANSE



£1.3



BILLION

Value of the UK MOT industry (test and repair)*

£177



AVERAGE

Price of an MOT (test and repair)*

84%



WORKSHOP

Entries go to the independent aftermarket*

Background

GORDON LAMB

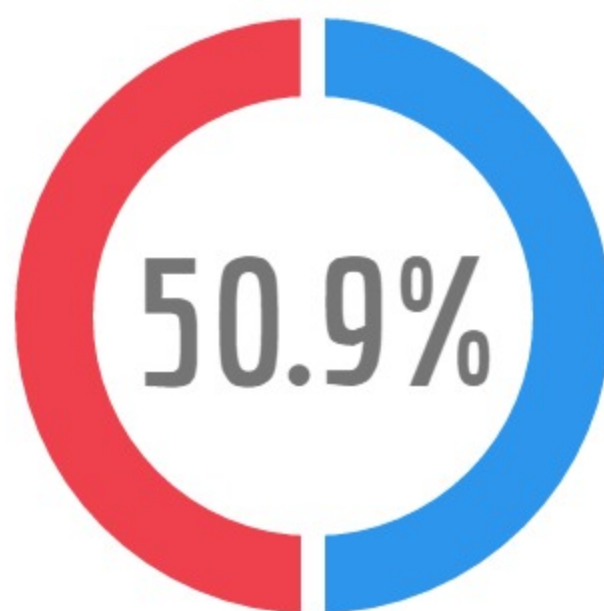
Franchise name: Gordon Lamb

No Franchises: 5

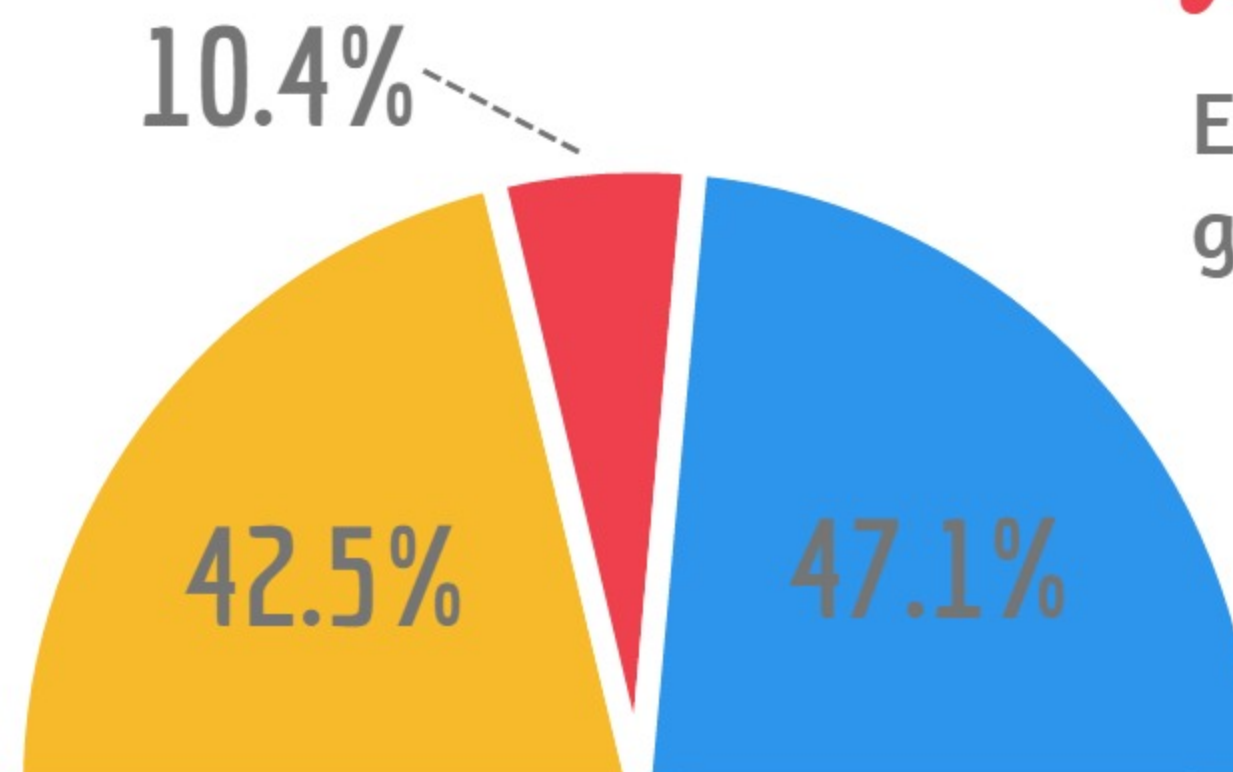
13,592 records with car ages between 3 and 8 years old were exported from the DMS and checked against the DVSA database. We identified those that had changed owner, been scrapped or had an incorrect MOT date, allowing Gordon Lamb to proactively target these customers at the right time.

Results

Records with incorrect MOT date



Incorrect MOT Date Discrepancies



> 6 months 3 - 6 months < 3 months

£122k

Estimated additional gross margin



According to figures reported by our independent service provider the industry average shows 52% incorrect records. Whilst their results are better than average, Gordon Lamb would still benefit from updating their DMS with the cleansed MOT dates and correctly following up, as by doing so, it is estimated that 25% will return to their site for work. With an MOT price of £177 including revenue generated from work identified during an MOT, they could expect an additional £122K based on 40% gross margin.