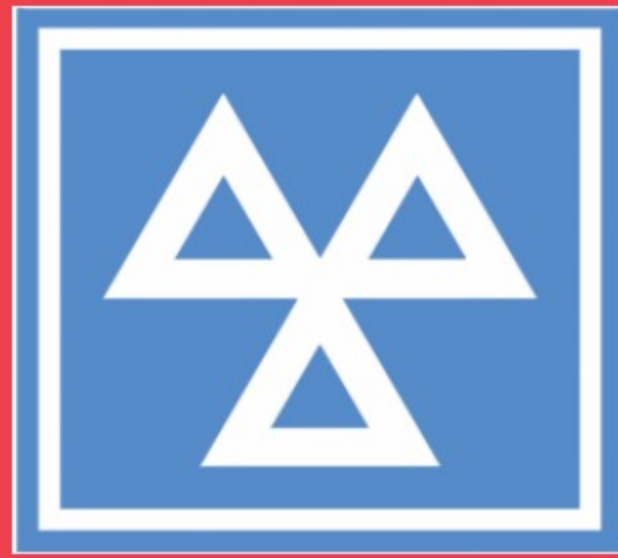


MOT

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

Underwoods
motor group



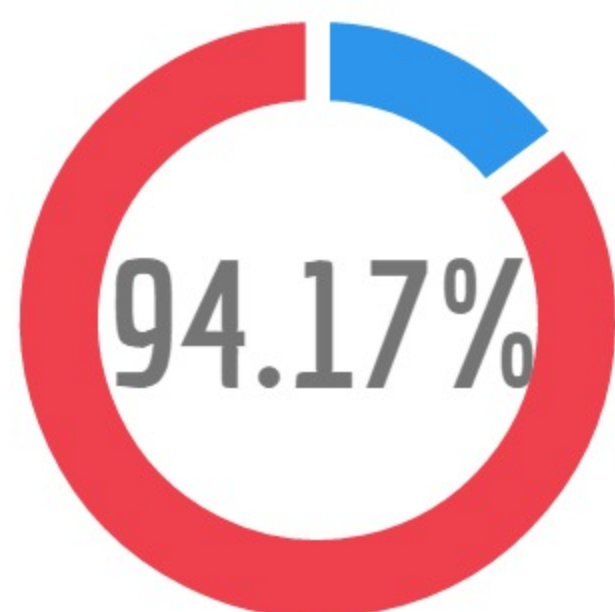
No Dealerships: 13

No Franchises: 6

In a proactive approach towards updating their DMS, Underwoods Motor Group wanted to focus on vehicle records between 3-8 years old with empty MOT dates. We checked these against the DVSA database and returned the MOT expiry date as well as identifying those that had been scrapped; allowing Underwoods to target these customers at the right time.

Results

Returned MOT
dates



£196k

Estimated additional
gross margin



By utilising their dedicated call centre to correctly follow up these cleansed records it is estimated that 25% will return to the dealer for work with an MOT price of £177 including revenue generated from work identified during an MOT, they could expect an additional £196k based on 40% gross margin.