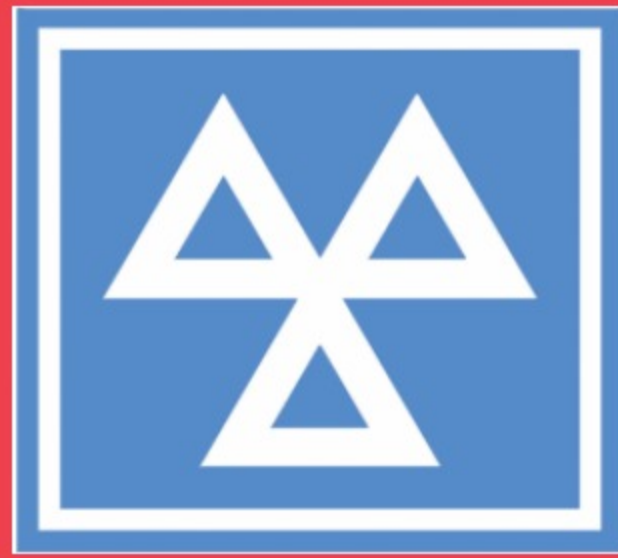


TOTAL HUB

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

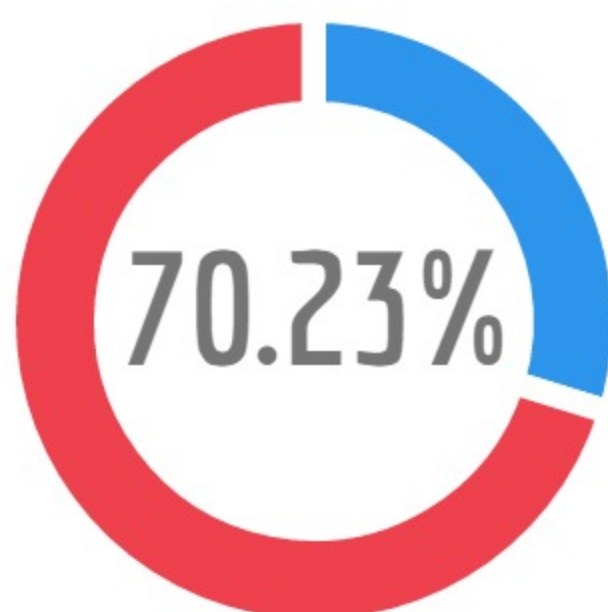
Entries go to the independent aftermarket*

Background

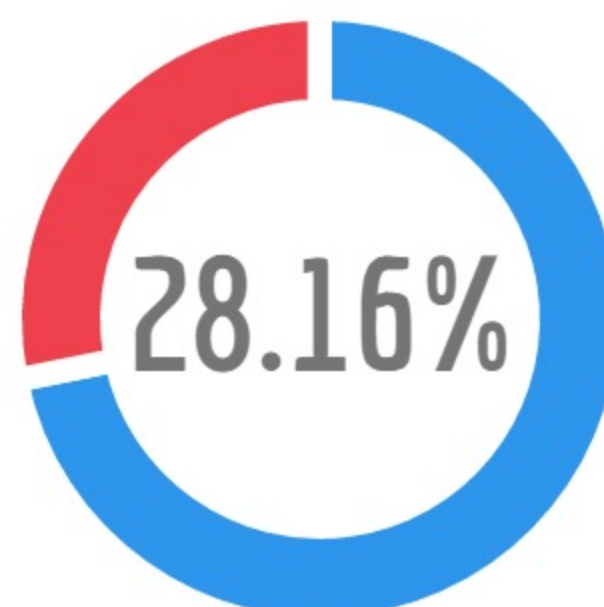
3,040 records with car ages between 3 and 8 years old were exported from the DMS and checked against the DVSA database. We identified those that had changed owner, been scrapped or had an incorrect MOT date, allowing the Hyundai dealer to proactively target these customers at the right time.

Results

Records with incorrect or no recorded MOT date



Records with a change of owner



£38k

Estimated additional gross margin



According to recent figures reported by our independent service provider the industry average shows 35% incorrect records. By updating their DMS with the cleansed MOT dates and correctly following up, 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 £38K based on 40% gross margin.