



Stuttgart, 14/03/2018

### **CECRA: car trade goes digital, but the role of car dealers remains central!**

This is the main conclusion reached by the community of European car dealers after a visit of cayu, the new retail concept launched and operated in Stuttgart by OPEL and its biggest German distributor AVAG

On the 14<sup>th</sup> of March 2018, a group of dealers from across Europe gathered in Stuttgart to discuss and take stock of the latest and most significant developments in the ongoing transition towards a digital car-buying experience. The event was organised by CECRA in the context of the 'European Car Dealership Field Visit' program, a program aimed at identifying, selecting and spreading throughout the community of European car dealers the business practices and models that are successfully reshaping the automotive market in Europe.

The logo for "cayu", written in a bold, lowercase, yellow sans-serif font.

A small store, located in one of the biggest shopping mall of south Germany, few cars standing in the showroom, a very nice configurator and a powerful website allowing the customer to realise the entire buying process online, this is what cayu is all about. The concept is designed for attracting younger buyers by offering them the possibility to seamlessly switch from the virtual to the physical shop and back. A similar retail format (called Rockar), launched in the UK about 2 years ago, is currently recording some pretty positive results on the British market. The small but significant difference between the two initiatives is that cayu is a project jointly conceived, deployed and operated by a manufacturer (OPEL) and a franchised dealer group (AVAG). The group of dealers had the opportunity to be guided through the store by Roman Still CEO @ AVAG, n. 15 on the ranking of Europe's biggest dealer groups. After having visited the store and listened to Mr Still's presentation, all guest dealers agreed that, with cayu, and other similar initiatives elsewhere in Europe, European

dealers seem to have eventually seized what an omnichannel retail experience is and are succeeding in making it real.

**Roman Still (CEO of AVAG):** *“The CAYU store is a format that allows us to find new customers. Being in a mall gives us the opportunity to reach people who were not necessarily thinking about OPEL before. In the future, I believe that this retail format will be more and more used also by other brands as a bridge between the physical dealership and the online interface”.*



**carwow**

Philipp Saylor von Amende, CEO @ carwow Germany, depicted the relationship between car dealers and the online car marketplaces. Both the dealers and the representative of carwow agreed that online car-buying start-ups' target is not to disrupt dealers' business, and that their online-based services actually help them in better meeting the needs of car buyers. The services provided to the customer by a platform like carwow is complementary to the ones typically offered by a car dealer. Test drives, vehicle inspections to estimate and approve a trade-in, repair and maintenance are just some of the services that a pure online marketplace cannot offer to a customer without the positive support of a dealer.

**Philipp Saylor von Amende (Founder & CEO of carwow Germany):** *“The biggest advantage for the dealer who is using an online marketplace like carwow is that he can immediately reach the online buyer who is interested in buying a new car. And he can do that without any initial investment”.*

**Antje Woltermann (Vice-President of CECRA):** *“Car Dealership Field Visits are aimed at identifying, selecting and spreading throughout the community of European car dealers those business practices and models that are successfully reshaping the automotive market in Europe. I'm confident that visits like the one of today will raise the awareness of the entire European dealers community about the challenges and big opportunities that the future holds for them all”.*

**Jean-Charles Herrenschmidt (President of CECRA):** *“I believe that a key role in the reshape of car dealers' business model can and must be played by start-ups like carwow. They think out of the box and can provide European dealers with the fresh and disruptive ideas they need. That's why CECRA has recently partnered with the European Parliament to launch the European Start-Up Prize for Mobility. A prize aimed to help start-ups conquer the European mobility market”.*



Interview to Philipp SAYLER VON AMENDE, CEO of carwow Germany, Antje WOLTERMANN, Chair of CECRA's car dealers' division and Jean-Charles HERRENSCHMIDT, CECRA's President, by Giuseppe MAROTTA from CECRA.

**Bernard Lycke (Director of CECRA):** *“The distribution model was one of the topics discussed during Gear 2030 high level group meeting organised by the European Commission and the examples of Carwow and Cayu show that several routes are possible in the future”*

For more information:

**Bernard Lycke**  
Director General

[bernard.lycke@cecra.eu](mailto:bernard.lycke@cecra.eu)  
Mobile: +32 475 932 693



CECRA, established in 1983, is the European federation bringing together national professional associations, which represent the interests of motor trade and repair businesses and European Dealer Councils. CECRA represents on a European scale 336,720 motor trade and repair businesses. Together they employ 2.9 million people.

Boulevard de la Woluwe 46, box 9 · 1200 Brussels - Belgium · t. : +32 (0) 2 771 96 56 · f. +32 (0) 2 772 65 67 · mail@cecra.eu · cecra.eu