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## **Volkswagen wins online award for its Portfolio-developed used car locator**

Volkswagen has won the award for the 'Best Motor Manufacturer Used Car Locator' at the recent 2009 Autotrader Click Awards ceremony. The used car locator was developed for Volkswagen by Portfolio, the UK's leading provider of automotive showroom and online retail marketing services and part of Manheim Retail Services.

The Click Awards are based on the Autotrader Website Usability Study carried out in July, which used feedback from 600 UK car buyers to assess over 70 manufacturers, franchised and independent dealers and car supermarket sites. Websites are judged on a range of criteria, measuring quality of online customer service; website design; use of animation and customer engagement; ease of navigation as well as search tools and features.

With more than 88% of consumers using the internet to research for their next vehicle purchase, some manufacturers and dealer groups are reaping the benefits of investing in the latest online used car locator technology. Development of the Volkswagen locator by Portfolio follows end user research to find out exactly what consumers want from the search experience. Feedback indicated that consumers look for the retailer showroom experience, online. Packed full of imagery, extensive technical specifications, drag-and-drop car features, SMS ability and online enquiry, the new site supports the end user throughout the whole process by creating a truly personalised experience.

Ralph Cadman, Volkswagen's Used Car Remarketing Manager said: "Regular consumer feedback ensures that we maintain our customer focus and fuels the continuous evolution of our online and offline offering. Since the launch of the enhanced used car locator in 2008, the number of cars viewed has almost trebled and as more viewings mean more sales enquiries, our Retailers are enjoying the benefits. We're very impressed with the work done by Portfolio, which clearly benefits customers searching for their next used car."

John Simpson, Managing Director, Manheim Retail Services added: "We are delighted that Volkswagen has received this award as it demonstrates how Portfolio's latest technology can enhance the customer experience. Our used car locator provides all the information a customer would possibly require at the click of a mouse, whilst still keeping usability as simple as possible. The site understands that people may not have extensive knowledge of the Volkswagen model range or options available so vehicles are presented in a highly visual way to make it easy for users to find what they're searching for."

**Ends**



## About Manheim

Manheim is the world's largest automotive services company and, through its unparalleled range of products and services, drives every stage of the used vehicle lifecycle. Officially voted Britain's Best Remarketing company for the last 4 years, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing nearly \$59 billion in value. Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the world's leading media companies and providers of automotive services. Throughout the world Manheim has over 130 remarketing operations in five Continents, including 38 European locations. In the UK, there are 3 business divisions:

**Manheim Retail Services:** providing retail marketing support including point-of-sale materials; used car stock locators; professional vehicle photography; online retail sales portals, sales lead management software and aftersales CRM software. It includes the brands of Portfolio, Carmony.co.uk, e-GoodManners and Real Time Communications,

**Manheim Auctions & Remarketing:** providing a national physical auction network, comprising 19 centres of which 7 have dedicated commercial vehicle activities; a dedicated trade-only direct sales channel; 3 online bidding /sales channels. It includes the brands of Manheim Auctions and vrs.

**Manheim DeFleet Services:** providing vehicle inspection; asset management and recovery service; SMART repair, reconditioning and pre-sale preparation; transport; logistics; full defleet management and outsourced end-of-contract administration. It includes the brands of Manheim SMART Repair, Manheim Inspection Services and Manheim Asset Management.

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