



## BookMyGarage at Automechanika 2017

Established in January 2016, BookMyGarage.com came from a line of successful white labelled comparison sites created for other major brands. Since its initial release, BookMyGarage has grown from a network of 3,500 garages to over 8,500 in the UK. We are dedicated to helping garages get on the digital map, providing them with the tools that turn their website visitors (lookers) into bookers.

### A new business model

Working directly with garages, they constantly tell us they are becoming increasingly fed up with 3<sup>rd</sup> party brands advertising to their customers and then selling them back to the garage. As a result of our model, garages can take back control and work directly with their customers. For that reason, we have experienced our fastest growth yet in 2017 in the acquisition of our online booking and review tools from both independent and franchise garages.

### Video Authorisation launched

When BookMyGarage exhibited at last years Automechanika, we introduced our 'ViewmyAuto' product to the public. During the show, we were approached by a major brand to tender alongside two competitors. Following initial trials, which achieved staggering results of increased efficiency, we are now installing 'ViewmyAuto' across 60 branches. The trial resulted in average authorisation taking just 10 minutes from the video being taken and sent, which is why 'ViewmyAuto' will be adopted across all branches nationally by the end of the year.

### Smartdriverclub seamless integration

In addition to the success of 'ViewmyAuto' at Automechanika last year, we were approached by Smartdriverclub to work with them on their driver's app. We've integrated our network of 8,500 garages with the app, which allows member motorists to link directly to the network for servicing, MOT and repairs seamlessly from their phones. We now anticipate other parties will want to tie into

the BookMyGarage network directly to have their parts, products and services promoted to motorists via garages.

**New, exclusive marketing package**

At Automechanika this year, we will be introducing our exclusive on-demand ITV marketing package for aspirational garages to advertise for the first time, cost effectively, in their local postcodes. This exclusive offer enables garages to be on ITV, Google, Facebook from as little as £1,500 per month for 3 months because we pay for the creative.

Our complete package of marketing tools, ranging from a simple online booking tool to fully integrated advertising and marketing packages help our garages have more access to their customers. For more information on our products and packages, visit [tools.bookmygarage.com](https://tools.bookmygarage.com).

