



#CDX16



# YOUR FULL GUIDE TO THIS YEAR'S EVENT

SILVERSTONE  
MAY 24, 2016



REGISTER via the address below for your FREE ticket  
[cardealermagazine.co.uk/events/cdx16](http://cardealermagazine.co.uk/events/cdx16)

It doesn't matter how long you've been in the industry for or how busy you are, you simply can't afford to miss CDX16. With something for everyone, can you really let your competitors be there while you aren't?

Don't miss your opportunity to attend what is set to be the biggest event of its type in the UK. Car Dealer Magazine is creating a networking and educational event for the whole automotive industry.



# 10 REASONS YOU MUST ATTEND THIS YEAR'S EVENT

## WORKSHOPS TO EDUCATE AND INFORM COVERING KEY SUBJECTS FOR DEALERS FROM RECRUITMENT TO ONLINE MARKETING

Hosted by industry leaders and designed to improve your business by giving you top tips and inside advice to take back to your dealership and implement immediately.

## THE LARGEST EXPO IN THE INDUSTRY

This year's event will be 30 per cent bigger than CDX15. There'll be more suppliers in one place from all corners of the automotive industry than anywhere else in the UK. Compare your current supplier and get special show-only deals.

## BREAKOUT SESSIONS

See the top 140 dealers on Twitter and we shake it up with the return of our very special session: 'Women in the Motor Industry'.

## NEW FOR 2016: THE CAR DEALER LIVE STAGE INCLUDING KEYNOTE SPEECHES FROM GOOGLE, TWITTER, FACEBOOK AND HAYMARKET AUTOMOTIVE

Talks to inspire and inform from the internet and publishing giants, plus fire your most pertinent questions at our senior manufacturer and franchised dealer panels in our Q&A sessions.

## DEALER ADVICE

A number of industry bodies plus Lawgistics will be on hand all day to answer your questions and give advice on your legal issues and rights.

## THE LARGEST NETWORKING EVENT OF ITS TYPE THIS YEAR

With more than 1,500 delegates expected and more suppliers than anywhere else, this is the only informal networking event of its size and type in the UK.

## SEE ALL INDUSTRY SUPPLIERS IN ONE PLACE – WITH UNIQUE OFFERS AND GIVEAWAYS

See the latest advancements and products for dealers, race your colleagues on simulators and grab a goody bag too.

## SIGN UP FOR BANGERS4BEN

Secure your place on the 2016 event, which will be launched at the conference on a strictly first-come first-served basis.

## IT'S EASY AND CONVENIENT TO GET TO

Simply sign up via the link at the bottom of the page. And the iconic venue is handily located, with great transport connections as well.

## IT'S TOTALLY FREE TO ATTEND

Yes, that's right. It doesn't cost a penny for dealers and manufacturers to attend, so sign up for free now. However, the workshop places are limited, so register now to make sure you aren't disappointed.



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# what's on.

WORKSHOP SESSIONS ALL DESIGNED TO EDUCATE AND INFORM – NO SELLING



## Auto Trader

### Great expectations and today's car retailer

A look at how the consumer adoption of media has changed the way we all interact with retailers. The growth in mobile usage and data accessibility across all industries means car-buyers are more educated than before and expect transparency in adverts. We will deliver insights and ideas to help you capitalise and win in this new world.

## GForces

### Browsers or buyers? Turn your website into the ultimate conversion tool

We look at some simple tips and ideas on how you can make your website the ultimate conversion tool by knowing the latest design trends, the must-have elements and the pitfalls you must avoid. We will be delivering essential advice on how you can improve the customer's online experience and convert more clicks to web inquiries, calls and walk-ins.

## Lawgistics

### Consumer Rights Act 2015 – Keeping one step ahead of the consumer

Consumer rights seem to be ever increasing, so it's vital for dealers to stay on top of the law. Last October saw the introduction of the Consumer Rights Act 2015 (CRA), which brought a number of changes, including the much-talked-about 30-day right to reject. Nona Bowkis will discuss the key changes and bring you up to date with life after the CRA.

## BCA

### Maximise the value of part-ex stock

With margins on car sales and associated upsales being squeezed, ensuring you get maximum value for any part-exchange you take in is becoming more and more important. We examine how you can make sure part-exchanges add profit, not create a loss, and look at the different ways that these vehicles can be disposed of, as well as give advice about some of the best channels to use, depending on type and value.

## iVendi

### Can your website replace your forecourt?

In 2009, John Lewis launched a Click and Collect online retailing model. It now conducts 40 per cent of its business online. Can the automotive industry replicate this business model for new and used vehicles? We ask if it's possible to sell cars fully online, examine changing trends in buying and see how these can be applied to the automotive sector.

## Phoenix Training

### Team development and sales maximisation

Jo Wright will explain how to recognise and understand the different personalities of those you work with, manage and sell to, and how you can use this to improve communications between your team and with your customers. Understand potential buyers' needs from a different perspective and ensure your team connect with your customers.

## CitNOW

### Does video work in the customer journey?

The use of video is taking off throughout the industry, from initial sales inquiries to an important part of building customer trust in the service bays. This workshop will look at how some of the pioneers in the industry are using video to its best effect. What impact has this had on their business and how can you learn from them?

## JudgeService

### Learning to love customer reviews

Like it or not, customer reviews of your business are becoming more and more widespread. We look at how you can make sure customers are singing your praises online and even how you can turn a negative review into a positive situation. Our experts will also share tips and advice on how to get more positive reviews as well as the best way to deal with unhappy customers on an online public forum.

## CAP HPI

### Beating the unscrupulous

Learn how to safeguard your reputation and save your business and people the time, pain and money that will follow if you accidentally fall foul of the law. Among the topics, we will cover how to look for tell-tale signs that a vehicle has a history that is not 'as described', the tricks of unscrupulous people in trying to pass off a problem vehicle and some easy-to-implement tips on how to stay within the law.

## Breakout sessions

There will be two breakout sessions in the afternoon, comprising open-to-all and invitation-only events.



### THE 140 MOST INFLUENTIAL DEALERS ON TWITTER

Car Dealer Magazine's prestigious list of the industry's most influential dealers on Twitter will see us announcing this year's winners at the Top 140 breakout session. (Open to all.)

### WOMEN IN THE MOTOR INDUSTRY

Guests will be able to question a line-up of influential women working in various sectors of the male-dominated motor industry, including precision stunt driver and event manager at RMA Track Days Annalese Ferrari. (Invitation only.)



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# live stage.



## CAR DEALER LIVE STAGE FROM 9.30 TO 3.30

Car Dealer Magazine has signed up a host of motor industry big names to appear on the CDX16 main stage on May 24.

The Car Dealer Q&A panels, sponsored by Car Keys, will see panellists from car manufacturers plus franchised and independent dealers take to the Car Dealer Live stage in the middle of Hall 3 to discuss the most pressing topics.

Chaired by Car Dealer's James Baggott, the panellists will be asked to share their opinions in front of our live audience with a chance for questions taken from delegates.

The Q&A panels will form part of a programme of events on the

Car Dealer Live stage at the Silverstone-based expo on May 24. Keynote speakers from Twitter, Facebook, Google and Haymarket Automotive will all also appear.

Baggott said: 'Once again, we have managed to attract some of the biggest names in the motor industry to take to the stage and answer our questions.

'Last year's panels were very popular and the difference in opinion from those that took part was stark – and extremely entertaining as a result. We've invited some opinionated motor industry names, which will make these sessions must-watch events.'

**The Car Dealer Q&A panels, sponsored by Car Keys, will feature the following:**

**Google:** Scott Sinclair

**Haymarket Automotive:** Jim Holder

**Car Dealer Q&A Independent Dealer Panel, sponsored by Car Keys**

Jonathan Dunkley, CEO, Carshop  
Andy Coulthurst, CEO, Trade Centre Wales  
Jamie Caple, Creative Director, Caralot

**Meet The Exhibitors, including headline sponsor GForces**

**Car Dealer Q&A Car Manufacturer Panel, sponsored by Car Keys**

Andy Barratt, chairman and managing director, Ford of Britain  
Nick Connor, managing director, Volvo Car UK  
Lance Bradley, managing director, Mitsubishi Motors in the UK  
Paul Williams, CEO, SsangYong UK

**Car Dealer Q&A Franchised Dealer Panel, sponsored by Car Keys**

John Tordoff, chief executive, JCT600  
Ken Savage, chairman, Perrys  
Nigel McMinn, managing director, Lookers  
John O'Hanlon, chief executive, Ridgeway

**Twitter:** Lucy McHenry

**Facebook:** Harry Melsom

**Inspiring Women in Automotive Campaign:** Miriam González Durántez



In association with



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# exhibitors.

EXHIBITORS CURRENTLY INCLUDE:



## A

AA Cars  
Absolute Alignment  
Auto Ad Builder  
Auto Compliance  
Auto Group  
AutoSLM  
Auto Trader  
Autovolo  
Autoweb

## B

BCA  
Blackvue (NWX Ltd)  
Blue Sky

## C

CAP HPI  
CarGurus  
Carsnip  
Car Wow  
CCKeys  
CitNOW  
Codeweavers  
Cooper Solutions

## D

Dealer Auction  
Dragon 2000  
Drive Development  
Drivewise

## E

eDynamix  
EMaC

## G

GardX  
Gemini  
GForces

## I

IGA  
Instant Feedback  
iVendi

## J

JudgeService

## K

Kärcher  
Key Tracker

## L

Lawgistics

## M

Manheim  
MDF Database Solutions Ltd  
Moneypenny  
Motorcodes  
Motors  
Motor Tradebook  
Movex

## O

OnBoard  
OTT

## P

Pentana Solutions  
Plan Insurance  
Pro-Align

## Q

Quid Car Ads

## R

RAC  
Reef Business Systems  
Response IQ  
Road Angel  
Rotary Lift UK

## S

Scotspeed  
Search Optics  
Smart Insurance  
SsangYong

## T

T4 Media  
Traka Automotive  
Trusted Dealers

## W

WMS



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# where.

The Wing, Silverstone Circuit, Towcester, Northamptonshire, NN12 8TN



Sat nav postcode: **NN12 8TN**

## By car:

Silverstone is conveniently situated right in the heart of the UK, approximately 90 minutes north of central London and 60 minutes south of Birmingham. Road access is exceptionally easy along the A43 dual carriageway from either the M40 or M1.

## Public transport:

The nearest train station to Silverstone is Wolverton, which is 10 miles away and offers direct services to London Euston, Birmingham New Street and Northampton. If more convenient, Banbury, Milton Keynes and Northampton train stations are all under 13 miles away and offer fast connections to destinations throughout the country.

# hotels.

## PREMIER INN

2 miles from Silverstone

Tel **0871 527 8976\*** Fax **0871 527 8977\***

[premierinn.com](http://premierinn.com)

Brackley Hatch, nr Brackley, Northamptonshire, NN13 5TX

\*Calls cost 13p per minute plus any additional charges by your provider

## WHITTLEBURY HALL, HOTEL & SPA

4 miles from Silverstone

Tel **01327 850489**

[whittleburyhall.co.uk](http://whittleburyhall.co.uk)

Whittlebury, nr Towcester, Northamptonshire, NN12 8QH

## PARK INN BY RADISSON

15 miles from Silverstone

Tel **01604 739988** Fax **01604 739978**

[parkinn.co.uk/hotel-northampton](http://parkinn.co.uk/hotel-northampton)

Park Inn by Radisson, Silver Street, Northampton, NN1 2TA



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