

Roadster

Roadster are firm believers that to modernise car buying, they need to make it easier to sell.

In a world in which trying to simplify everything often does just the opposite due to complicated CRMs and unintentionally broken customer journeys, Roadster has fully grasped the concept of modernising the entire process to make it seamless and simple.

It could be argued that many car-buying platforms are doing just the same, yet when you are trusted by industry giants such as Audi, Genesis, INFINITI, Maserati and Porsche, to name a few, you must be getting some things right.

Roadster's arrival in the industry in 2013 broke barriers with even the biggest brands, shaking up the sales traditional process.

The simplicity and sophistication of this model did not go unnoticed. Roadster were bought by American multinational corporation CDK Global, the world's largest provider of automotive dealership solutions, in the summer of 2021 to build on changing consumer behaviours in the wake of the global pandemic.



In line with the acquisition, Roadster's business model has now evolved to work more directly with dealerships, providing them with digital retail tools directly through its 'Express' products. In effect, a customer can choose their model, unlock instant pricing and receive a firm online offer from the dealership for trade-in.

Changing consumer trends are very much the driving force behind the model, with people no longer afraid of purchasing pricey items online having had little alternative during lockdowns.

At the time of the acquisition, Brian Krzanich, CDK Global's president and CEO, said: "To meet their (consumer) expectations, the automotive industry requires integrations of the right technology, data and infrastructure to better connect its online and in-store experiences."

It seems like a match made in heaven, therefore, for Roadster and CDK Global to marry up their processes – yet there is more to it than meets the eye.

In layman's terms, this is a 'win-win' situation for both the consumer and the dealership. The solution helps automotive dealers not only contend with digital-first used vehicle marketplaces that have expanded rapidly but enables dealers to sell new and used vehicles completely online, while also giving consumers the option to begin and end the vehicle-buying process in-store if this is preferable.

Given that the automotive and mobility world is set to be flipped upside down with new agency models coming into play in the future, Roadster is in an ideal place to take advantage.

What Roadster also offers is a simple solution to bad data – the curse of many dealerships where the duplication of customer records combined with mismatched pricing can lead to poor customer experiences and ultimately loss of business.

Touchpoints need to be slick, and this underpins Roadster's mission to embrace digital retailing and make it more efficient. For Roadster, it's all about process... and ensuring the process works.

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