

information 24 hours a day
365 days a year

You can use **bluecar** before 9am and after 5pm, at week-ends and bank holidays by going online to our secure website.

Log on to www.bluecar.lumleyauto.co.uk
You can quote and buy in seconds, and even print off a cover note for your customer to drive away the same day.

Unlike others, **bluecar** costs nothing to try and makes no additional charge to give you access to our dedicated systems and software.

bluecar – don't just
take our word for it

bluecar is provided by these leading companies:



Lumley Auto Limited, Axa Insurance UK plc and MICL are members of the General Insurance Standards Council.

bluecar find out more...



... INCLUDES ONE YEARS FREE WRITE-OFF INSURANCE FOR YOUR CUSTOMERS



Ring the blueline
024 7652 7835...

...or go online
www.bluecar.lumleyauto.co.uk

Lumley House, Waters Court, Salt Lane, Coventry CV1 2GX

t: 024 7652 7835 | f: 024 7652 7801 | e: bluecar@lumleyauto.co.uk | www.bluecar.lumleyauto.co.uk

bluecar is a trading style of Lumley Auto Limited.

a new way to profit
through customer satisfaction



a new concept in car retailing for 'independents'

bluecar's exceptional package enables non-franchised and private motor retailers to give their customers total peace of mind and profit from the opportunity.

Why pay more buying 3 separate policies?

bluecar provides a 12 month 'no worries' 3 in 1 motoring package to bring car buyers back time and time again.

- Comprehensive Warranty
- UK-wide Breakdown Assistance including Home Rescue
- Vehicle Write-Off Protection (GAP)

customer focused

Why Do Customers Come Back?

(Sample Survey, May 2002)



You say 'Quality of Service' wins you customers and we agree.

bluecar can demonstrate this by giving you a clear understanding of what is covered and getting agreed claims paid fast.

free protection for your customers

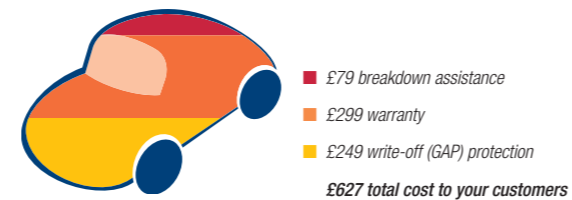
bluecar gives you a **free** second year's vehicle write-off (GAP) protection when purchasing the 3 in 1 package. You can decide to give this away or charge your customer for the additional year's cover. If you give it away it's going to make you stand out from the competition.

compare prices with bluecar

Show your customers the savings they can make buying through you.

Sample of Average Motoring Costs

(5 of UK's Top Dealers, July 2002)



* This is the recommended selling price based on vehicles under 5 years old with less than 60,000 recorded miles excluding IPT.

bluecar  much more than a traditional warranty



one price suits all

bluecar provides cover for:

- Cars up to 5 years old
- Up to 60,000 recorded miles
- Most models
- Any engine size
- No complex tariffs

flexibility

If your customer falls outside our main package (shown above), and the vehicle is older or has more miles on it perhaps, we will do our utmost to build a package that meets the needs of both you and your customer.

bluecar for you

bluecar is about adding value to what you do. You sell vehicles to customers and bluecar looks after you both.

People to People

bluecar Account Management Team (AMT) will be in touch regularly to provide support and answers to your questions. bluecar Claims Engineers will deal speedily with your claims queries and provide the level of support to ensure they are settled quickly.

Promotional Literature and Incentives

bluecar provides dealers with:

- sales brochures
- window hangers
- posters

and from time to time added value products like Tyre Insurance and MOT Test Insurance. **Use these to advertise locally and bring more customers onto your forecourt.**