

Telematics for Online Used Car Sales Platforms

Online dealerships 2nd hand car trading taken to the next level!

Dealerships can now benefit from and provide added value to customers, Increase profitability and efficiency, mitigate risks, and boost sales.

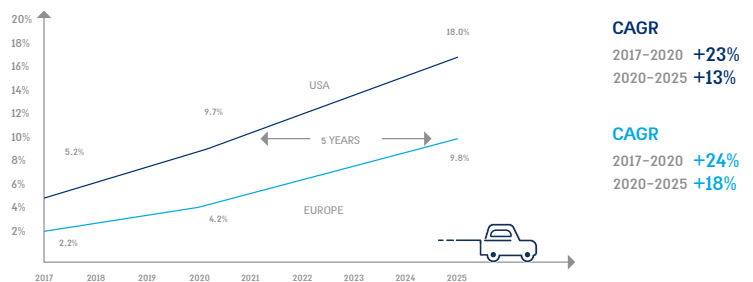


Used car sales are undergoing digitization - from face-to-face to online sales

The global used vehicle market size stood at 1,710.75 billion USD in 2020. The market is estimated to reach 1,969.72 billion USD by 2028. The used-car market has always relied heavily on face-to-face sales at physical dealerships/car lots, but digitalization is now changing that, and more and more transactions are taking place online, as shown in the following table:

FAST ACCELERATION

Online sales (as a share of total UC retail sales) are expected to grow rapidly in Europe and the US.



CAGR

2017-2020 **+23%**
2020-2025 **+13%**

CAGR

2017-2020 **+24%**
2020-2025 **+18%**

Source Roland Berger

The benefits of digitalization to both dealer and customers are many. These include instant access to a wide range of vehicles, data and services, customer satisfaction and retention, and less or even no paperwork.

Ituran helps take online used car sales to the next level

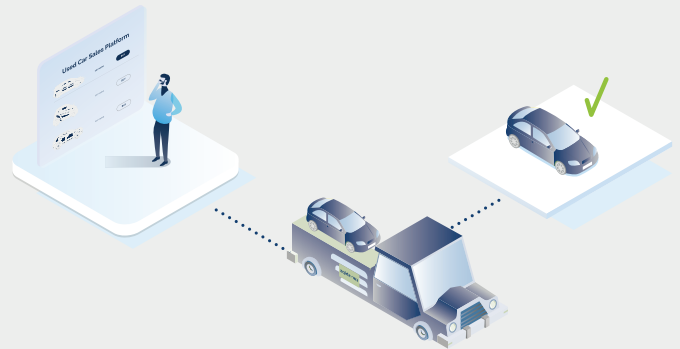
Ituran's comprehensive suite of products and services integrate seamlessly into any dealership's online sales process and help provide a hassle-free online sales experience for end customers with lots of extra services and added benefits, while dealerships protect inventory vehicles and retain their customers long after the transaction is completed. With Ituran's Telematics for Online Used Car Sales Platforms suite both dealerships and end customers benefit from a myriad of additional services and a smoother online transaction.



Benefits

Ituran's Telematics for Online Used Car Sales Platform opens up a multitude of new opportunities for dealers! With this suite dealers can now take charge of the process, add a long list of services for their end customers, manage data, facilitate smooth sales transactions, ensure customer satisfaction and remain connected with customers during their entire customer life cycle.

The combination of data, ongoing customer interaction and added value services will ensure that customers keep coming back! Check out these great benefits for dealers and the added benefits they can provide for their customers:



Provide peace of mind for vehicle buyers

Complete vehicle diagnostics, and service notifications - starting from the purchase date, ensure vehicles are serviced on schedule, and that vehicle license and insurance are renewed on time. Vehicle maintenance history and diagnostics can also help car buyers when the time comes to resell the vehicle.



Improved driver safety

The advanced system identifies aggressive or dangerous driving habits and notifies the driver in real time in case of an incident. When incidents or accidents occur, a notification can also be sent to any predefined recipient. During the accident, all data both before and after the accidents is collected and saved automatically for future analysis.



Track driver behavior

To ensure the driver is practicing safe driving (can be super relevant in case of young/new drivers) and detect accidents in real time.



Electric vehicle support

Customers who have purchased an EV can benefit from data on battery status, time/distance to charge and nearby charging stations, with Ituran's EV tracking component.



Customers can retrieve/disable stolen vehicles

With GPS locators, Smart Starter, Remote Engine Disable and an app for remote unlocking and locking the vehicle to protect the vehicle in case of theft or misuse (where available).



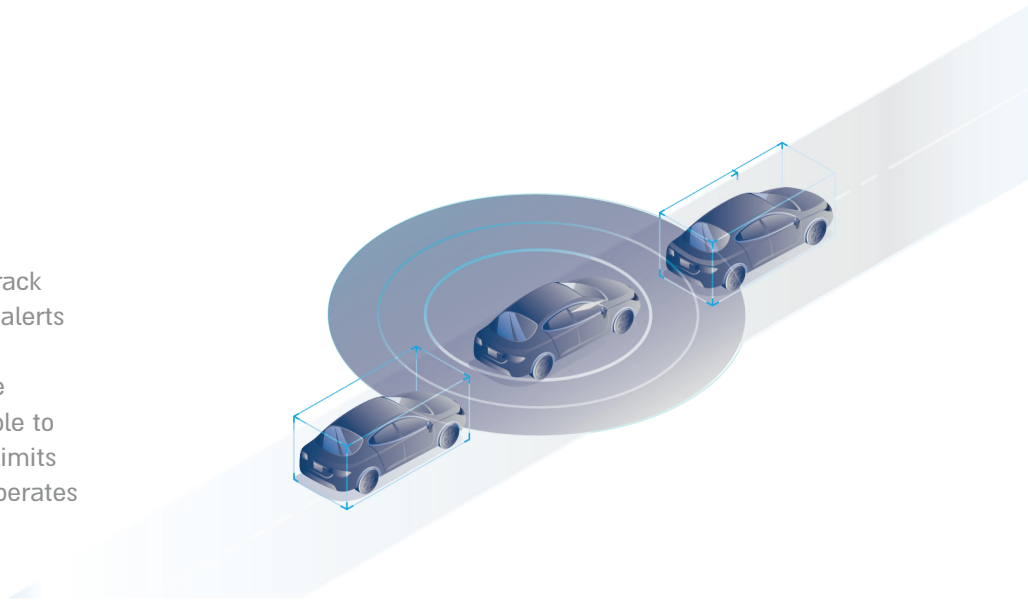
Excellent customer service

For both dealers and car buyers - from concierge services (available in certain countries) to 24/7 support for help with technical issues, as well as in case of an accident, in addition to accident footage to help with insurance claims or disputes. It may also be possible to install an alarm button to contact the call center in case of need (where supported).



Geofencing for vehicles

After purchase, allows customers to track their vehicles at all times and receive alerts once the vehicle leaves the area they pre-define or enters areas that can be potentially dangerous. It is also possible to define certain hours that are outside limits and receive alerts when the vehicle operates during "off" hours.



Branded app for customers

Ituran can help provide a white label app to help maintain ongoing communications with customers and increase the likelihood of them becoming returning customers. Through the app dealers can make all vehicle data available to customers, including vehicle images, location, gas/charging stations, paperwork, service garages, footage in case of an accident.



Expand your business and offer user-based insurance

Ituran's UBI component tracks and measures individual driver risk and kilometer/mile usage, helping dealerships enhance their service offering and increase profitability, and customers to optimize their insurance rates.



Dealers can offer extra components/service

Through integration with a long list of third-party components, such as DMS, dashcams etc.



Transaction protection

Smart Starter Disable, an App for remote unlocking and locking the vehicle, Remote Engine Disable and GPS locators can help repossess or disable operation of vehicles from customers who fall behind on payments.



Customers can track their purchased vehicle

If it is being transported from a distant location, or after purchase if someone else is driving the vehicle.

And last but not least – inventory vehicle protection

In addition to all these great benefits, with Ituran's systems and components in place, dealers can maintain the health of all inventory vehicles with the following features:



Battery health

Maintenance - with low voltage/power loss on the lot report generated daily to provide a list of inventory vehicles on the lot whose battery needs to be checked or if there are possible tampering/wiring issues.



Service notifications

Ensure that inventory vehicles are serviced on time.



Tamper reports

Daily tamper reports with a list of vehicles where the GPS has been tampered.

Ituran - global leader in vehicle GPS tracking, vehicle protection and customer service

All services and products are provided by Ituran (NASDAQ: ITRN), a worldwide leader in telematics, connected car solutions, and services for professional fleets, insurance providers, the automotive industry, government institutions, the security industry and private companies since 1995. Ituran develops, manufactures and provides service for all products so you work with a single supplier.

[Contact us to find out more →](#)

¹ <https://www.globenewswire.com/news-release/2021/12/08/2348011/0/en/Global-Used-Vehicle-Market-Size-2021-2028-to-Reach-USD-1-969-72-Billion-with-a-CAGR-of-1-79.html>

² <https://www.rolandberger.com/en/Insights/Publications/Click-and-drive-How-to-ride-the-boom-in-online-used-car-sales.html>