Sell more vehicles with the UK's leading used car scheme



Reach 16 MILLION used car buyers at no extra cost!

Safe and Sound have committed to a multi-million pound customer acquisition marketing campaign designed around one core focus – to maximise enquiries, sales and profitability for our dealership network.

Through a number of initiatives including an exclusive arrangement with Auto Trader PLUS extensive social media advertising, your business can benefit from the UK's **only** campaign of its kind in the warranty sector.

"We were looking for a warranty partner and chose Safe and Sound because of their commitment to us and every promise made, which they have executed and more. We have no hesitation in recommending this programme to other dealerships as it gives us peace of mind knowing that our customers are well looked after."

Tony Martin, Dealer Principal West End Motors, Bodmin



Key benefits:

- ✓ Results proven
- √ National brand awareness
- ✓ Reach in-market buyers
- ✓ More enquiries
- ✓ More traffic to your website
- √ Two celebrity endorsees
- ✓ Increased footfall
- ✓ No cost to you

= MORE SALES!





Our national campaigns on AutoTrader.co.uk began in January to drive buyers to the Safe and Sound website. With a guaranteed 1million impressions per month, these advertisements are instrumental in maximising brand awareness and credibility via the UK's largest classifieds site.

Homepage:



Results from 1st Jan - 19th Feb 2017

2,084,443
Total ad impressions

14,398 clickthroughs

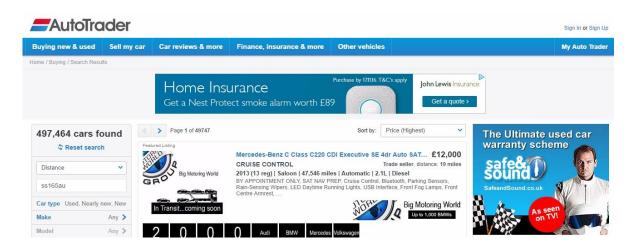
Safe and Sound stands head & shoulders above all the other programmes, not just because of the tremendous cover but also the attention to detail. My customers like that breakdown cover is included plus 24/7 support. The WMS Group also appears to be the only warranty company offering a smartphone app for customers to store their documents and contact us or to receive assistance. All of this plus high quality POS material and celebrity endorsements, what more can I ask for?

Mike Coutts, Dealer Principal Victoria Garage (Skoda), Maud

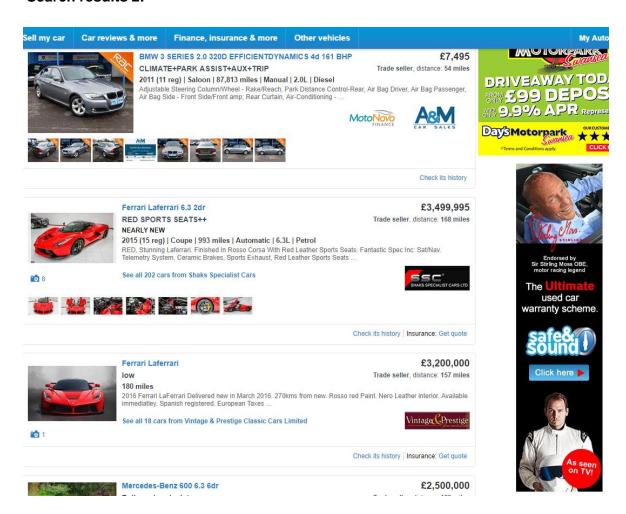




Search results 1:



Search results 2:





The Safe and Sound webpage on Autotrader.co.uk:

AutoTrader

FIND A DEALER







Find out why the former Top Gear Stig recommends Safe and Sound...



www.SafeandSound.co.uk





Sales@SafeandSound.co.uk



Safe and Sound - the Ultimate used car scheme.

If you're buying a used car, you want to make sure it is covered by the best warranty and breakdown package, has undergone a rigorous safety inspection and extensive background check. When you visit a Safe and Sound dealership, you will receive all of this and more!

Endorsed by motor racing legend Sir Stirling Moss OBE and featuring SIX essential elements for worry-free motoring, Safe and Sound is the only way to make sure you're purchasing a safe car and making a sound investment. For no hassle, no expensive repair bills and only the best customer care, find your nearest dealer today at www.safeandsound.co.uk and buy your next car in total confidence.

Find your nearest dealer

Request a call back





Vehicle safety inspection

A sixty point safety inspection makes sure the vehicle is good to go. Don't leave it to chance – our approved dealerships will make the checks so that you don't have to.



Full provenance check

"All of our cars have a future, that's why we check the past." An extensive provenance check will rule out any hidden surprises such as existing finance or serious accident damage. It's all verified by your dealership.



Wear & tear warranty cover

Voted the best car warranty in the UK. Wear & tear, diagnostics, in-car entertainment and even sat nav cover are just some of the elements included in the Ultimate warranty.



Genuine mileage

The car looks great but the mileage seems low. How can you be sure the mileage is genuine? A mileage verification is done for you to make sure the vehicle's odometer is accurate. Buy with confidence.



Full rescue & recovery

Wherever you are in the UK and with cover for any driver, you're just one phone call away from assistance 24 hours a day, 7 days a week. Relax, we've got you covered.



Buy back promise

Trading in your old car has never been easier. Our dealers will even guarantee to buy back your car when you purchase another Safe and Sound vehicle from them. The price will be based on age, mileage and condition.





Using a number of Facebook's most effective advertising platforms, we created a series of regional and national campaigns to drive traffic to our network. Featuring our two celebrity endorsees, these initial ads have so far reached almost 850,000 in-market buyers, generating 42,000 clicks to our trial dealers' stock pages and a significant uplift in enquiries.

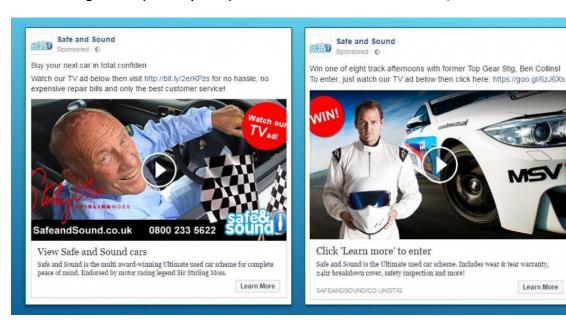
These campaigns have resulted in a strong increase of email and telephone enquiries for Sascron's dealerships. The activity has enabled us to target so many local in-market buyers, generate fresh enquiries and maximise brand awareness, with thousands of post engagements and clicks to our stock page so far."

Ben Dodgson, Group Marketing Manager Sascron Car Supermarkets



Regional ad (dealer specific)

National competition ad



Results (1)	Reach (1)	Post engagement (1)	Three-second video views 🕖	Link clicks ①
642,414 Three-second vid	709,544	681,728	642,414	39,250
1,869 Link Clicks	114,204	11,603	9,703	1,869
26,329 Three-second vid	41,699	27,187	26,329	845
_	845,195 People	720,518 Total	678,446 Total	41,964 Total

All of this and more with the UK's original and premier used car scheme. Find out more at www.SafeandSound.co.uk.