

# 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!**



As recommended by the former Stig, Ben Collins!

For the Ultimate customer protection, there can only be one choice. Find out more at [www.SafeandSound.co.uk](http://www.SafeandSound.co.uk).

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:



The screenshot shows the AutoTrader homepage layout. At the top is the AutoTrader logo and a 'Sign In or Sign Up' link. Below is a navigation bar with categories: 'Buying new & used', 'Sell my car', 'Car reviews & more', 'Finance, insurance & more', 'Other vehicles', and 'My Auto Trader'. The main content area features a large advertisement for 'Safe and Sound' with a testimonial from Sir Stirling Moss and a 'Click here' button. Below the ad is a search bar for 'Find new & used cars' with filters for make, model, and price, and a 'Search cars' button. To the right of the search bar is a Nissan LEAF advertisement with the text 'Is a used Nissan LEAF an affordable electric commuting solution for the masses?' and a 'Discover more' button.

Results from 1<sup>st</sup> Jan – 19<sup>th</sup> 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:


Sign In or Sign Up

Buying new & used
Sell my car
Car reviews & more
Finance, insurance & more
Other vehicles
My Auto Trader

Home / Buying / Search Results

Home Insurance Purchase by 17/11/16. T&C's apply

Get a Nest Protect smoke alarm worth £89 John Lewis Insurance

[Get a quote >](#)

497,464 cars found

[Reset search](#)

Distance ss165au

Car type Used, Nearly new, New


Make Any >

Model Any >

Page 1 of 49747

Sort by: Price (Highest)


The Ultimate used car warranty scheme



SafeandSound.co.uk

As seen on TV!

Featured Listing



**Mercedes-Benz C Class C220 CDI Executive SE 4dr Auto SAT... £12,000**

CRUISE CONTROL Trade seller, distance: 19 miles

2013 (13 reg) | Saloon | 47,546 miles | Automatic | 2.1L | Diesel

BY APPOINTMENT ONLY, SAT NAV PREP, Cruise Control, Bluetooth, Parking Sensors, Rain-Sensing Wipers, LED Daytime Running Lights, USB Interface, Front Fog Lamps, Front Centre Armrest, ...


In Transit...coming soon

2
0
0
0

Audi
BMW
Mercedes
Volkswagen

## Search results 2:

Sell my car
Car reviews & more
Finance, insurance & more
Other vehicles
My Auto



**BMW 3 SERIES 2.0 320D EFFICIENTDYNAMICS 4d 161 BHP**

CLIMATE+PARK ASSIST+AUX+TRIP

2011 (11 reg) | Saloon | 87,813 miles | Manual | 2.0L | Diesel

Adjustable Steering Column/Wheel - Rake/Reach, Park Distance Control-Rear, Air Bag Driver, Air Bag Passenger, Air Bag Side - Front Side/Front amp; Rear Curtain, Air-Conditioning - ...

**£7,495**

Trade seller, distance: 54 miles

MotoNovo Finance A&M CAR SALES

**DRIVEAWAY TODAY**

FROM ONLY **£99 DEPOS**

AND ONLY **9.9% APR** Represe


Day's Motorpark Swansea

OUR CUSTOMERS

★ ★ ★ ★

[CLICK](#)

\*Terms and Conditions apply.



**Ferrari LaFerrari 6.3 2dr**

RED SPORTS SEATS++

NEARLY NEW

2015 (15 reg) | Coupe | 993 miles | Automatic | 6.3L | Petrol


RED, Stunning LaFerrari. Finished in Rosso Corsa With Red Leather Sports Seats. Fantastic Spec Inc: Sat/Nav, Telemetry System, Ceramic Brakes, Sports Exhaust, Red Leather Sports Seats ...

See all 202 cars from Shaks Specialist Cars

**£3,499,995**

Trade seller, distance: 168 miles

ESC SHAKS SPECIALIST CARS LTD



**Ferrari LaFerrari**

low

180 miles


2016 Ferrari LaFerrari Delivered new in March 2016. 270kms from new. Rosso red Paint. Nero Leather interior. Available immediatley. Spanish registered. European Taxes ...

See all 18 cars from Vintage & Prestige Classic Cars Limited

**£3,200,000**


Trade seller, distance: 157 miles

Vintage & Prestige



**Mercedes-Benz 600 6.3 6dr**

**£2,500,000**




Endorsed by Sir Stirling Moss OBE, motor racing legend

The **Ultimate** used car warranty scheme.

safe&sound

[Click here](#)



As seen on TV!

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



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




www.SafeandSound.co.uk
 0800 233 5622
 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](http://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.



#### 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.



#### 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.



#### 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.



#### 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.



#### 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.

Find your nearest  dealership now

for your chance to win a track afternoon with former BBC Top Gear Stig, Ben Collins!







8  
fantastic  
prizes!

# facebook

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

**Sascron Ltd**

### Regional ad (dealer specific)

### National competition ad




**Safe and Sound**  
Sponsored · €

Buy your next car in total confidence  
Watch our TV ad below then visit <http://bit.ly/2erKPzs> for no hassle, no expensive repair bills and only the best customer service!

**SafeandSound.co.uk** 0800 233 5622

View Safe and Sound cars  
Safe and Sound is the multi award-winning Ultimate used car scheme for complete peace of mind. Endorsed by motor racing legend Sir Stirling Moss.

[Learn More](#)



**Safe and Sound**  
Sponsored · €

Win one of eight track afternoons with former Top Gear Stig, Ben Collins!  
To enter, just watch our TV ad below then click here: <https://goo.gl/6zJ6Xs>

Click 'Learn more' to enter  
Safe and Sound is the Ultimate used car scheme. Includes wear & tear warranty, 24hr breakdown cover, safety inspection and more!

[Learn More](#)

Results	Reach	Post engagement	Three-second video views	Link clicks
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](http://www.SafeandSound.co.uk).**