

# Dealer Success Stories

## Jardine Motors Group

Location: Colchester (HQ)

Dealer Type: Large Group, 70+ locations

Customer Since: June 2017

”

*CarGurus has proved a cost-effective way to generate leads. That – along with conversion – is how we primarily measure success, and CarGurus delivers.*

Alex Brown, Head of Digital,  
Jardine Motors Group

## The CarGurus Difference

With a history reaching back more than forty years, Jardine Motors has a long tradition of success in automotive. But as their Head of Digital Alex Brown describes, they understand the importance of adapting to a changing market.

*“What sparked our interest in CarGurus was that we knew disruption was coming to this market, and we thought CarGurus would be a strong partner given their success in the US.”*

## Favourite Benefits



### Interaction quality

“Conversion rates, time on site, phone call durations, and other engagement metrics show that the quality of CarGurus interactions is **at the upper end of our advertising partners.**”



### Customer focus

“The CarGurus value proposition is a great match for our philosophy: we focus on **treating the customer fairly**, and CarGurus does too.”



### Deal ratings

“I really think that one reason we’ve been so successful lately is the customer need for transparency. **CarGurus Deal Ratings fill a customer need.**”

## Embracing Transparency

*“If we stick to our principles of treating customers fairly, we have nothing to fear from transparency. Transparency is a customer-first approach. It’s one thing that digital does to every sector: the availability of information makes it inevitable. And if you do it in a way that’s not too disruptive to dealerships, it’s a better experience for customers and dealers.”*

**CarGurus**<sup>®</sup>

© 2018 CarGurus, Inc., All Rights Reserved