



Rockar.

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Simon Dixon, Founder and CEO of Rockar

HOW TO REINVENT THE CAR BUYING BUSINESS WITH INTUITIVE TECHNOLOGY?

Rockar is a new digital car retailing business that wanted to create an interactive car showroom to make it easy and enjoyable for customers to learn about and buy their next car.

Rockar's founder, Simon Dixon, wanted to rip up the rule book on how customers should shop for a car. He explains: *"The traditional part of car retailing, you have to get yourself ready to step across the threshold and go into battle with the sales person, so what Rockar want to do is completely unwind that and do the opposite."*



USING TABLETS AND DISPLAYS TO CREATE A CAR-BUYING HEAVEN FOR CUSTOMERS AND STORE ANGELS

Technology was used to transform the retailing space, *"from the screens displaying marketing messages to our customers, to the totem poles that give them the prices and the access information, to the tablets that keep the customer mobile through the journey,"* explains Dixon, adding: *"You can actually*

go away and do all this at home as well using the same system as in the Rockar store, so this isn't about being trapped in this environment."

This intuitive technology is creating More Good Days for Rockar's sales staff too, refreshingly referred to as Store Angels. Ellen Murphy is one of the Angels benefiting from our technology: *"The way it's changed the way we engage with the customers is that it's far more efficient, so the customer is not waiting a great deal of time. Without a tablet my life would be a lot harder, a lot slower and probably a bit more chaotic."*

"The Samsung tablet definitely makes my life a lot easier, saves me a lot of time and makes me a better Store Angel."

Leon Gentles, Rockar Store Angel

CONTINUING TO USE TECHNOLOGY TO DRIVE CAR SALES

Our displays and tablets have helped Rockar create More Good Days, and Dixon is keen to build on the partnership to enhance the instore experience for their customers: *"The relationship with Samsung and the technology they produce has been a big support in getting this store launched. This isn't the end of the journey; now we have an established relationship, we're really keen to not just say it's helped us today, but how will it help us tomorrow? That's what we feel we get from that relationship."*