



We are the commercial partner for automotive distributors.

Helping you negotiate the changing automotive landscape by delivering multi-channel solutions.



Ellahi Motors

Basingstoke, England

AutoProtect Group products: Warranty, Shine! Protect and Williams F1 Paint Protection

Ellahi Motors have been working with AutoProtect Group for two years and are looked after by one of our Regional Business Development Managers, Jaye Suter.

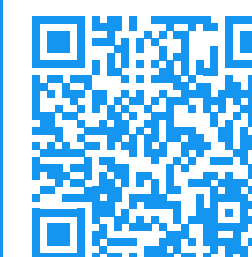
With around 100 cars on site, Ellahi offers our products as part of a hybrid model allowing customers to purchase cover in the dealership and online. Using our diverse product portfolio, Jaye has been supporting Ellahi in the development of protection packs, a combination of complementary products (warranty, minor damage protection and paint protection) to give their customers complete peace of mind.

Speaking to Zahoor Ellahi, Chief Executive of Ellahi Motors, we found out about how he introduced a warranty promotion to boost income during the quiet period of Q4.

“We decided to offer a free 12-month warranty to all our customers. We started with an essential policy and gave customers the opportunity to upgrade to a comprehensive policy. The results were good, we had increased enquiries due to the promotion and found the majority of customers chose to upgrade which increased our overall revenue further.

The aftercare provided by AutoProtect Group is impressive, we’re confident that our customers are in good hands and feel well looked after which is important to us. We also appreciate the modern approach to account management and point-of-sale support, especially the video and social media content.”

AutoProtect Group offer several product variations designed to integrate seamlessly with smaller dealership models just like Ellahi Motors. Get in touch today to find out more about how you can start using our products to enhance revenue and boost customer retention.



Scan here or visit

www.autoprotectgroup.co.uk/contact-us/