

# A Winning Approach

**Focus** on leads before they become customers.



# Lightstone

## Heinrich Coetzee

Head of Sales



DEALER  
PERFORMANCE  
PROGRAMME

**Britehouse**  
A DIVISION OF DIMENSION DATA

**budget**  
insurance

*Cars.co.za*

Lightstone



**sewells**  
group

**msx**  
INTERNATIONAL

**WesBank**

# The Facts

In 1996 if you wanted to buy a new car could choose from **810** different variants.

Today it's over **3,944**.

# The Facts

In 1996 **4.5%** of vehicles were imported by 25 brands.

In 2017 **55%** of vehicles were imported by 56 brands.

# The Facts

In 1996 there were **320,000** passenger new vehicle dealer sales.

In 2017 there were **420,000**.

In 2018 there have been **280,000** so far.

# The Facts

In 1996 there were **2,000**  
franchise and multi-franchise dealers.

Today there are **1,961**.

# The Facts

In 1996 the average number sales per dealer per month was **13**.

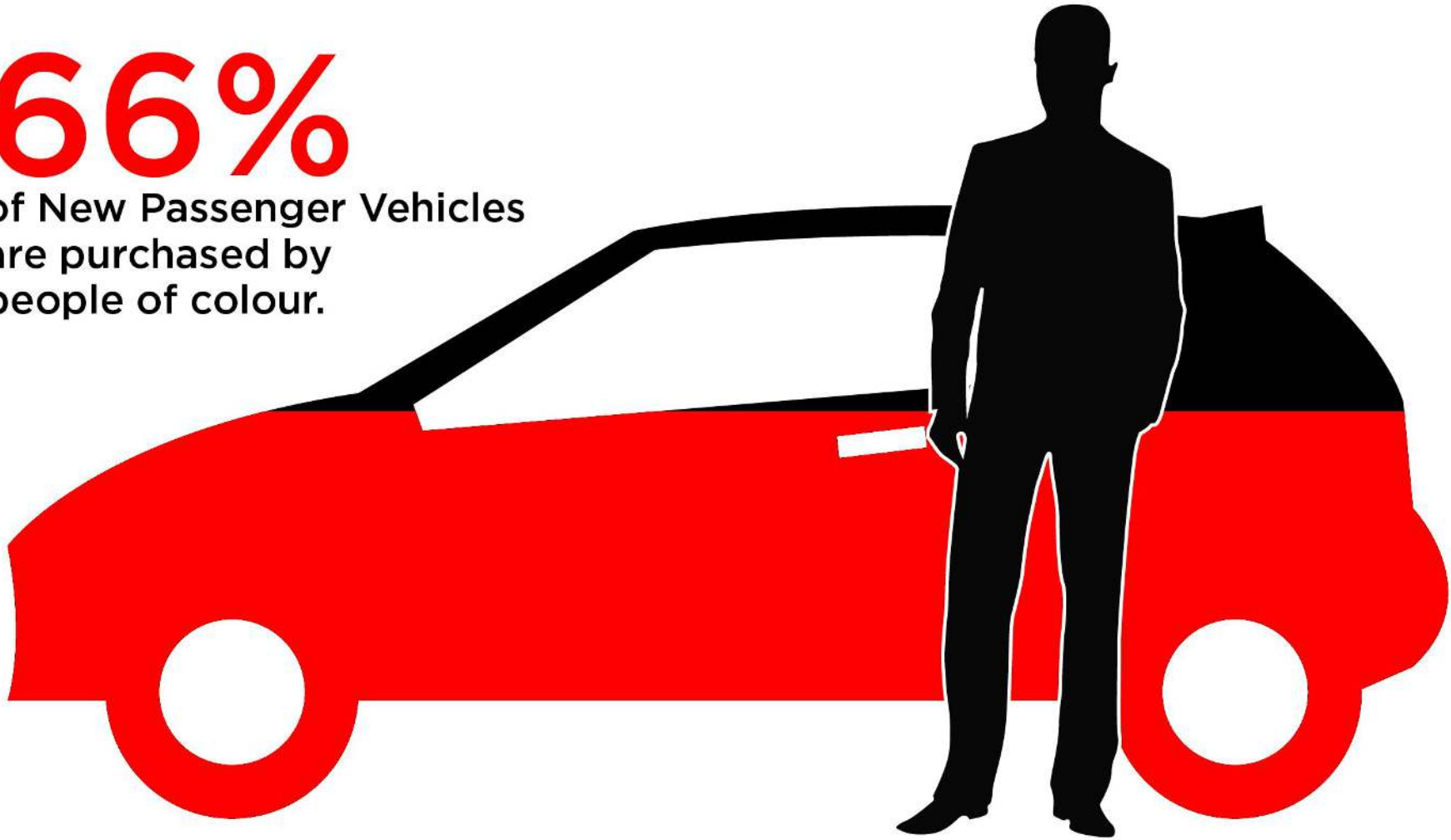
In 2018 it is **18**.

# Who are the **18**?



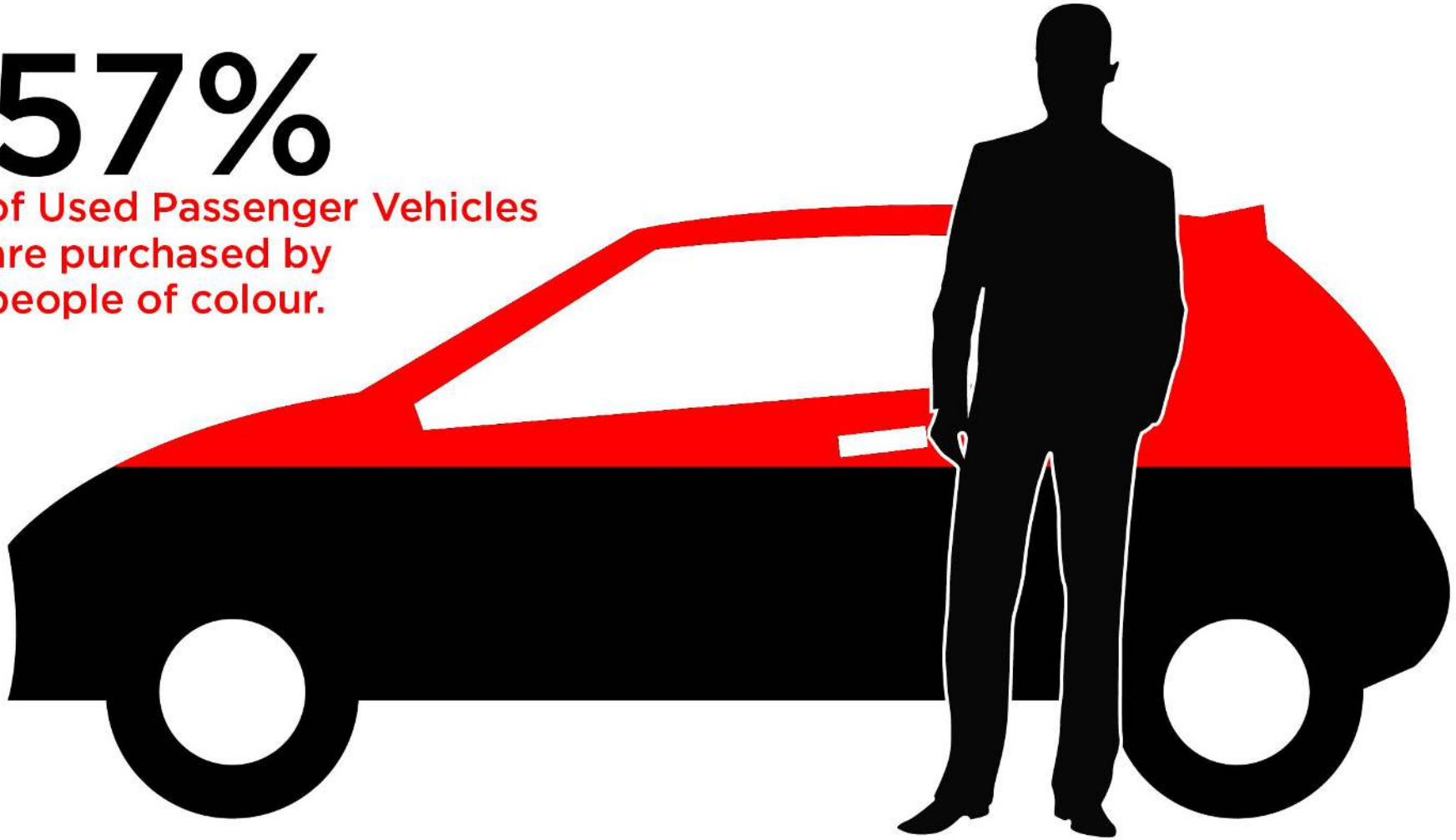
**66%**

of New Passenger Vehicles  
are purchased by  
people of colour.



# 57%

of Used Passenger Vehicles  
are purchased by  
people of colour.



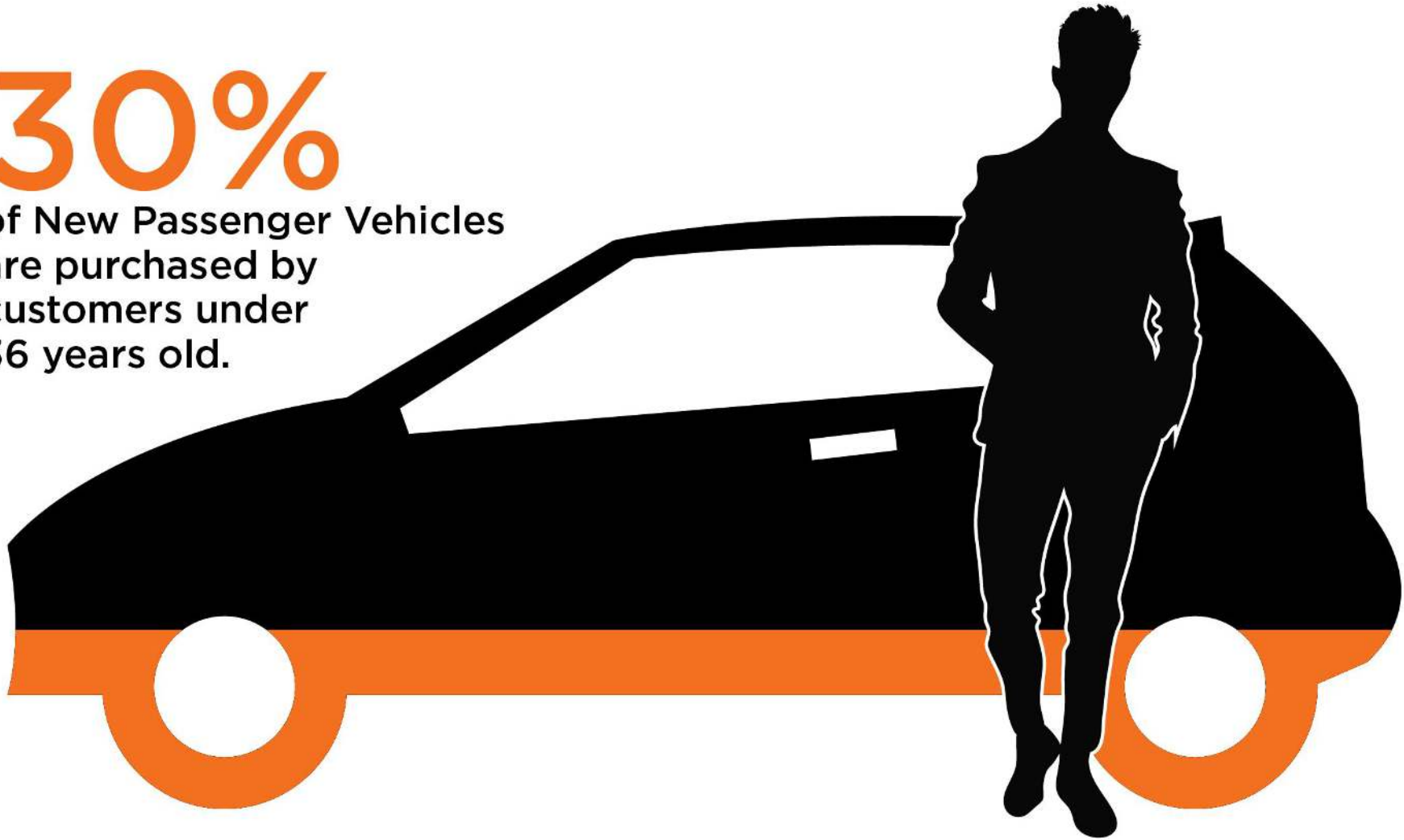
# 48%

of New and Used Passenger  
Vehicles are purchased  
by women.



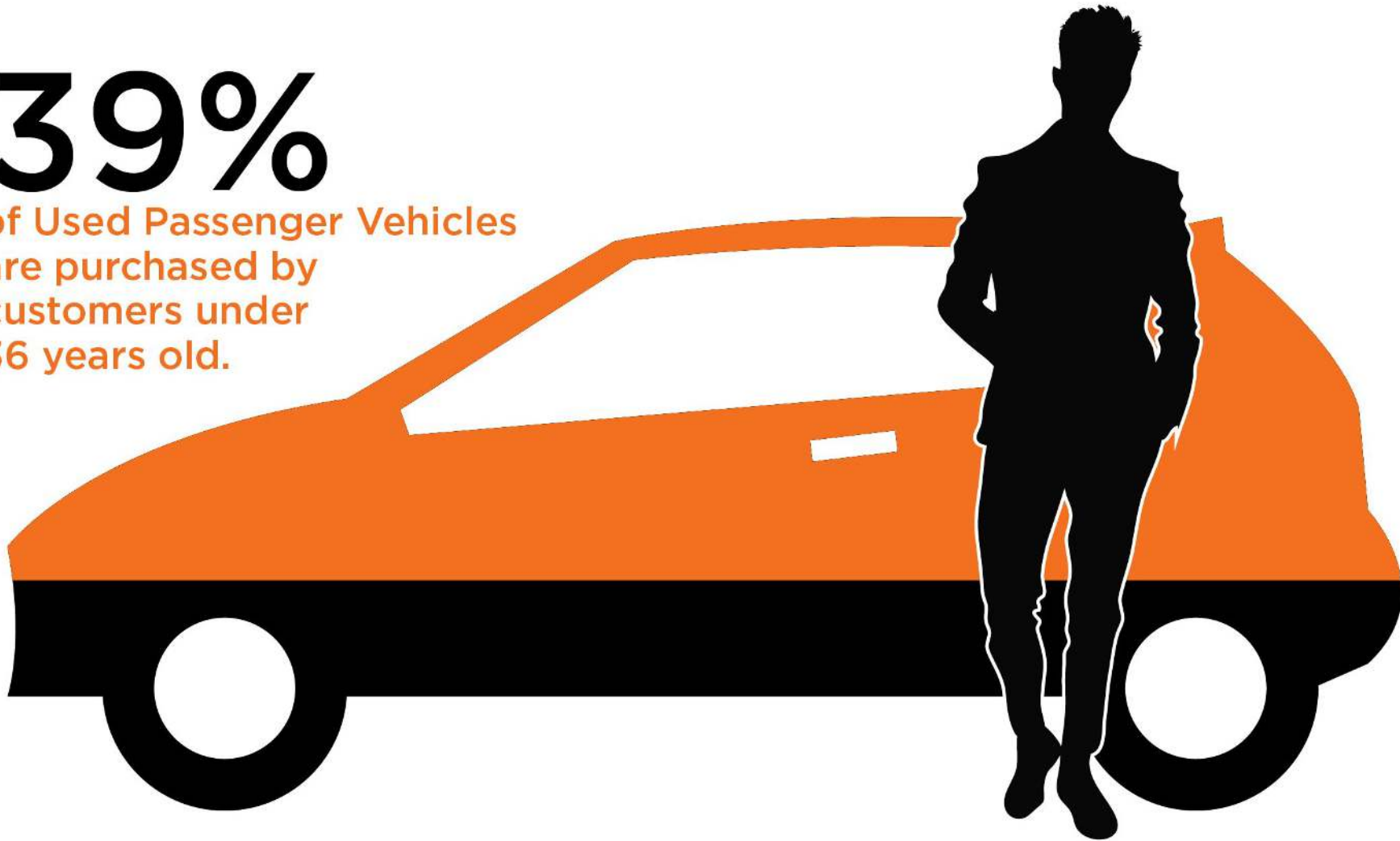
# 30%

of New Passenger Vehicles  
are purchased by  
customers under  
36 years old.



# 39%

of Used Passenger Vehicles  
are purchased by  
customers under  
36 years old.



# 26%

of New Passenger Vehicles  
are purchased by customers  
with an income of  
<R20,000 per month.



# 41%

of Used Passenger Vehicles  
are purchased by customers  
with an income of  
<R20,000 per month.



# Credit Applications

**116,000** applications per month.

**46%** are approved.

**32%** of the approved are taken up.

**15%** end up as tail lights.