

# VOLVO CARS UK CASE STUDY

How Volvo Cars UK worked with Leasing.com to sell large volumes of new car stock during the Coronavirus lockdown.

## OVERVIEW

On 23 March 2020, the UK went into full lockdown, forcing car dealerships to close their doors to the public and factories to shut down production. With manufacturing closed, no retail network and most consumers confined to their homes for much of the day, car brands faced an uphill challenge to sell their vehicles. Volvo Cars UK turned to online car leasing experts Leasing.com to help.

Through Leasing.com, consumers can compare deals on millions of vehicles, make an enquiry, communicate with partners through messaging tools and fill out an application form online. All these tools allow advertising partners to receive high-quality leads from in-market consumers looking to secure their next new car.

Volvo Cars UK used all the tools at their disposal to sell 460 vehicles via Leasing.com in just two months (May and June 2020) with a staggering conversion rate of 50%.

## THE APPROACH

### Exclusive deals

Volvo Cars UK priced the offers at a rate that was exclusive to Leasing.com. Due to Leasing.com's unique 'Best Value' algorithm, Volvo deals were highly visible when consumers then sorted leasing offers by best value in their online comparisons.

### Application forms

Volvo Cars UK used Leasing.com's back-office system to respond to the consumers' enquiries and used the site's online application forms to process finance proposals. Once completed and the finance agreed, the car was ordered, and the local Volvo retailer was notified to manage fulfilment.

### Tactical offers

Volvo Cars UK promoted one or two specific derivatives of their S60, V60, V90, XC40 and XC90 models in rotation to ensure offers were market-leading and help their team to manage the high volume of enquiries more effectively.

## THE RESULTS

### Enquiries



919

High-quality, unique leads

### Sales



460

Cars sold

### Conversion Rate



50%

From enquiry to vehicle sale

## CONCLUSION

By having access to a large and engaged consumer audience and providing them with market-leading offers and excellent customer service, leasing companies are able to sell significant volumes of vehicles even during a global pandemic. More and more consumers are keen to complete the entire sales journey online – from reviews, comparing vehicles and offers to submitting a finance application. Volvo Cars UK fully utilised Leasing.com's array of online tools, combined with exclusive offers, to achieve sales success.



“Our work with Volvo Cars UK shows that Leasing.com can play a hugely important role in the digital strategies of manufacturers and their agencies. By utilising the data and insight Leasing.com has at its disposal, combined with exclusive offers, dedicated resource and excellent customer service, we build partnerships that deliver impressive conversion rates and incremental sales volumes for manufacturers.” - **Paul Harrison, Head of Strategic Partnerships at Leasing.com**

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