



**auto:resource**

Connecting the UK Aftermarket

Introducing a pioneering digital platform  
for the UK automotive aftermarket

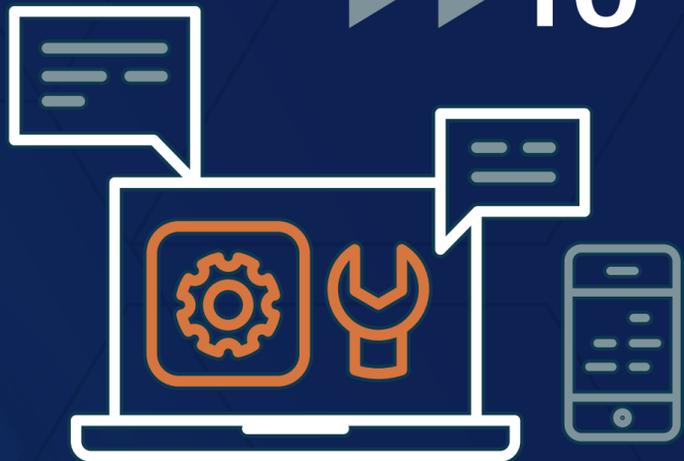
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# Driving the need for a new digital platform for the aftermarket

Research conducted to over 12,000 automotive professionals told us there is a need to connect the industry in a new digital platform, 365 days of the year.

## THE AFTERMARKET IS GOING DIGITAL TO



- Keep up to date with technology & trends **#1 overall**
- Source new suppliers **#1 for motor factors**
- Find training & education **#1 for garages & end users**
- Seek product information

**60%** of aftermarket professionals look for **technological developments** and **innovation online**



**60%**

of garage businesses **prioritise training** in online searches



**71%**

of motor factors look for **new products** and **suppliers** digitally

Source: Research findings from Explori survey 2020

## MOST POPULAR DIGITAL CONTENT

- Training & Practical Guides
- Product Demos
- Business Management Advice
- Technical Trend Reports
- Latest Products & Services

**75%**

of users access online content from their mobile



**93%**

use a laptop or PC



Does the automotive aftermarket have a strong demand for a new digital platform?



Over

**70%**

would like a central digital platform to find technical and training advice

**93%**

of respondents suggest digital resources can be better

FIND OUT MORE

# The Digital Opportunity

## Meeting the needs of the aftermarket

Influence buying decisions, increase customer engagement and drive interest in products and services in a competitive market by stepping into the digital landscape.

We present a comprehensive industry directory and resources website for the UK automotive aftermarket to enable you to reach target customers with rich relevant content, and drive lead generation.



### Designed for your target customers



Motor factors, distributors and wholesalers



Garage business owners and technicians from bodyshops, dealerships, autocentres and MOT stations

Help users to find, review and compare your products online

Keep your customers up to date with what's new for your business

Align yourself to market trends and keep your product in the minds of customers

Give customers the resources to train and educate themselves, keeping your products at the forefront of their mind

Enable your customers to find quick solutions for your products and services in one central hub



Meeting customer needs through content marketing on a digital platform



## INCREASE YOUR DIGITAL REACH TO YOUR TARGET AUDIENCE



**58,000**

Contacts in the automotive aftermarket

**13,000**

Engaged garages & end users

**14,000**

Social media followers (Facebook, Twitter, LinkedIn)

**320,000**

Social media reach

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## Harness the power of content marketing & drive engagement with your audience



These marketing opportunities are designed to place importance on **what** you are saying and **how** you position yourself in the market, allowing the content to do the talking and lead you to digital marketing success.

### OPPORTUNITIES



#### Content Directory

### HOW TO BENEFIT

Create your **business profile**, upload **products, training videos, demos** and **articles** onto the portal, and allow your marketing and sales assets to be freely accessed. Your target audience will be able to search, discover and digest your content, generating leads for you and your team.

Material uploaded to Content Accounts will be shared across the website and actively promoted through social channels and weekly bulletins, increasing visibility to users.

### THE VALUE

- Lead generation
- Thought leadership
- Brand awareness
- Product marketing

Rate Card  
£3250\*  
**Launch offer**  
**£2,675\***  
\*up to 3-months  
free listing



#### Featured Content

**Featured Content** will place the spotlight on a limited number of articles and videos on the home page. Tag your content to feature on five available channels. Relevant articles and videos will be seen under the headings of **Training, Products, Promotions, Advice & Insights** and **News**. Tenancy for one calendar month.

- Lead generation
- Product marketing
- Brand awareness

Rate Card  
£495\*  
**Launch offer**  
**£395\***  
Per Month



#### Channel Sponsorship

**Channel Sponsors** will be branded on the main page of one of our five channel categories. Only three exclusive commercial positions are available on each channel. Choose from **Training, Products, Promotions, Advice & Insights** and **News** to boost your branding alongside relevant content, and engage the most relevant users for your message. Tenancy for one calendar month.

- Brand awareness
- Lead generation

Rate Card  
£725\*  
**Launch offer**  
**£495\***

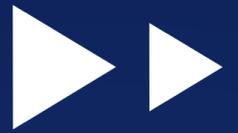


#### Tech Briefings and Trend Reports

Our bespoke reports provide readers with exclusive research and detailed editorial, position sponsors as industry leaders, and generate engaged leads. Monthly **Tech Briefings** provide forward-looking briefings on the latest technologies to impact the aftermarket. Quarterly **Trend Reports** provide detailed research findings and insights on trending developments which are changing the fabric of the industry.

- Brand awareness
- Thought leadership
- Lead generation

Rate Card  
From £3,250\*  
**Launch offer**  
from  
**£2,175\***



## OPPORTUNITIES



### Webinar

## HOW TO BENEFIT

Quarterly **Webinars** will address the hottest topics, bringing together the views and expertise of industry specialists. Sponsors can choose to position themselves alongside our **Technical Talks**, addressing practical & technical issues for business owners and technicians, or our **Aftermarket Insights**, which will explore the big trends and developments impacting the sector.

## THE VALUE

- Brand awareness
- Thought leadership
- Lead generation

Rate Card  
£5,000\*  
**Launch offer**  
**£3,750\***



### Bulletins & Newsletters

Weekly **Bulletins** will provide recipients with a round-up of the latest content uploaded on auto:resource, while weekly **Newsletters** will provide a round-up of the most pressing stories from across the aftermarket. Sponsors will gain access to the inbox of over 28,000 recipients and drive readers directly to your marketing content.

- Lead generation
- Product marketing
- Brand awareness

Rate Card  
£995\*  
**Launch offer**  
**£650\***  
Per Month



### Bespoke opportunities

Bespoke opportunities to partner with auto:resource for quality content are also available and include, but not limited to, **Interviews, Podcasts, Polls, Surveys, Infographics, White Papers** and **Case Studies**. We welcome the opportunity to discuss ways to create valuable content for our users - your customers.

- Lead generation
- Brand awareness
- Thought leadership
- Product marketing

**POA**

**Contact us for more information about how you can generate quality business leads, increase your content marketing and boost your awareness in the market.**

\*All pricing is offered exclusively to Content Directory subscribers. To enquire about pricing for non-subscribers, please contact us to discuss your needs.



## CONTACT

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