Volvo invests in the UK motor trade with the launch of its ‘Sponsored Dealer’ programme

• Volvo Car UK launches initiative for talented motor trade professionals to set up and run new dealerships
• ‘Sponsored Dealers’ to integrate into the Volvo dealer network over the next three years

With 2015 marking Volvo Car UK’s most successful sales year for more than 20 years, and with the Swedish brand registering more than half a million cars globally for the first time in its history, Volvo Car UK (VCUK) is planning to further invest in the brand and its network of dealers with the launch of its Sponsored Dealer Programme.

While not a unique concept by the Swedish manufacturer, the Volvo Sponsored Dealer Programme is a first for Volvo in the UK and will play a pivotal part in meeting its target of 60,000 UK car sales by 2020.

Volvo will give talented motor trade professionals with a proven track record of running successful individual or small group dealerships the opportunity to set up their own Volvo dealership, with the support of Volvo Car UK. This support includes securing the site and providing backing that will enable the individual to access credit facilities that may otherwise be out of reach.

Volvo plans for six sponsored dealers to go live over the coming years, with work on the first dealership, located in the Midlands, already underway at a new-build site which incorporates the brand’s latest Scandinavian-inspired showroom design cues. Volvo will take on the leases for the properties and each site will be set up as a Volvo Retail Experience (VRE) dealer from day one.

As part of Volvo’s human-centric approach, the dealers will be hand-picked and will gain ownership of a Volvo franchise. Volvo will support the dealership to nurture the business in line with brand strategy requirements and to support individuals in getting up to speed with operating a multi-million-pound business.

Following the hugely successful launch of Volvo’s all-new XC90, a positive reception for the S90 and V90, and the ongoing transformation of the brand, the Sponsored Dealer Programme provides a great opportunity to join the premium brand as it goes from strength to strength.

“The Sponsored Dealer Programme has been introduced to find talented motor trade business people who will become advocates of the Volvo brand at a truly exciting time for the company,” comments Phil Hand, Volvo Car UK’s Head of Network Development.

“Following the ongoing success of our Volvo Retail Experience initiative, with 12 dealers now operational, the Sponsored Dealer Programme is part of our move to continually improve the quality of our dealer network’s customer experience,” Phil Hand continues.

Volvo reported a six per cent year-on-year sales increase in 2015, and with a completely new Volvo range to be implemented within three years, the sponsored dealer sites will occupy territories that have the potential for growth to support the brand’s anticipated volume increases.

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Note to editors:
Volvo Retail Experience (VRE) focusses on the space and design of the dealership, and is designed to reflect Scandinavian-inspired values of calm, clean lines with ‘cool on the outside and warm on the inside’-style architecture. The aim of VRE is to create an environment for customers in which high levels of visual transparency are key. Large exterior and interior glazing allows customers to see all activity in the new workshops, turning the spotlight on what is often regarded as ‘back of house’. Inside the showroom, there is a balanced focus on physical and digital presentation, making sure the sales and service areas are completely integrated to deliver an open, holistic environment.

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