

ASSET MANAGEMENT

Used Vehicle Marketing Services from PHH Arval

Maximizing resale value can have a big impact on your bottom line. Between 45% and 55% of the cost of vehicle ownership is the loss of market value, or depreciation. Effective marketing techniques can help reduce your fleet depreciation expense.

Expert marketing programs ensure the best possible return on every used vehicle.

As your fleet partner, PHH is committed to marketing your used vehicles for the highest price, in the shortest practical time, providing full and complete documentation of the process.

- **Experienced marketing experts.** PHH has more experience, provides more personal consulting, personally represents your vehicles, and offers the broadest network of marketing opportunities than any other fleet management company.
- **The right benchmark.** PHH uses the *Black Book Commercial Value Guide* as its U.S. source for used vehicle benchmark data and online fair market values because of *Black Book's* independent, consistent, and reliable methodology for predicting commercial vehicle values that are not open to manipulation or interpretation.
- **Customized marketing strategies.** PHH's information management capabilities of PHH's data warehouse enable us to analyze your specific fleet needs using your own operating information, costs, productivity factors, and other key business drivers to develop marketing strategies tailored specifically for your fleet. Integrating these influencing factors with market and motor company data, your PHH Account Team will work with you to plan annual purchases to optimize return on used vehicles.
- **Nationwide scope and marketing networks.** The markets we use most frequently include clients' drivers and employees, franchised dealers, wholesalers, dealer auctions, wholesale and retail marketing centers, public auctions, independent retailers, and salvage dealers. By considering the vehicle's condition, the season of the year, and the geographic locations, PHH vehicle marketing experts determine the sales channel that will bring the best results for a particular vehicle.
- **Innovative marketing channels.** PHH has pioneered unique marketing channels to maximize used vehicle returns. In Canada, PHH pioneered the concept of marketing our clients' used vehicles through Marketing Centres located across the country from Vancouver to Halifax. Our Virtual Showroom, a borderless electronic sales process, allows registered dealers to bid on our clients' used vehicles from their desktops.
- **Retail marketing expertise.** PHH has developed retail marketing capabilities that place vehicles as close to the buyer as possible. Unique programs such as retail consignment offer opportunities to sell your vehicles for prices higher than wholesale.
- **Comprehensive documentation and administration.** Customized management reports, including sale status, pricing guides, nameplate sale analysis, and final settlement analysis ensure complete information on every vehicle sale.
- **Integrated information and reporting.** Track trends and all the details of each vehicle sale via the internet on PHH InterActive®. A summary depreciation analysis outlines averages such as odometer, months in service, sale price, percent of original cost, percent of actual monthly depreciation, and days to sell by sale outlet.

PHH takes a consultative approach to used vehicle marketing.*

PHH's innovative resale methods, individual attention, and consultative marketing experts ensure the best price and fastest results on every vehicle sale.

- **Customized marketing consulting.** PHH works with each client on key fleet policies, including replacement timing and marketing strategies. We will also provide consulting and recommendations regarding the resale channels most appropriate for your vehicles.
- **Retail Consignment.** This unique program places vehicles on consignment with a retail dealer at a price generally \$300-\$500 above wholesale value.
- **PHH Marketing Centres.** PHH preferred suppliers own and operate wholesale and retail marketing centres throughout North America that consistently achieve the best performance in the industry.
- **PHH ValueBuy® employee sale program.** PHH can manage sales to your company's employees at above-wholesale prices without delays and costs associated with other kinds of sales. Buyers can take advantage of special financing and original manufacturer service contracts where available.
- **PHH eValueBuy employee sale program.** Expand employee sales from fleet drivers to all your U.S. employees via a website where they can view cars and trucks for sale, then purchase them online. Unlike other online resale programs, PHH has built efficient processes and quality ratings into our online program so your employees can buy with confidence. PHH's experienced used vehicle consultants can help you establish policy and pricing.
- **PHH ValueBuy client sale.** PHH provides sales administrative assistance when you choose to identify a purchaser and set the purchase price. Services include invoicing the purchaser, collecting the funds, and transferring vehicle ownership.
- **Personal representation at auctions.** Not only do PHH used vehicle sales managers travel extensively within their territories, they are physically present at the auctions for almost 80% of sales. Our experience shows that our long-standing practice of personal representation enables us to establish "brand identity" for PHH vehicles that delivers greater returns to our clients.
- **Experienced, knowledgeable marketing experts.** PHH's experienced vehicle marketing experts in Canada and the United States average 20 years of experience. Sales managers travel regularly to their territories; this local presence, along with participation in the daily used vehicle sale process, gives our managers the most detailed knowledge of regional markets – which helps you achieve higher resale results.

*Services may vary in the United States and Canada. Contact your PHH representative for details of services in your area.

For more information

PHH Arval provides customized fleet management solutions to companies of all sizes, in all industries. Contact us to learn more about how our powerful ideas can create amazing results for your company.

PHH Arval

Visit us at www.phharval.com

1 800 ONLY PHH