New vehicle finder from INEOS Automotive

Published: September 23, 2024

Author:

Online version: https://www.wheels-alive.co.uk/new-vehicle-finder-from-ineos-automotive/

New vehicle locator from INEOS Automotive helps buyers find new or ‘Certified by INEOS’ used examples of the Grenadier…

They tell us:

(All words and photographs from INEOS Automotive).

- Powerful new sales platform details every pre-configured new and Certified by INEOS used Grenadier in stock
- UK launched in September, with roll-out to follow in key markets including Germany, Australia, South Africa and the US
- Mike Whittington, CCO, INEOS Automotive, comments, *"From the earliest days of the business, we focused on providing an exceptional buying experience for customers. This new platform will ensure they have online access to every Grenadier model on sale in their country, so they can easily choose and finance their vehicle with peace-of-mind."*
- Bespoke software enables dealers to manage their new and certified used stock in real time

London, 18 Sept 2024 – INEOS Automotive has launched a straightforward vehicle locator for all pre-configured new and Certified by INEOS used Grenadier stock. It will provide customers with full details of every Grenadier model currently on sale in their country, as well as presenting finance packages available from Santander Consumer Finance (UK, DE, US) and Pepper Money (AU).

The new tool has now launched in the UK, with a planned roll-out in Germany, Australia, South Africa and the US before the end of 2024. As well as incorporating a gallery of images, videos and full specifications for each vehicle, the locator will also detail the service history for all Certified by INEOS used vehicles.

Mike Whittington, Chief Commercial Officer, INEOS Automotive, comments, "From the earliest days of the business, we focused on providing an exceptional buying experience for customers. This new platform will ensure our customers have simple and quick online access to every available Grenadier model on sale in their country, so they can easily choose and finance their vehicle with peace-of-mind."

INEOS Automotive partnered with digital automotive sales specialist Nexus Point to develop the new service. Nexus Point's scalable online vehicle locator plug-in is directly integrated into INEOS Automotive's existing management software systems, helping retail partners centrally manage all new and certified used vehicle stock.

“Our scalable Apex platform is perfectly tailored to work with INEOS Automotive’s growing sales network and its combination of agency and dealership models,” says Ross Giblin, Sales Director, Nexus Point. “Apex plugs directly into INEOS Automotive’s existing software and will accelerate sales growth by ensuring potential customers will have access to every Grenadier on sale in their market. We’re looking forward to rolling it out to other key markets.”

To view pre-configured and Certified by INEOS vehicles, visit: stock.ineosgrenadier.com.