



NEWS RELEASE

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Security budgets rising to counter car thefts from dealerships, new iB survey finds

A recent survey of over 50 UK prestige car dealerships found that actual theft and increased risk of theft of cars is the main factor driving increases in security budgets as the recession takes hold. Nearly two-thirds of respondents (63%) reported real increases in security budgets in the current budget year to combat car theft.

Although CCTV camera systems have traditionally grabbed the lion's share of dealer security outlay, iB Management Solutions, the provider of eTag Key Management System for dealerships, also found dealer managers now see 'more secure and effective methods of storing and tracking vehicle keys' as a vital aspect of tightening security and improving productivity of sales staff.

Fully networked key management systems, like iB's eTag Key Management System, are being seen as an important way of securing cars on the forecourt, according to more than four out of five dealerships questioned (82%). These systems have the added advantage of enabling staff to locate keys fast, normally by logging onto their PCs to view secure information about when a set of keys was taken out last, from which cabinet and which authorised individual took them.

Nearly a quarter of respondents (24%) reported losing up to five sets of keys in the last six months, whilst nearly one in five dealerships (19%) reported theft or attempted theft of one to two cars over the same period.

Over a third (38%) are also investing in CCTV technology, whilst one in five (20%) are also investing in alarm-based systems linked to CCTV cameras. Looking more widely, other IT investment still being signed off in dealerships in the face of the downturn includes new Dealer Management Systems (DMS) - by nearly half of those questioned (45%). New Customer Relationship Management (CRM) and new Billing systems are also attracting dealer budgets for 32% and 18% respectively. Two-thirds (67%) of dealerships declared that economic downturn has had no impact on technology budgets this year at all.

eTag can be fully integrated into a DMS to optimise efficiencies and professionalism as all cars are tracked effectively between networked dealerships, and between servicing areas, rear parking bays, forecourt and internal display areas.

Other findings were:

- 60% of dealerships state that car manufacturers should be doing more to help dealers move stock
- Smaller dealerships were seen as under threat by 80% of the sample saw them as the most vulnerable in the downturn

Paul Smith, managing director, iB Management Solutions, said:

“Fully networked key management systems are clearly being considered alongside CCTV investment to combat car theft but the message is also getting through that it offers a route to increased productivity of valuable sales staff. Staff numbers may be cut this year so those that remain do need systems to aid efficiency – eTag is one such system.”

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Notes to Editors

The survey was conducted during March 2009 by emailed questionnaire to iB’s own prospect database of over 200 dealer management contacts throughout the UK.

About iB Management Solutions

iB Management Solutions is an expert provider of end-to-end key management solutions and other systems for automotive dealerships. iB Management Solutions’ eTag Key Management System offers networked key management solutions to 40 per cent of the Mercedes-Benz network and 30 per cent of the BMW network in the UK. Customers include Porsche Retail Group, Mercedes-Benz Retail, BMW Park Lane and Sytner Group.

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