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## **MEDIA INFORMATION, FOR IMMEDIATE RELEASE**

**28 June 2011**

### **FRANCHISED WORKSHOPS URGED TO CAPTURE GREATER SHARE OF OLDER-CAR AFTERSALES WORK**

Franchised dealers are failing to taking advantage of a growing market for service, maintenance and repair work for older vehicles. According to the 2011 Castrol Professional Car Service and Repair Trend Tracker, an increasing proportion of motorists are retaining their vehicles for longer, and most are turning to independent workshops and DIY-servicing in order to minimise running costs.

The Trend Tracker report, the third in an annual series of comprehensive intelligence reports on the UK automotive aftersales market, reveals that, after a period of decline, total retail spending on car servicing and repairs in the UK increased between 2008 and 2010 to reach £8.43bn (excluding MOTs and VAT).

However, with the car parc ageing as a result of year-on-year falls in new car sales since 2005, much of the increase in demand for service and repair work is for vehicles over three years old. The reports highlights that franchised outlets are not doing enough to capture this business.

Trend Tracker analyst, Chris Oakham, explained: "Particularly since 2007, a greater proportion of recession-hit motorists have been keeping their cars for longer. This helps explain the recent upturn in the retail service and repair market, as motorists have become liable for more expenditure on servicing and repairs. It's a case of 'make do and mend' for many, and it's clear that car owners have sought to reduce costs by going to independents or even doing the work themselves."

Nigel Head, Castrol OEM & Franchised Workshop Marketing Manager - UK & Ireland, said: "Although the amount of service and repair work in 2009/10 rose only marginally in terms of volume, the long-term trend is a gradual decline, as car build-quality improves and service intervals increase. Franchised dealer workshops in particular are currently suffering because the number of cars up to four years old has fallen.

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“Dealers need to fight hard and be proactive and innovative in their approach to retaining aftersales work on older cars, and in encouraging owners of ageing cars to come back into the dealership. They must clearly communicate to motorists that the *value* of their proposition is better: workshop opening times are more convenient, for example, and the quality of lubricants, parts and servicing is superior, reducing motorists’ costs over the long-term.”

In the decade to 2010, total retail spending on mechanical servicing and repairs to cars in the UK fell in real terms by 17 per cent, although the decline levelled off in 2004/2005.

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### **Notes for editors**

The new *Castrol Professional Car Service and Repair Trend Tracker 2011* report combines in one volume an update of data from three long-established Trend Tracker reports covering the UK market for retail mechanical car servicing, maintenance and repairs. The new report is based on a survey of 15,725 motorists carried out by Lake Research over the last 16 months – as well as extensive B2B research. These data add to Trend Tracker consumer survey records going back to the early 90s.

Details of the report can be downloaded from [www.trendtracker.co.uk](http://www.trendtracker.co.uk).

For further comment, please phone Trend Tracker director and lead aftermarket analyst Chris Oakham on 0870 421 4350 or email [coakham@trendtracker.co.uk](mailto:coakham@trendtracker.co.uk).

### **About Castrol**

Castrol ([www.castrol.com](http://www.castrol.com)) is part of BP, one of the world’s largest energy companies. Through strategic partnerships with many of the world’s leading car manufacturers, Castrol is able to maintain its position as the market and technical leader for automotive lubricants for trade and retail customers.

Castrol has a specially tailored offer for franchised workshops combining three professional lubricant brands with a range of business support programmes for improved business performance, training, re-engineering processes, workshop equipment planning, delivering tele-business solutions, and creating and managing effective sales and marketing programmes.

Named Castrol Professional, the offer has been specifically designed to help maximise workshop profit margins across three key sources of value: lubricant sales, increased parts and labour sales, and customer satisfaction. It is supported through the largest field management team in the sector.

The Castrol Professional product range comprises a line-up of lubricants exclusive to franchised workshops:

- Castrol EDGE Professional: a range of premium fully synthetic lubricants, each uniquely co-engineered with – and exclusively and globally recommended by – BMW, Jaguar, Land Rover, Volkswagen, Seat, Skoda, Volvo, MINI and Audi, which contains Castrol’s proprietary Fluid Strength Technology to exceed the specific requirements of their modern engines.

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- Castrol Magnatec Professional: the premium semi-synthetic lubricant which features unique 'intelligent molecules' that provide extra protection where it's needed most in the engine, an globally recommended by Ford.
- Castrol GTX Professional: superior engine protection.

For further information about Castrol Professional visit [www.castrolprofessional.co.uk](http://www.castrolprofessional.co.uk).

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