

COMMERCIAL STATEMENT

Vertu Mercedes-Benz of Reading
Richfield Avenue
Reading
RG1 8EQ
July 2019



Background on Vertu Motors

Vertu Motors plc is the fifth largest motor retailer in the UK representing more than 20 brands nationwide including Mercedes-Benz, Audi, Volkswagen and Land Rover. Formed in 2006, the group quickly established itself as a major player in the UK automotive retail sector. It now operates more than 120 outlets offering sale, servicing, parts and bodyshop facilities for new and used car and commercial vehicles. The group was awarded Motor Trader Dealer Group of the Year Award in 2008 and was named Best Dealer Group in the 2012 Motability Awards. Throughout its growth the group has expanded its charity and community engagement projects. It is committed to playing an active role in each of the communities it serves. Vertu Mercedes-Benz was created after Vertu Motors acquired Greenoaks Mercedes-Benz in 2016. The further acquisition of The Hughes Group in 2018 expanded the Mercedes-Benz presence into the M4/M40 corridor as well as adding Vertu’s first Mercedes-Benz commercial van franchise. The Mercedes-Benz dealerships in Ascot, Aylesbury, Beaconsfield, Reading and Slough aim to provide a second-to-none customer service every step of the way from purchasing to servicing.

Investment in Mercedes-Benz of Reading

Vertu Motors is currently investing £4.7m in Mercedes-Benz of Reading to create a new state-of-the-art showroom as part of its ongoing refurbishment programme of its Mercedes-Benz dealerships. The new showroom which will open in summer 2019 is being extended and refurbished to meet the very latest Mercedes-Benz corporate standards. The showroom size is being increased to 14 cars and the service section is also being redesigned and upgraded. In addition, the new site will incorporate a three-lane undercover vehicle drop-off area which will allow customers to have a valet parking style experience when dropping off their cars.

Construction work has also now begun on a new wash and valet facility which will include a dedicated smart repair bay. This will enable the dealership to offer customers minor cosmetic repairs as well as standard service packages. The entire project is due to be completed in Winter 2019. Rob Walford, general manager of Mercedes-Benz of Reading, states: “Vertu Motors has invested a huge amount of money in this project and it demonstrates a fantastic amount of confidence in our colleagues, the Reading area and our customers.”

Importance of Proposed Signage

Vertu Motors is keen to integrate digital signage into its showroom design to enhance the experience of its customers and to ensure it maintains its ranking as one of the UK’s leading motor groups. It recently secured planning for a 3m x 2m digital display at its Mercedes-Benz of Slough dealership and has plans to install more than 20 screens at sites across the UK. Digital signage is increasingly playing a significant role in car dealership design and is currently being installed at Sytner BMW dealerships across the UK. Instead of static print images and billboards, the proposed digital sign would give Mercedes-Benz of Reading the opportunity to communicate with customers in a very precise and targeted way. It would also provide the company with a powerful new recruitment channel where they could advertise new vacancies and attract new talent to join their team. Once up and running, all content on the digital sign can be changed remotely thus eliminating the cost of printing static adverts such as canvas banners. A Neilson consumer study found that more than 75 per cent of car buyers agree that digital signage is a good way to promote and sell products and more than 65 per cent agree it would influence their decision to buy products in the future. Vertu Motors is committed to delivering exceptional standards in customer service and showroom design. As well as being a powerful communication tool, the display would significantly enhance the design of the new showroom and help to make it one of the most state-of-the-art dealerships in the region.

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Title

Proposed LED Pylon Sign at
Mercedes Reading
Richfield Avenue
Reading
RG1 8EQ

Drawing

Commercial Statement

Status

PLANNING APPLICATION

Date

July 2019

Scale

n/a (@ A3)

Drawing Number

2019/RE/TS/PL/
005

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