

## **motus.cars offers a new way of shopping for your next vehicle**

Motus aims to revolutionise the South African vehicle shopping experience with the launch of a dedicated website, motus.cars. It will offer all the cars, motorcycles and commercial vehicles available from its 246 Motus Retail dealerships at a single, online location.

motus.cars will be a one-stop-shop for all a customer's car buying needs with listings of new, demo and used cars, the ability to apply for finance and a regularly-updated blog featuring the latest news and reviews from independent motoring experts.

The name Motus might be new but it comes with heritage. Previously known as Imperial, the group has been around since 1948 and is a trusted automotive brand in South Africa as well as abroad.

In an industry first by a dealer group, motus.cars offers consumers everything they could ever need in order to make an informed vehicle purchasing decision in a simple, safe, and convenient manner in one place. Once a decision and initial contact has been made the next step in the process can be taken, such as applying for finance or arranging a test drive at a convenient Motus Retail dealer.

“There are several other online aggregator websites in South Africa where consumers can find new and used cars but motus.cars is the first retail group to launch a true, online brand in its totality,” says Corné Venter, CEO Motus Retail and Rental SA division.

The world is changing, and automotive retailers need to adapt to a new way of selling cars. More than 75% of Motus Retail customers start their car buying journey online and more than 50% of all Motus Retail car sales originate from an online platform. Customers used to visit five or more dealerships when shopping for a car, now they visit one or two, preferring to find their dream car online. motus.cars makes this easy, with huge variety of quality new, demo and used vehicles in one easy to access location, which is now just a click away.

For existing customers, the motus.cars website allows for the convenient booking of a service or repair appointment at a franchised dealer of their choice.

Motorists can remain informed on the latest industry news and reviews curated by well respected, independent, motoring journalists published on the motus.cars blog.

Shopping for a vehicle no longer needs to be limited to the customers local area., Motorists can shop a wide variety of vehicles on motus.cars which are available at Motus Retail dealerships across South Africa and have their chosen vehicle delivered anywhere in South Africa.

The motus.cars website showcases all new, demo and used cars, motorcycles and commercial vehicles available from Motus franchised dealers, Motus Select and Auto Pedigree dealers where consumers can shop for all major brands of new cars and an inventory of more than 10 000 dealer-certified used cars.

The second-hand vehicle market is fraught with individuals looking to take advantage of unsuspecting buyers. motus.cars is a safe and trusted portal to shop for your next car. No dealing with stand alone second-hand car dealers or private sellers. All vehicles listed on the motus.cars website are owned by dealerships that are part of the Motus Retail group. A comprehensive used car inspection report is available on selected used cars that ensures that there are no surprises and that the customer gets what they pay for.

“motus.cars is ready to meet the needs of consumers whether that is in the new or used market. If the used car business grows further, we are ready for that market. Motus has the stock, the outlets and the staff to meet those demands,” said Venter.

Online calculators aid in determining the cost of finance and the cost of ownership, permitting consumers to make an informed decision. Finance applications are sent to all major banks ensuring that the customer gets the best deal in terms of repayments and interest rates.

Enquiring about a car on motus.cars is easy thanks to four different contact methods. Car shoppers can choose their preferred channel from an enquiry form, a WhatsApp chat, a phone call or a please-call-me request. Live Chat agents are able to connect customers directly with the selling Motus Retail dealer and assist visitors in real time by answering any questions relating to their vehicle needs and wants. They can also assist in narrowing down vehicle options in line with customer requirements and budget limitations.

A well-researched online user journey has created a user experience that allows for simple, non-complicated functionality of searching, filtering and enquiring about a car. Many hours of user testing will ensure a pleasant online experience.

With the primary reason for visiting the site being to browse for your next car, the search box is the most prominent feature on the homepage and allows visitors to start off with a broad vehicle search before using the 13 additional filters to refine their search. These 13 filters are based on experience gained on other Motus Retail websites, which formed the basis of the user journey applied on motus.cars

Functionalities, elements and iconography are similar to what users will be accustomed to from other day-to-day online activities. The static menu bar at the bottom of the mobile screen, for example, allows quick links to popular search results on the website, while filter buttons and sliders were designed to simplify the use of filters.

A handy feature on the motus.cars website allows visitors to compare cars between all brands and even between new and used listings. This is a feature unique to motus.cars and not possible to do on other aggregator sites.

The vehicle ownership cost calculator allows first time buyers to calculate the true cost of owning a car and avoid over-reaching their budget. First time car buyer tips and tools will assist rookie shoppers in their purchasing decision. In addition, a comprehensive Frequently Asked Question section covers questions ranging from website functionality to finance terms and buyer tips.

motus.cars is not only a new URL, but at the same time it is a new brand. A brand that represents leaders in mobility for the good of all. The motus.cars logo adopted its dot-and-cursor element from the Motus corporate logo, which incorporates two keystones in its design. The keystones express solidity and resembles the forward movement of a dynamic and progressive Motus brand. Similarly the motus.cars logo represents change, which is apt as motus.cars aims to revolutionise the car shopping experience.

motus.cars is “everything cars”. It’s the online brand of an organisation that live and dream cars. A network of experts with a passion for cars. They do everything, so all that is left for the car shopper to do, is to click.