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A screenshot of a social media post

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Ownership model can be varied, from individual ownership to leasing to pay per drive or via a corporate.

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Aiming to have a full portfolio of service, insurance, DMV and MOT

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*Note: Have an option for multiple payment methods including the bank transfer. Also, explore an option where OEMs have their own financing and support the retail banks as well. That way customer has options.*

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*Note: Recommendation to OEMs to come up with some sort of an adapter to retrofit to the car that helps the owner to have the car health at finger tips. Longer the support of the car, longer the customer retaining and improved loyalty*

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*Ratings & Reviews which according to us is largely missing on the OEM sites. Understand the cars are mainly sold through the Dealers, ultimately its OEMs car they are selling and must carry the ratings & reviews. Gamify to encourage the buyers to leave the ratings and reviews*

A screenshot of a social media post

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*Note: have a review scraper api to pull out all the reviews. Also a way for the admin user for managing the reviews. Have ML enabled so that based on the set criteria the reviews to get flagged for easy maintainability.*

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*Encourage the OEMs to merchandize products. Some examples*

*BMW with lifestyle products, Kids toys and miniatures.*

*The same has been done by Porsche design house with Adidas, KEF electronics (headphones & bluetooth speakers), Asus’s famous tie ups with Ferrari and Lamborghini to make laptops inspired by the OEM’s design*