



Mercedes-Benz



Wachstumsstrategien für den Autohandel

Harald Schuff

19. Oktober 2011



Was ist Autohandel heute?





Was ist Autohandel heute?

The image shows a Mercedes-Benz dealership at night with its lights on. Overlaid on this are five vertical blue pillars, each representing a different service area. Each pillar has a title at the top and several smaller images below it.

- Neu-Fzg.** (New Vehicles): Three images showing a white van, a silver SUV, and a silver van.
- Gebraucht-Fzg.** (Used Vehicles): Three images showing a black sedan with a couple, a 'Junge Sterne' (Young Stars) program advertisement with several cars, and a parking lot full of cars.
- Teile/Zubehör** (Parts/Accessories): Three images showing a person in a parts store, two tires, and a person holding a document in a service area.
- Reparatur** (Repair): Three images showing a car engine, a car on a lift in a workshop, and a mechanic working on a car.
- Dienstleistung** (Service): Three logos: 'TruckWorks' (Truck & Trailer Service by Mercedes-Benz), 'HDI GERLING' (insurance), and 'Mercedes-Benz CharterWay'.



Durchschnittliche Performance im Autohandel immer noch volatil.





Wachstum im Autohandel durch Performance-Steigerung.





Was sind Trends im Automobilhandel?

- ▶ **Gesamtmarkt tendenziell stagnierend**
- ▶ **Potenzial für Premiummarken**
- ▶ **Preisdruck**
- ▶ **anderes Mobilitätsverhalten**
- ▶ **Elektromobilität**
- ▶ **Erweiterung der Wertschöpfungskette**
- ▶ **zunehmende Liberalisierung des Autohandels**
- ▶ **höhere Kundentransparenz, steigende Erwartungshaltung**



Wachstum im Autohandel durch neues Geschäft.





Wachstum im Autohandel durch professionelles Kundenmanagement.

