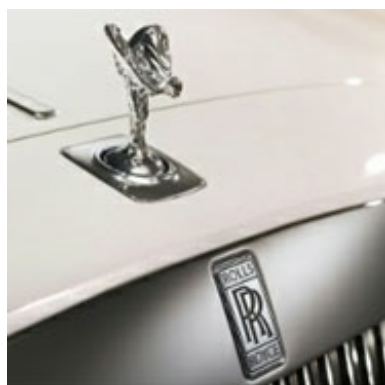


MOBILE

## Rolls-Royce targets new prospects with mobile pre-owned vehicle finder

August 22, 2012



By TRICIA CARR

Rolls-Royce Motor Cars is upping its service to affluent consumers who are searching for pre-owned vehicles via a new digital tool that is mobile-compatible and gives availability updates via SMS and email.

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**Luxury Daily**

The Provenance Pre-owned Stock Locator lets registered users search for pre-owned models that meet Rolls-Royce's standards. The resource was designed to be compatible for computers, smartphones and the iPad and users can sign in to access their saved searches from any device.

"Web traffic to Rolls-Royce's Web site may suggest more and more of its audience is using mobile devices to access its content," said Vincent Mazza, vice president of [Inflexion Interactive](#), Hoboken, NJ.

"With the rise of search and commerce tasks users perform on mobile devices, it would make sense for Rolls-Royce to provide an easy-to-use mobile experience," he said.

"Via a stronger user experience and increased options to access the content on mobile devices, Rolls-Royce will reach a larger share of its target customers."

Mr. Mazza is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

Rolls-Royce did not respond before press deadline.

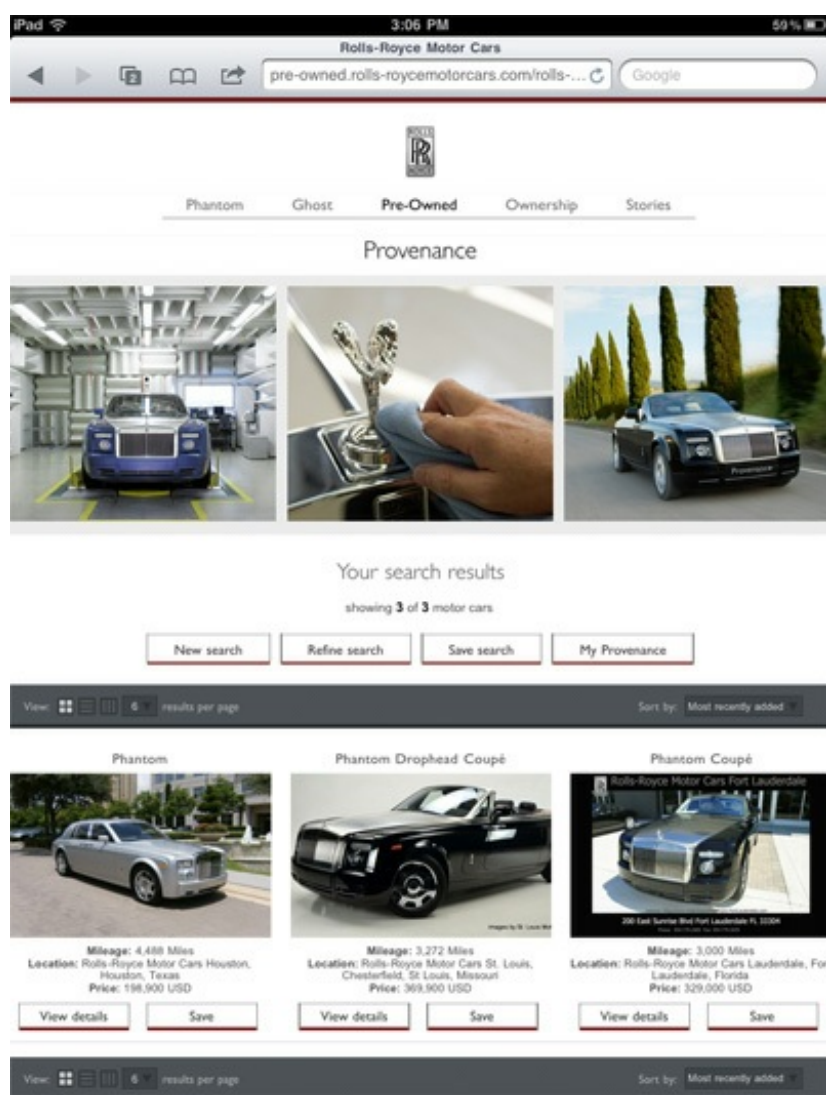
On target

The Provenance Pre-owned Stock Locator is a new way for consumers to find pre-owned vehicles.

The automaker is targeting “would-be Rolls-Royce clients” by offering an effortless search tool, per Rolls-Royce.

Consumers can access the Provenance Pre-owned Stock Locator from the Pre-Owned section of Rolls-RoyceMotorCars.com and on local dealer Web sites.

The tool allows registered users to perform searches, access saved vehicles and searches, compare available vehicles, download brochures with full model specifications and manage SMS and email alerts.



### *Provenance Pre-owned Stock Locator on iPad*

When users begin a new search, they can start by setting the country filter. Additional filters include model, age, mileage, budget and color.

Users can also browse all available and upcoming vehicles.

Vehicles featured in the stock locator meet Rolls-Royce's Provenance grade standards. All

cars are supplied via the automaker's global dealer network.

Provenance cars include a two-year warranty and two years of complimentary service at any authorized Rolls-Royce dealer.

"The tool is easy to use and offers many great features – from global search, to side-by-side comparison, to saved searches and alerts – as part of the My Provenance program," said Marko Muellner, senior director of marketing at [ShopIgniter](#), Portland, OR.

"It also highlights local dealers nicely and works well across the Web, smartphones and tablets as advertised," he said. "Building this with responsive design is really smart."

New business

Rolls-Royce's pre-owned vehicles still carry a hefty price tag, but could be an entry-point into the brand for new consumers.

Therefore, it makes sense that the brand would create a seamless browsing experience on mobile and digital platforms.

It is safe to say that all luxury automakers are using digital and mobile channels in some way to reach young, affluent consumers.

Rolls-Royce allows buyers to design their own Phantom and Ghost models by picking the wheels, exterior features such as paint and sideboards and interior colors on its mobile applications ([see story](#)).

Furthermore, Bentley, Maserati and Lexus created new brand mobile apps recently to showcase model ranges to affluent and aspirational consumers.

Without a presence on these channels, a luxury automaker could lose out on prospective customers.

Rolls-Royce's strategy to create a mobile-optimized site rather than an app for its Provenance Pre-owned Stock Locator could help it reach more aspirational consumers. Downloading an app is an extra step in the process, but accessing a mobile tool from the Rolls-Royce homepage is a more direct path.

"Rolls-Royce was smart to develop a responsive Web site for the new resource," Inflexion Interactive's Mr. Mazza said.

"This allows the site content to conform to any sized browser or device automatically, rather than have to conform to a specific device," he said. "The search functionality is simple, effective and classy."

The automaker should be sure to raise awareness for the tool so that consumers know it is available, per ShopIgniter's Mr. Muellner.

"I think Rolls-Royce has realized, or uncovered key insights, that its key pre-owned customer is using mobile devices, and specifically tablets, for this type of product discovery and consideration," Mr. Muellner said. "I also think mobile enables it to blend

experiences, communications and useful tools so beautifully that it is the ideal platform for this type of program.”

Rolls-Royce might consider adding a few additional features to its stock locator such as more imagery and entertainment.

“Finding a pre-owned car is traditionally an exercise in choosing must-haves, locating the perfect configuration and going through the purchase process – generally it is not fun,” Mr. Muellner said. “But Rolls-Royce customers are different and it feels like this effort should consider that.

“Make the experience itself feel elite, like the white glove service expected elsewhere,” he said. “One way to do this would be to make it easy to chat with a real person or schedule a test drive.

“Extend elite personal service all the way to the device – it can support it and customers expect it.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*