

New perspectives for the automotive sector, there's a good chance we can help!

Automotive companies are experiencing heavy weather. Sales and profitability are under a lot of pressure caused by the recession, increasing taxes and fuel costs, the threats of road-pricing and strict environmental requirements. As brand experience is becoming more rational for the consumer, increasing transparency is causing brand inflation. Dealer and importer will have to change gears adequately to survive!

Automotive trends in the Netherlands

- the market for new cars is saturated
- margins are under pressure
- multi brand dealers are proprietary, not yet multi brand
- retailers want to scale up
- grow of proprietary service companies
- Only used cars and service are profitable
- Marketing costs are relatively high

Dealers, national sales organisations and importers have to reform and reposition themselves radically. The organisation often doesn't possess the required skills to effectively implement these reforms. As a support Byce Automotive offers three propositions.

1. Retail formula dealer groups

Dealer groups operate nationally or regionally in a number of branches. Some have already realised the step to multi brand outlet. This trend will continue for the volume brands, with the role of the dealer changing to that of a transparent intermediate. The distinctive reputation of the new dealer will be decisive for the trust in the relationship with the customer, and the automotive brand will continue to play an important part in the emotional experience and product features. Byce Automotive helps the entrepreneur to transform into the new role and proposition towards the customer:

- a new vision, plan of approach and a scan/design of the organisation
- implementing of the transformation

The organisation is then able to continue autonomously.

2. Launching new models

Importers and national sales organisations regularly introduce new models. In the introduction of a new model, the starting points of factory/brand/segment are guiding. Coordination with the factory, in for example marketing and logistics, is necessary for the new model and the run-out of the current model. The national introduction asks for an accurate planning and (international) alignment of marketing activities. These introduction projects appeal to the permanent staff of the organisation. As a support Byce Automotive will temporarily enforce the marketing and sales team.



In cooperation with the organisation:

- a plan of approach is made
- a launch team is formed
- the internal alignment is facilitated
- the entire process is streamlined

Afterwards the process is evaluated for the benefit of future launches.

3. Efficiency Booster automotive company

In service focussed retail formulas, the lowering and protection of the company costs is of great importance. Therefore, Byce Automotive developed the Efficiency Booster. This solution gives an insight in the productivity of employees and at the same time enables them to work on continuous improvement programs.

The Efficiency Booster is a personalised solution that is measured to the specific culture of the company in cooperation with the employees. Thus, a proprietary work method and a reduction of costs arises.

The implementation of the Efficiency Booster is realised in a number of implementation rounds in which the taught method is being applied right away and the dynamics improve the strive to continuous improvement.

More information?

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Jan Schuurman, Chris van Schijndel, Marc Stottelaar and Leon van de Werve.

dynamics in the automotive market





Jan Schuurman (1957), leading man of Byce Automotive, has distinctive national and international experience in the automotive sector. His experiences vary from dealers and importers to automotive producers, and he worked closely together with test houses, ministries and other service organizations within this sector. Jan has been involved in the development and implementation of new concepts, model approvals, leading and rehabilitation of dealer companies. He has worked for Ford, Hessing, DSM, Spyker Cars, MSX, Trading Cars and other firms. His network covers the entire automotive industry.

Chris van Schijndel (1952), has almost 25 years of experience in the European automotive industry. He worked as a marketing research manager for Volvo Cars BV for eight years, during the introduction of the Volvo 480, 440 and 460. At Nissan Europe, besides working as a market research marketing, he worked as a product marketing manager. He introduced a number of new Nissan models to the European market, working from Paris between 2000 and 2002. At the end of the nineties Chris was (seconded) marketing director at Nissan Netherlands. He now works as an independent marketing consultant for a number of companies including Flex-i-Trans, market leader in production and sales of wheelchair vans.



Leon van de Werve (1959), studied Mechanical Engineering at the Technical University of Delft. After his graduation he worked for automotive enterprises like Volvo, Mercedes Benz and VSN. He fulfilled various direction jobs until he started working as an independent advisor and interim manager in 1998. He performed assignments for clients including RDW, LeasePlan, Mercedes Benz, Peugeot and Opel dealer organisations. His expertise lays in the significant improvement of results of passenger car and truck organisations. Besides this he is a guest teacher in Business and Management at the University of Applied Sciences of Arnhem and Nijmegen.

Marc Stottelaar (1963) has been working in the automotive sector for over 20 years. After his Business and Marketing education in the Netherlands, Belgium and Germany he worked in various positions for DAF, Daimler AG in Stuttgart and Mercedes Benz. He worked as a product manager, branch manager, VP marketing & sales Europe and as a sales leader for the Netherlands. Through DAF Marc started working in the trucks sector. He continued working in this branch for Daimler AG and Mercedes Benz. In the last year of his career he switched to the car branch. Marc is the leading man of the Automotive Circle Nyenrode and organiser of the symposium 2010.



Byce Automotive is a specialised competence centre for companies in the automotive sector and part of Byce. Byce are an independent provider of services that specialise in organisational evolution and organisational revolution. Byce help organisations to be successful through the development and deployment of the right skills, knowledge and experience. Clients in both profit and non-profit sector use Byce's extended network for the fulfilment of temporary assignments regarding interim and project management, for the strengthening of its management through coaching and for the fulfilment of permanent management positions.

Organisation-evolution:

- Leading of organisational adjustments
- Temporarily release of the management
- Consulting
- Leading of projects and programs
- Bridging arrangements during a search project.
- Advising on and assignment of the perfect mix of permanent and temporary personnel
- Development and strengthening of the own management through coaching and reflection
- Interim desk

Organisation-revolution:

- Crisis management and transitions
- Remediation and turn around projecten
- Start up of new activities
- Pressure cooker programme for management teams
- Strategic-consultancy
- Integration and fusion projects

To serve organisations fast Byce focus on the involvement and maintenance of a network of clients and independently established consultants, interim managers and professionals. Byce, Your Management Source, contains a network of over 2000 interim professionals.

To serve organisations well Byce work with senior partners that diagnose deriving from their own experience, make a perfect match, and guide the client and the interim manager or professional well during the course of the assignment. Byce stand for the quality and continuous improvement of their services. This is why Byce had their operational, directional and supporting processes tested successfully and received the ISO9001:2008 certificate.

