

Eric Ashmole fights number plate theft in Wales



Paul Clarke with team members of Eric Ashmole Fiat

Eric Ashmole Wales largest independent Fiat dealer reports that in the first 4 months of supplying Hills Numberplates new "Secureplate" theft resistant number plate package they have enabled an incredible 170 cars director Paul Clarke and his sales team are so totally committed to the new product they predict they will fit Secureplate to at least 75% of their annual 800 vehicle sales, Paul says "it's such a great product and easy to sell and so far the dealership has made an additional £5000 profit in fact it's paid our annual number plate bill, we knew the product would be a success from the start the plate fits the entire Fiat range of passenger cars with no fitting issues and we plan to offer the product on all of our commercial vehicle sales from the new year".

Paul explains that Secureplate is available from Hills Numberplates and initially supplied as a starter pack to include all specialist tools, display posters and desktop sales support material, Paul said "the starter kit will enable 25 vehicles and can pay for itself after only 8 sales" the pack includes on site dealer training and once the fitters have been trained to the required standard the dealer is awarded a distributor certificate for display in their customer reception and the dealer name and address is added to the www.secureplate.com website, another important fact is Secureplate is the only recognised theft resistant plate to display the police supported "Secure by design" logo.

How do Ashmoles do it? Simple, when a customer visits the dealership to discuss their vehicle requirements the additional cost for Secureplate is automatically included in the cars on road price the salesman then takes

time to explain to the customer the benefit of having Secureplate theft resistant number plates fitted to their car reassuring the customer that the additional cost is small when compared to the problems they could have if their plates were used in a crime related incident, because it will be them the victims that have to prove their innocence.

Paul comments "it's hard to launch new products and get instant support from staff so to make things a bit more interesting we pay a commission of up to £15 (dependant on the sale price) to the car salesman for each Secureplate sale plus we recognise that the fitters play an important part in making the product a success so we give them a small commission for each fitting ensuring that all departments and importantly the dealership earn and enjoy selling this innovative product".

Secureplates website proves to be an important aid to support the end user in finding their local dealer as it publishes full UK listing of all approved outlets (the website has been promoted in various articles seen in the national press and on TV).

ACPO crime prevention cannot be seen to favour one suppliers product against another but Secureplate is the only listed theft resistant plate solution available that meets all of the criteria demanded by DVLA and each pair of theft resistant plates proudly displays the "Secured by Design" logo this assures Eric Ashmoles customers that fitting Secureplate number plates is with their security in mind.