

Case study

Chorley Group

A partnership based on
openness, adaptability, and
business opportunities

 DealerwebShowroom

 CitNOW Imaging

 CitNOW Sales

 CitNOW Workshop



Award-winning family-owned group

The multiple award-winning family-owned Chorley Group has been serving customers across the North West of England for over three decades.

Founded by Andrew Turner, now the group's Chairman, from a single used car dealership in the town of Chorley, it has grown into a large regional multi-franchise business ranked 72 in the AM100. Andrew's son Adam has led the business as Group Managing Director since 2021.

Chorley Nissan, its first franchised site, opened in 1994 followed by a succession of acquisitions which saw it grow with the carmaker across the region.

Kia and Hyundai joined the group in 2009, followed by MG, Vauxhall, Isuzu, Citroen, Peugeot and, more recently, GWM Ora. The business now operates 21 sites across Lancashire and Greater Manchester.

Chorley Group's family values and ethos sets it apart, ensuring that it remains focused on delivering a personalised service for its customers and supporting local communities.

Managing growth through Dealerweb Showroom

The business has been a CitNOW Group partner since 2021, initially attracted by the DMS integration advantages offered in Dealerweb Showroom. This enabled them to tighten their sales process as well as streamline and

centralise administrative processes, an important consideration for a Group which has significantly grown its physical footprint and OEM partnerships.

In Q3 2024 alone Dealerweb Showroom enabled Chorley Group to log over 4,800 enquiries and achieve a 30% conversion rate, surpassing the industry standard.

“Dealerweb Showroom gave us the ability to create centralised admin hubs. They operate more efficiently with shared resources and manufacturer specialisms.”

**Martin Butler, Chorley Group's
Head of Projects, Systems & Compliance**

Driving business with CitNOW Sales, Imaging and Appraise

Consistency of operations has been a key element of Chorley Group's deployment and use of CitNOW applications.

CitNOW Sales was introduced in 2022 and is providing even greater transparency across customer transactions, helping build confidence and retention.

CitNOW Sales fully integrates with Dealerweb Showroom, and in just one quarter the Group achieved a 71% year-on-year increase in CitNOW Sales videos, reaching a grand total of 5,402 and resulting in an excellent 4.8-star rating.



Since 2024 Chorley Group has been using CitNOW Imaging and seen significant improvements in the time taken to photograph and start marketing vehicles entering its used car stock.

“CitNOW Imaging provides consistent vehicle images across sites and brands. Our media teams love the ease of use and speed. The process is now much quicker and we’ve seen a doubling in the number of vehicles being photographed each day, giving us immediate image updates on our website and Auto Trader,” he said.

More recently Chorley Group has started using CitNOW Appraise and has already seen higher quality and greater consistency across the Group’s part exchange appraisals.

“CitNOW Appraise has given our sales teams a set of criteria to follow when assessing part exchanges so there is less ambiguity.

“We’ve also had good feedback on the remote appraisal process from customers looking to sell their vehicles, we’re finding the transparency increases their confidence,” he said.

Retailer of the Quarter Q4 2024

Chorley Group won CitNOW Group’s Retailer of the Quarter for Q4 2024, recognising its innovative strategies that led to significant growth in video creation and enquiry logging. This achievement highlights the company’s dedication to maximising opportunities and driving success.

“We would recommend a partnership with CitNOW Group because of their openness and willingness to discuss and implement changes and developments and the incremental business opportunities their products are helping us to deliver”

Fact File

Established:
1989

Head office:
Chorley, Lancashire

Brands:
Nissan, Kia, Hyundai, MG,
Vauxhall, Isuzu, Citroen,
Peugeot, GWM Ora