

The 'feel good' that underpins the findandfundmycar.com brand isn't just a sentiment but a defining principle set to transform every part of the car buying and selling experience, and it's working. Having spent £7m to build, launch and activate findandfundmycar.com, our journey is only just beginning...

we continue to engage customers...

- ✓ with an impactful advertising campaign
- ✓ explaining the benefits of dealer finance
- ✓ allowing them to search anytime, anywhere
- ✓ building trust in our proposition

41 million+ UK adults reached*¹

over 1/2 of searches include dealer finance*²

71% of visits are made on mobile*²

47% of consumers are happy to consider using findandfundmycar.com*³

creating outstanding results for dealers...

- ✓ **findandfundmycar.com dealers** are seeing a huge uplift in volume and proposals
- ✓ **dealers not yet on the platform** have seen a decrease in volume and proposals*⁴

↑ 21% increase
in volume written

↑ 26% increase
in proposals

↓ 10% decrease
in volume written

↓ 3% decrease
in proposals

The overdue revolution has started and we deeply thank those early adopting dealers who took the leap with us. We now need to build on this strong start by extending our ad reach and optimising the platform, and to do this we need your continued support, providing the cars for customers to find. Email fafmcsupport@motonovofinance.com to join us.

Kind regards,



Mark Standish
Group CEO

“findandfundmycar.com is proving to be an excellent innovation by MotoNovo Finance that has already proven to deliver quality leads and proposals in the short time we’ve been with them”

Martin, Small Bone & Son Service Station Ltd



“The customer loved it...a customer we wouldn’t have had if it wasn’t for findandfundmycar.com. They found the car, got finance and drove away within 24 hours”

Alan, Abbeygate Garages Ltd



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