

# The need to know...

## 5 questions we're being asked by dealers

To help you sell cars in May and plan for reopening your dealership, we have summarised the latest government and industry guidance to help answer the most frequent questions we are being asked by dealers we speak to. We hope you find it useful.

### #1: Can I sell cars in May?

Yes. Although showrooms are not expected to be permitted to reopen for car sales until 1 June, [government guidance](#)<sup>1</sup> from 13 May has allowed click and collect services to operate, providing customers do not enter premises.

According to [joint industry guidance published by the Society of Motor Manufacturers and Traders \(SMMT\) and National Franchised Dealers Association \(NFDA\)](#)<sup>2</sup>: "Collections must be undertaken outdoors, following all necessary social distancing including the restrictions on meeting others outside, as well as appropriate vehicle sanitation/hygiene measures as identified by your COVID-19 risk assessment."

### #2: How will test drives work?

On 30 April the Driver and Vehicle Licensing Agency (DVLA) confirmed that car buyers can undertake solo test drives to ensure social distancing.

A [DVLA statement to the NFDA](#) said: "A prospective purchaser may test drive a vehicle on trade plates, without the trader licence holder being present."<sup>3</sup>

Dealers will need to ensure vehicles display registered trade plates.  
Dealers also need to review their insurance cover and update, where necessary, to cover unaccompanied test drives.

### #3: What do I need to do to reopen my showroom in June?

Assuming the necessary conditions are met, from 1 June dealers will need to implement new showroom processes to protect employees and customers to minimise the risk of COVID-19 transmission.

Changes are likely to will impact the customer journey from booking appointments to showroom interactions, test drives, click and collect, part exchanges and aftersales. Dealers will also need to consider staff training, signage, sanitation and protective personal equipment.

The [joint guidance document](#)<sup>2</sup> produced by the SMMT and NFDA is the best starting place to prepare detailed plans for reopening.

### #4: Am I allowed to advertise my cars now?

Yes. Dealers have been permitted to advertise their stock throughout the lockdown period . Although customers have been ordering cars and putting down deposits, details on how dealers handover cars were not clarified until 13 May when the government confirmed click and collect services could be operated.

## #5: What else should I do to prepare for June?

The [Independent Motor Dealers Association \(IMDA\)](#) has produced comprehensive guidance for dealers on how to prepare showrooms for reopening including this list of essential safety and hygiene measures.

### Protective Equipment

- Perspex / acrylic screens/ splash walls. Countertop germ/ virus barriers.
- Alternatively masks for customer facing staff.
- Nitrile gloves.
- Plastic seat covers.
- Sanitiser pop-up stations

### Cleaning Products and Hand Sanitisers

- 70%+ alcohol-based hand sanitisers.
- Pocket size hand sanitisers to be issued to each staff member.
- 70%+ alcohol-based cleaning fluids and wipes for hard surfaces including inside cars and handles

### Signage for Visitors & Staff

- Floor – footprint decals to indicate 2m for queue.
- “STOP - Please Sanitise your hands” signs for pop-up sanitising stations at doors.
- Signage explaining the new process.
- Use of hazard tape.

## Sources

1. Closing certain businesses and venues in England. Cabinet Office and Ministry of Housing, Communities & Local Government. Updated 13 May 2020.  
<https://www.gov.uk/government/publications/further-businesses-and-premises-to-close/further-businesses-and-premises-to-close-guidance#businesses-and-venues-that-must-remain-closed-to-members-of-the-public>
2. COVID-19: Industry Guidance and Best Practice for Automotive Retail (First Edition). Version 1 published 13 May 2020 by National Franchised Dealers Association and Society of Motor Manufacturers and Traders.  
[https://0a411afb0c598242cc95-1df470064133d6bc5c471837468f475c.ssl.cf3.rackcdn.com/publish/wp-content/uploads/2020/05/NFDA\\_SMMT\\_Industry-Guidance-COVID-19-Protective-Measures-for-Auto-Retail....pdf](https://0a411afb0c598242cc95-1df470064133d6bc5c471837468f475c.ssl.cf3.rackcdn.com/publish/wp-content/uploads/2020/05/NFDA_SMMT_Industry-Guidance-COVID-19-Protective-Measures-for-Auto-Retail....pdf)
3. Update on unaccompanied vehicle demonstrations on trade plates <https://www.nfda-uk.co.uk/press-room/newsletter/2020/18/update-on-unaccompanied-vehicle-demonstrations-on-trade-plates>
4. The IMDA Fight Against COVID-19. Independent Motor Dealers Association. April 2020 <https://theimda.co.uk/>