



All-new Cazoo marketplace launch Q&A



Q. What is behind the launch of the all-new Cazoo?

A: We have three big drivers at the heart of everything we do with Cazoo.

1. Making car buying easier for consumers

At Cazoo, we are all about being experts in car buyers. We know that searching for a car can be overwhelming, with too much information, technical jargon, and a fear of getting it wrong. That's why our user-friendly app and website make the journey easier and more enjoyable.

We offer:

- Handy lifestyle filters to help buyers find the right car based on their needs, rather than assuming they already know the make and model they want.
- Car buying advice, reviews, and videos to guide consumers every step of the way.
- A super-friendly and intuitive experience, designed to remove the stress and complexity from car shopping.

By making Cazoo a go-to destination for research and discovery, we ensure buyers engage with our platform early, creating more opportunities for dealers to connect with them.

2. Driving dealer engagement

Marketplaces thrive when they are vibrant, easy to use, and deliver real results—that's exactly what we're building. We want to attract dealers to advertise with us by offering unparalleled access to car buyers across our extensive network—now even stronger with Cazoo's brand awareness and growth.

Our approach is built on core principles:

- Partnership – We grow by delivering value for our dealers.
- Ease – We challenge ourselves to be the easiest platform to work with.
- Usefulness – We provide actionable insights and support to help dealers succeed.

Simply put, our success depends on our dealers' success. By delivering value, growing engagement, and expanding our listings—this is our cycle of success.

3. Reigniting Cazoo with car buyers

We're investing in a strategic, sustainable marketing programme to ensure the Cazoo brand not only returns but thrives for the long term. Our first priority is to relaunch and reignite Cazoo with:

- Sustainable investment in brand marketing, sponsorships and partnerships – to reposition the brand from retailer to marketplace and build consideration.
- Performance marketing – Driving high-quality leads for dealers.
- Continued investment in the app – Expanding reach and engagement by getting Cazoo in front of more buyers wherever they are.
- With Cazoo's strong brand awareness, we get more bang for our advertising buck—amplifying our impact and accelerating results.





Q: Cazoo has been through quite a journey, and some dealers may be sceptical about its integration into the MOTORS family. How would you reassure them?

A: Cazoo has certainly had an eventful past, but this is a fresh start—one built for dealers.

The brand name remains, but everything else has changed. The old Cazoo was a retailer. The new Cazoo is a marketplace—designed to generate leads and help dealers sell more cars.

And we're backing it up with serious, sustainable investment—in cutting-edge technology, marketing, and consumer reach.



Q: What are the key benefits for dealers listing on Cazoo now and in the future?

A: Dealers listing on Cazoo will benefit from:

- Access to high-intent car buyers driven by Cazoo's strong consumer brand awareness.
- Advanced lead generation technology supported by performance marketing to connect the right buyers with the right vehicles at the right time.
- Significant and sustainable marketing investment to keep driving vehicle demand.
- Additional exposure across a high-impact network of leading automotive sites, including eBay, Gumtree, MOTORS and Parkers.
- A powerful challenger brand with the recognition and awareness to compete with the market leader, bringing greater choice for consumers and dealers.



Q: Will Cazoo sell cars itself?

A: No. The new Cazoo is not a retailer—it's a marketplace.

Unlike the old Cazoo, which sold cars directly to buyers, the new Cazoo is built to support dealers, not compete with them. Its sole purpose is to connect buyers with dealers, generate high-quality leads, and drive more sales.

Everything we're doing is designed around being a partner to dealers and helping them to succeed and Cazoo is here to supercharge this!



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Q: How will you build up the audience for the Cazoo website?

A: Marketplaces succeed when they are vibrant, easy to use, and deliver real results—that's exactly what we're building.

From day one, this has been our top priority, and we're taking a multi-layered approach to make it happen.

First, every dealer listing on MOTORS will automatically appear on the Cazoo website at launch (just as we did with the Cazoo app)—unless a dealer chooses to opt out. This ensures the site offers buyers a wide choice of vehicles from the start, creating organic momentum.

We'll then accelerate growth by investing heavily in:

- Performance marketing – to drive reach and conversion.
- Brand investment – to re-establish Cazoo as a go-to car search destination and a marketplace.



Q: What about your network of sites? Does that continue now that we've bought Cazoo?

A: Absolutely. Our network remains a critical part of our strategy—and it's stronger than ever. We have exclusive partnerships with major marketplaces like eBay, Gumtree, and Parkers, reinforcing our ability to connect buyers and dealers at every stage of the car-buying journey—from research to purchase.

Bringing Cazoo into this ecosystem supercharges what we offer, giving dealers greater reach and visibility—all under one roof and with one simple contract.

Our network is a key differentiator, and it's here to stay.

Got questions or ready to get started?

We'd love to help. Give us a call on **0203 966 2714** to chat with our team.

