

OmniCar: OmniCar Holding AB announces deal with Bilernes Hus

We are very pleased to announce that Denmark's largest car dealer, Bilernes Hus, in Silkeborg has chosen OmniCar's service agreement manager (SAM) as the primary solution when selling and handling service contracts. The contract is recurring for 36 months.

CEO Ivan Dyrland, Bilernes Hus says, *"With this new sales and service solution, Bilernes Hus will be able to offer service agreements and differentiated services on all of our car brands. Today's customers wish to know their future car economy and with this solution we can honor our customer's demands"*

"OmniCar's solution fits well into our entire concept and our 24/7 philosophy, where customer service and availability are an important factor. OmniCar's solution is very easy to manage, it's an excellent sales tool and the incorporated payment solution ensures that purchases and payments easily are managed online. And most importantly, OmniCar's solution will increase customer loyalty and the value of our business," says Ivan Dyrland.

Bilernes Hus sells more than 3,000 new and used cars per year, and offer more than 10 of the most popular car brands in Denmark. Bilernes Hus make 30,000 workshops every year, which makes them the largest workshop in Denmark with 80 lifts for cars and further more they host a tire and wheels hotel with seats for 18,000 wheels. Bilernes Hus has 160 employees.

Claus T Hansen, CEO of OmniCar Holding AB, says:

At OmniCar, CEO Claus T. Hansen is happy and proud of this new agreement.

"Obviously, it is a huge cadeau to OmniCar that we now have Denmark's largest car dealer as a customer. This proves by far that we have a solution that are in high demand, can be market and has a huge potential. Not only in Denmark, but also internationally", says Claus T. Hansen.

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Om OmniCar Holding AB

OmniCar Holding AB (559113-3987) har utvecklat en mjukvarulösning som förändrar hur bilbranschen säljer bilar och serviceavtal. Mjukvarulösningen genererar ökad omsättning samt förbättrad kundlojalitet och är initialt utvecklad för Citroën i Danmark, Norge samt Sverige. Mjukvarulösningen skapar även merförsäljning för bilåterförsäljare och är även tillämpbar på andra områden inom transportsektorn. Sedan 2012 har mjukvarulösningen genererat över 25 000 serviceavtal för Citroën och över 250 MSEK i omsättning för sina användare