

ACF Car Finance Springs Forward With New Website Launch!



Released on: April 17, 2010, 12:02 am

Author: [ACF Car Finance](#)

Industry: [Automotive](#)

The new customer-focused website launched by leading specialist sub-prime car dealer, ACF Car Finance Limited, has been created to support its enhanced brand proposition and has already received praise from two influential trade bodies.

The Chester based company, with used car dealerships throughout the country specialising in arranging tailored [car finance](#) solutions to suit a variety of budgets and circumstances, has produced the website to meet changing customer needs and growing demand. The website has undergone a full re-design and a variety of technical features have been added. Visitors will find the website contains more information than before and is easier to navigate, making it more user-friendly and helpful to customers who need a car and have been unable to obtain [car credit](#).

The new website has garnered support from both the Finance and Leasing Association (FLA) and Retail Motor Industry Federation (RMI), for its customer-focused approach. Commenting on the new website, Chief Executive of the RMI, Robert Foulston, said: "The internet is often the first port of call for people looking to buy a new or used vehicle therefore new and existing ACF Car Finance customers will welcome the new website. Design and layout is very easy to understand, navigate and there is lots of other useful information. The RMI looks forward to a long association with ACF Car Finance and wishes them every success with the new website."

Visitors will see the fully branded website is fresher and more contemporary than the old website and contains useful information and tools such as the 'dealership finder' facility where customers can type in their postcode to find their nearest ACF Car Finance Dealership and to get directions. There are also links to an independent credit checking service which allows customers, who aren't sure of their credit status, to view what prospective lenders would check.

Paul Harrison, Head of Motor Finance at the FLA, also adds: "The new ACF Car Finance website is greatly improved. It's easy to navigate and has a variety of user-friendly features for visitors to the website. The clear and simple language makes it easy for customers to understand the products that ACF Car Finance offers and the process of buying a car and applying for finance." This latest news continues from

the successes recently announced by the market leading company, which in January reported a record breaking highest ever daily volume of customer applications.

Jane Whittle, Marketing Manager at ACF Car Finance, commented: "We help thousands of customers to get approved for car finance every month and as the market leader our reputation is important to us. That's why we remain totally committed to making the ACF Car Finance customer experience a pleasant one, ensuring that we continue to treat customers fairly through all of our promotional activity and most of all delivering accurate and helpful information to our customers when they need it, allowing them to make informed decisions."

The effects of the new website have already been noted by the company with statistics showing that the site is performing better than ever before. Whittle concludes: "We're still always testing and learning with the website and our online marketing activity but it's clear the launch of the new website was a very positive step for the company. The focus now is on keeping the contents up to date, making sure our customers have access to the latest company offers and promotions as well as all of the other details they need to decide whether or not to choose ACF Car Finance.

"In a short space of time we've already witnessed a reduction in the bounce rate and an increase in the amount of time visitors spend on the site." Due to the positive success of the new website, ACF Car Finance is also in the process of developing an online customer reviews website to encourage customers to comment on their car buying experience, allowing even greater customer interaction and feedback. The company hopes this website will be ready for launch in the summer.

ENDS

Interviews are available with the ACF Car Finance senior management team upon request. For further information on this or the press release, contact Emma Bithell on 01244 320 677 or email emma@dewinterpr.co.uk.

Contact Details:

ACF Car Finance
International House
Kingsfield Court
Chester Business Park
Chester
CH4 9RF

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)