

Customer Demographics 2020/21 – Campers



Average Deposit

£5,908

Average of Cash Price **15%**



Average Age of Customers



46

Average Distance to Dealership



64 miles

Average Term



106 mths

Average Sell out APR

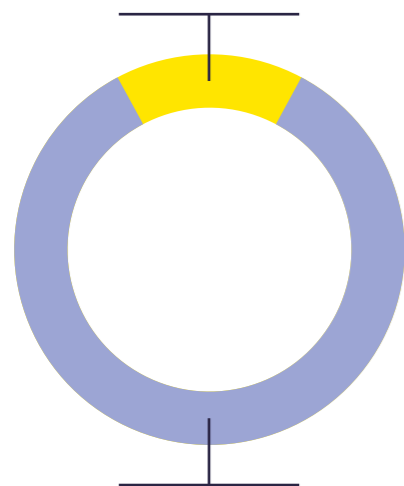


8.23%

Marital Status

15%

Single



85%

Living with Partner/Married

Employment Status

1%

Retired

17%

Self employed



82%

Employed

Digital Growth in Leisure



Customers self-serving quotes via online calculator

2019

2020/21

8,719

5,862 – 2019

+48%

Lead to prop conversion % via online calculator

2019

2020/21

63.70%

56.90% – 2019

+12%

Total % of leisure proposals coming from web

Jan 2020

Mar 2021

32%

13% – January 2020

+146%