

Sponsorship Trends in the Automotive Industry

Traditional dealerships are facing stiff competition with online automotive disruptors, like cinch and Cazoo, gaining traction with consumers.

It's the perfect time for rights holders to get into gear and approach these dealerships about how sponsorship can maintain invaluable brand awareness and market share in this fierce battle and potential fight for future survival.

Our report contains contact details for the key decision-makers at the top 100 dealerships worth approaching now!

Dominating Sponsorship

Despite having only been around for a few years, Cazoo and Cinch, perhaps the most well-known online car dealers, have nearly 20 sponsorships deals between them.



Traditional is Transitioning

74 of the top 100 UK car dealerships offer a hybrid service, which covers dealers which offer anything from reserving a specific car online to buying a car online and having it delivered to your home. It is possible that this is an effort to evolve their service to compete with online dealerships.

Sponsorship Landscape

Recent caytoo research showed that automotive brands account for 16.7% of women's main sponsors and 5.1% of men's. Overall, automotive retailers make up 9.4% of all main sponsors, making it the second most active sector for sponsorship.



Big Spenders

The automotive industry spent just under £2 billion on sports sponsorship worldwide in 2020, despite COVID-19, making it the third biggest sector in terms of spend.

<https://www.statista.com/statistics/269785/sports-sponsorship-deals-worldwide-by-industry-sector-in-2009/>

Targeting the Top 100

The top 100 UK dealerships have a combined revenue of over £55 billion, and these brands range from national chains to single locations. Find the best fit for your organisation in our report.

