

Press release

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Bjarne Nielsen A/S, one of Denmark's largest dealerships with more than 10 outlets, chooses OmniCar as its service agreement software provider

As part of its strategy to increase customer loyalty and aftermarket sales, the renowned car dealer group Bjarne Nielsen A/S has signed a contract with OmniCar. With more than 30 years of experience and more than 330 employees Bjarne Nielsen A/S is one of the largest dealerships in Denmark.

Over the last couple of months, OmniCar has experienced a great demand for its SAM solution and a continuing increase in the number of new customers. Now, Bjarne Nielsen A/S and its ten outlets nationwide will all start selling service agreements using SAM.

Claus T. Hansen, Group CEO of OmniCar Holding, says:

"We are very pleased to announce the signing of Bjarne Nielsen A/S. Being one of the top five dealerships in Denmark, the onboarding of Bjarne Nielsen A/S is another testament to our solution. Even the largest dealerships and workshops are struggling to obtain customer loyalty, and OmniCar SAM can assist with this. With Bjarne Nielsen in our portfolio we are positive that the successful onboarding of new customers will continue."

In addition to a large sale of pre-owned cars, the nationwide dealership is known for selling Ford, Renault, Volvo, Kia, Mazda and Dacia. Bjarne Nielsen A/S has subscribed for OmniCar's package B, which is the advanced package.

Contact Information

For more information about OmniCar Holding AB, please contact

Claus T. Hansen, CEO

E-mail: cth@omnicar.dk

Telephone: + 41 79 854 47 69

<http://www.omnicar.com/>

About Omnicar

The IT company OmniCar has developed a unique software solution called SAM (Service Agreement Management) for vehicle repair shops and car dealers. SAM is a digital tool that is designed to automatically manage future sales and service agreements. SAM helps vehicle repair shops and car dealers to manage and sell far more service contracts than before using customized additional services and subscription-based services that follow each car throughout its lifecycle.