



## **New Zealand's largest motor vehicle retailer stepping into vehicle subscription offer with Australian disruptor, Simplify.**

New Zealand's largest motor vehicle retailer 2 cheap cars is stepping into offering vehicle subscription's with Car subscription disruptor, - Simplify.

2 cheap cars has experienced Explosive growth in the 8 short years it has been around, starting with 1 yard and quickly rolling out to 15 Branches New Zealand wide and dominating the volume sector of Japanese imports with total importation of 2 cheap cars stock totalling a little under 10% of all vehicles imported into New Zealand in 2019.

Simplify is one of New Zealand's largest automotive finance brokers and officially launched it's vehicle subscription service in August 2019.

Leveraging the amount of geographically relevant 2 cheap branches, and the size of the market that 2 cheap cars talks to, - 2 CHEAP have plugged in SIMPLIFY – which employs a unique and developing version of 'vehicle ownership'

Via simplify you can visit a 2 cheap cars branch and for a fixed weekly Subscription fee on either a 3, 6 or 12 month plan, - you can "subscribe to your new car."

There's no long-term contract. It's just like subscribing to other services like Spark Sport or Spotify, which is very much a developing idea within all kinds of industry, and 2 cheap cars being the aggressively progressive business that it is - is taking this new mode of 'ownership' very seriously.

Dan Buckley 2 cheap cars CEO says that: "this step is hugely exciting and holds hands with a very modern mentality:

ownership is a dissolving idea, - There is a definite trend toward experience over ownership in a multitude of industries, and we are excited to offer a new version of getting people in Vehicles that holds hands with this emerging trend"

With Simplify we are focussed on the Nissan leaf, as we develop the EV category in our business.

Co-founder of Simplify Glenn Wilson says that "This is an amazing opportunity for us, the 2cheap-cars brand and reach allows us to increase our footprint in vehicle subscription further across the country. Their diverse range of stock really compliments our current group of dealer partners and we are looking forward to a great relationship with them."

The Simplify and 2 cheap cars partnership is due to go live early in 2020.

### **Check out:**

<http://www.2cheapcars.co.nz/>

and

<https://simplify.co.nz/2cheapcars>

for more