

# Boosting Used Car Performance Through Active Remarketing



Fabio ZISA

Country Manager, autobiz Italy

As pressure on New Car margins intensifies and growth slows across many European markets, OEMs are increasingly looking toward the Used Car business as a strategic lever for profitability. Rising technological investments, electrification costs and fierce competition are compressing margins, forcing manufacturers to optimize every stage of the vehicle lifecycle.

In this context, remarketing has become a critical performance driver. While many OEMs rely on white-label platforms to manage used vehicle sales, simply listing inventory is no longer enough to maximize value. Without active management, limited buyer competition, static pricing mechanisms and restricted professional networks can significantly constrain the potential of these platforms.

## The Remarketing Boost Effects

Optimizing UC sales today therefore requires more than operational tools, it requires a structured remarketing approach capable of increasing competition, aligning prices with real market demand and accelerating vehicle turnover.

It is no longer just about listing inventory, it is about actively managing transactions to maximize margin and volume. Remarketing boost initiatives can dramatically change how vehicles are monetized, improving bid intensity, pricing consistency, stock rotation, and overall profitability.

A focused remarketing approach delivers tangible results:

-  **More bids per vehicle:** competitive tension rises, allowing sellers to capture higher market-driven prices.
-  **Better price consistency:** dynamic pricing aligned with real-time demand prevents undervaluation and reduces fluctuations across the portfolio.
-  **Faster stock rotation:** vehicles spend less time in inventory, freeing up capital and improving operational efficiency.
-  **Improved UC margin control:** combined effects provide OEMs with a clearer, more predictable view of profitability, enabling strategic reinvestment into growth levers.

## Case Example: Fiat Panda Berlina MHEV

To illustrate how these dynamics translate into real transaction outcomes, let us examine a concrete example.

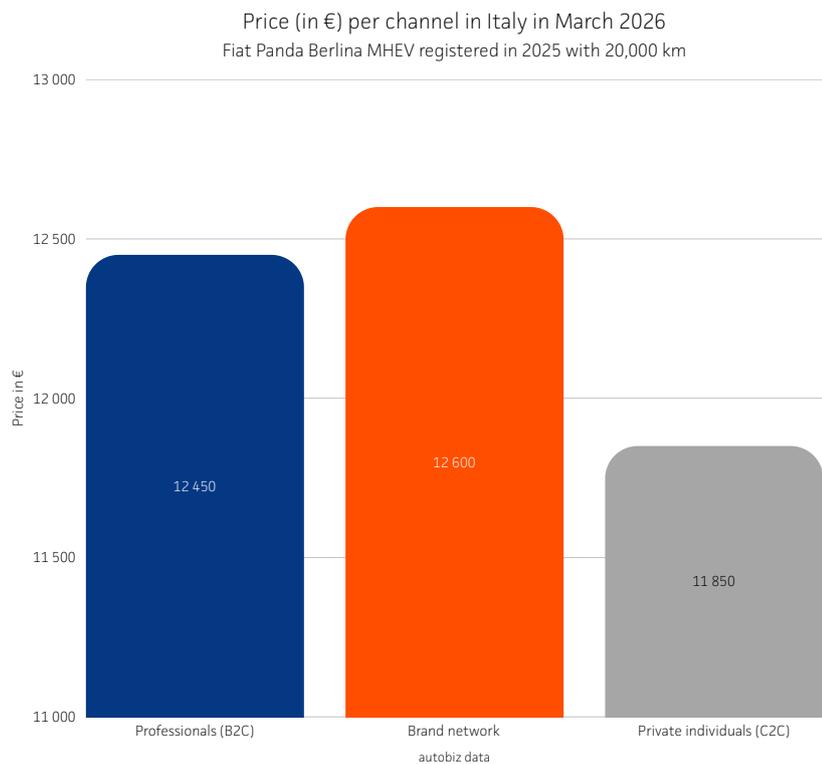
From our analysis of a **Fiat Panda Berlina MHEV registered in 2025 with 20,000 km** ; three distinct resale values can be observed across different sales channels in Italy: **professionals, brand network** and **private individuals**.

The official dealer network shows the highest potential, **averaging €150 higher than multi-brand channels** and **€750 above the C2C price.**

This example highlights how channel selection and active remarketing management can directly influence vehicle value realization.

At autobiz, we help clients boost remarketing performance through their white-label platforms. In the month of highest performance, our team of experts supported a client **in selling over 500 used vehicles.**

Based on this analysis and the above-mentioned model as an example, the added value of such optimization is clear: in just one month, **performance can increase by more than €375k compared to C2C resale and €75k compared to multi-brand channels.**



## Methodology and Results

This approach is built on three pillars: expanding the customer base, activating the platform, and driving direct sales based on real market values.

It not only increases margin per vehicle sold but also expands the overall volume of vehicles transacted.

Over the course of approximately one year, estimates suggest:

- **+10% incremental volume of approved used cars sold**
- **+300 new professional customers registered**

These improvements reflect how a structured remarketing approach can transform the performance of existing platforms.

## From Transactional Channel to Strategic Lever

In a context where NV margins are under increasing pressure, UC are becoming a key contributor to overall profitability.

White-label platforms provide the infrastructure for remarketing, but their true value depends on how actively they are managed. Increasing buyer competition, aligning prices with real market demand and structuring sales governance can significantly improve both margins and sales volumes.

Remarketing therefore cannot remain a passive listing activity. When supported by data, buyer expansion and clear performance governance, it becomes a strategic lever capable of transforming Used Car operations into a durable profit driver.



Learn more 

Fabio ZISA

Country Manager, autobiz Italy



corporate.autobiz.com