

Automotive OEMs

Sales



Delivering added Value for your Customers

In today's ultra-competitive selling environment, you need every advantage you can get. DEKRA has decades of experience in supporting OEMs right along the value chain, from the product development stage to final delivery and logistics. Our comprehensive services extend from type testing and homologation to advanced solutions for CASE Mobility and cyber security. Whether your needs involve change management or digital systems, safety advisory, management training or expert audits and assessments, you can trust DEKRA to help you achieve your long-term goals.

CASE Mobility – achieving digital transformation and a sustainable long-term business

Our wide range of services in support of meeting the challenges of connected, autonomous, shared, and electric (CASE) mobility help you build a strong business model for the future. Benefit from our consultancy, testing, certification and training expertise and from value-added competitive advantage.

Automotive Coaching and Training Programs

Our coaches and trainers have developed value-adding programs and a proven methodology for boosting sales, increasing dealer profitability and enhancing customer satisfaction and loyalty. In order to meet shifts in consumer behavior and new market challenges our strategy for success unites the expertise of our field coaches with digital platforms and innovative IT applications designed to maximize ROI. Our automotive training programs target fleet sales, customer experience, aftersales management, workshop and stores efficiency, used car management and CPO programs. None of our solutions is “off the shelf” – each program is tailored to eliminate excess and guarantee results.

Automotive Customer Relationship Management Services

We draw on our extensive experience in the automotive industry and the expertise of our staff to help manufacturers and dealerships connect with customers early in the purchasing process. We support you in carrying out analyses to identify opportunity, planning and budgeting, designing initiatives, implementing plans, managing leads and monitoring results – all targeted at ensuring optimum customer satisfaction and loyalty.

Data Protection Consulting

DEKRA experts keep you informed and help you to stay legally compliant and up to date when it comes to handling data. If you prefer more targeted expertise, we can provide the individualized support of a data protection officer to carry out services on-site and in close cooperation with your team.

Digital ChaMP – Digital Transformation Change Management Program

By analyzing the current level of digital readiness within your organization, we work with you to plan the right strategy for successful digital transformation while offering you comprehensive services from a single source. Our experienced experts draw on their strong backgrounds in the automotive industry to offer a solution-oriented, pragmatic approach to managing change.

Digital Expert Qualification

Meeting the demands of digital transformation means having employees who are both professionally and methodically trained to initiate and drive transformation processes in a goal-oriented manner and to ensure the sustainability of the transformation. To ensure that your organization is fit for purpose, we offer you the opportunity to qualify as a Digital Transformation Manager by training with our experienced experts.

Digital Marketing Consulting

Our experts will work with you to build your understanding and knowledge of all the main channels and techniques, from promoted social media campaigns on Facebook, LinkedIn, etc., to Google Adwords, retargeting campaigns, SEO, social media management, email marketing, analytics and reporting. Helping you to reach the right people at the right time with relevant messages.

Environmental Inspection

DEKRA's environmental inspection services enable you to efficiently manage potential risks for the environment. We can support you worldwide in identifying environmental protection, whether via on site measurements or online monitoring of the main environmental parameters. This reduces the risk of possible negative impacts on the environment and effects on your brand.

Expert Audits and Assessments

We support you in finding ways to improve your organizational processes and system performance, as well as to assess and evaluate supply chain partners. Working closely together, we devise and implement effective strategies to maximize potential with on-site and remote audits conducted by experienced professionals.



High-voltage Vehicle Training via Digital Learning Tools

DEKRA e-mobility training is a digital response to the increasing use of electric vehicles around the world. Technicians working with electric vehicles require new sets of skills and knowledge to ensure safe and effective operation. Using digital learning tools, we will train your technicians in the safety and protection measures they need to use to stay safe when working on high-voltage systems.

Information Security Management System Consulting

DEKRA's cyber security consultancy follows up an analysis of your IT infrastructure with recommendations for the design and implementation of IT security management systems. We assess the specifics of your sector, your strengths and most pressing needs and advise on establishing or optimizing an ISMS for your organization.

Information Security Risk Assessment and Management

No company today is immune to cyber security risks and potential attacks, making system and network security a top business priority. We support you in identifying, assessing and monitoring IT security risks and help you recognize threats and assess their probability of occurrence. Our experts analyze your system, carry out penetration tests and uncover vulnerabilities.

Regulatory Compliance and Safety Performance – meeting the challenges of an ever-changing ecosystem

Change is happening today at a faster pace than ever before. Disruptive technologies and evolving consumer expectations are driving new demands from automotive manufacturers. With our specialist expertise in all aspects of safety and compliance, we keep you ahead of the game.

Data Protection Consulting

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Energy and Environment Management System

We help to ensure your ability to protect employee health and safety as well as the local environment. ISO 50001 certification improves energy efficiency with the introduction of an effective energy management system, while ISO 14001 certifies your environmental management system to demonstrate sustainable operation.

Environmental and Sustainability Advisory and Services

Prioritizing environmental responsibility, our environmental consultants and advisors look not just at compliance, but also at how your company can increase efficiency. Our experts show you how to maximize sustainability with solutions that respond to your company's needs. We specialize in assessing existing structures and plans to maintain or implement sustainability criteria for organizations. Whether the topic is compliance, education or corporate sustainability management, we are equipped to provide innovative, tailored solutions that help you reach your sustainability goals.

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Examination of Experts for Energy and Environment

Validation by an objective third party gives employees confidence in their skills especially when it comes to the quality of your processes and the ability to meet modern requirements for a clean environment and saving energy. With our examination services you can be sure that your in-house experts can prove their expertise.

Fire Protection Management and Advisory

Our fire protection experts help you understand and address fire risk in your organization. Sharing our expertise in fire protection,

we partner with clients to answer questions on fire safety management, provide customized solutions, and offer on-site support through recognized advisors.

Mandatory and Voluntary Construction Control Services

DEKRA offers a comprehensive range of testing and validation services related to new infrastructures, new shops, branding, retail outlets and showrooms. This includes both mandatory and voluntary construction control inspections. DEKRA is accredited to carry out mandatory inspections in many countries around the world.

Mandatory and Voluntary Inspections of Electrical Installations

DEKRA is a leading global provider of electrical installation inspections related to the construction of new EV charging stations, networks, and infrastructure. We can work with you from the very earliest planning stages, helping to ensure compliance, detect errors and minimize costs. DEKRA operates as an accredited body or with specially authorized electricians to carry out mandatory initial inspections and non-periodic inspections. The comprehensive programs and reports we provide help you to secure your systems in the most cost-effective way.

Mandatory and Voluntary Inspections of Fire Protection and Ventilation Systems

DEKRA's fire protection experts are accredited by all relevant authorities to carry out tests before the commissioning of a building, as well as providing ongoing or recurrent building inspections and tests. This service covers all aspects of the construction and operation of EV charging stations, networks, retail outlets, showrooms and infrastructure. Working with you from the earliest planning stages, our fire protection experts ensure that any building technology faults or defects are detected at an early stage and that costs are minimized. This service covers all areas of technical building equipment, ventilation, air-conditioning and electrical systems.

Plant Safety Inspection

The safe operation of plant and machinery, health and safety at work protection are mission-critical factors. DEKRA experts can work with you to ensure that your operations comply with all relevant regulations and provide a safe place of work, for people and the environment. Pragmatic recommendations by our experts help prevent human or workplace risks and to ensure plant and safety equipment is fully optimized. To further support you, we are also constantly developing new digital and connected HSE services.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products, and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Safety Advisory, Services and Coordination

Our experts help you reach your safety goals with a range of tailored services including advisory, risk assessments, coaching and instruction or training, due diligence or on-site support. Protect your employees from accidents and other hazards in the workplace and minimize the overall effort for your occupational safety measures by engaging with our safety specialists.

Global Quality Standards – securing your global market presence

In all areas of OEM sales, quality is crucial. With vast pressure on cost and competitiveness, automotive manufacturers need to know that they can rely on the products and services you supply. DEKRA will work with you to achieve the level of reliability and excellence your customers demand from you.

Automotive Brand Performance Audits

Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. Distribution network integrity audits provide automakers with control over sales and service systems. We evaluate the performance and compliance of your dealers, workshops and continuing customer service representatives to protect your brand and maintain your competitiveness in markets around the world.

Automotive Management System

The International Automotive Task Force has expanded the former ISO/TS 16949 standard into the uniform IATF 16949 standard with the aim to assist suppliers in serving OEMs and Tier 1 automotive suppliers. IATF 16949 covers common customer-specific requirements, such as traceability to support current regulatory changes, safety-related parts and processes, and warranty management processes including NTF (No Trouble Found).

Business Continuity Management

Business Continuity Management (BCM) according to ISO 22301 enables you to quickly resume your business activities after critical events. The international standard provides the appropriate framework and bundles the requirements for robust, effective business continuity management.

Second-Party Audits

Experienced auditors provide fast and efficient audits to help you in approving new suppliers, addressing quality issues, confirming corrective actions, or performing reviews or maintenance as part of a supplier management process. Second-party audits typically involve such things as energy or environmental audits.

Workplace Health and Wellbeing Solutions

With the aim of helping you maintain a healthy workforce and leadership, we assess physical, ergonomic and psychological risks and offer practical solutions. Our practices enhance employee well-being and create a safe, human-centered workplace where motivation thrives and human factors are respected.

Business Management Training and Coaching

In times of declining margins, it is increasingly important to improve the performance and efficiency of operational departments and company financing. Our experts conduct a thorough analysis of your organization to develop customized interventions that ensure and even increase profitability with an eye to new opportunities and a substantial return on investment.

Business Resilience Impact Assessment (BRIA)

We provide multilevel assessment based on BRIA self-assessment and detailed evaluation in the short term as well as long-term consulting, training and auditing to companies who now find themselves unable to implement standardized management systems due to funding limitations.

Contract Renewal Management

By taking a proactive approach and anticipating the end of existing leases by 6 months to a year, automotive manufacturers and networks reduce the chances of losing customers to competitors and at the same time create opportunities for upgrades, stronger partnerships and greater efficiency. Our experts can support you in establishing a streamlined contract renewal process that highlights customer satisfaction and secures sustainable revenue for your company.

Customer Experience Training and Coaching

The automotive sector is facing unprecedented challenges, but sales do not have to suffer if companies place customer satisfaction and experience at the heart of the process. DEKRA's services in this area help you optimize your customer experience program and implement it at dealership level through coaching and training programs. We perform an in-depth analysis for each individual dealer, including a cultural survey, personal profile, physical environment, online and frontline reviews, documentation, systems analysis, feedback and a SMART action plan proposal.

Cyber Security and Data Protection Consulting

With the continual growth in cybercrime and data security breaches, IT security is a key challenge for all technology users today. From network security to penetration testing and risk assessment, our 360° services are based on a comprehensive analysis of your IT processes. Working from that basis, we can help design and implement security systems, provide an information security officer, or use behavioral technology to optimize your organization's cyber security.

Energy and Environment Management System

We help to ensure your ability to protect employee health and safety as well as the local environment. ISO 50001 certification improves energy efficiency with the introduction of an effective energy management system, while ISO 14001 certifies your environmental management system to demonstrate sustainable operation.

Events Management

Effective B2C events boost automotive dealership sales by focusing on private sales and run-off stock. Targeted events can also be used to bring additional customers into the showroom and clean up your database. This will facilitate a new life cycle with these clients. We support you at all points, from event planning, targeting and marketing to sales force briefing and post-event analysis and reporting.

Examination of Experts for IT and Cyber Security

To inspire trust in existing customers and attract potential clients, it is essential to ensure information security – including IT systems, components and processes. Our personnel certification services span a wide range of requirements generally recognized on the international stage and the validation by an objective third party gives employees confidence in their skills and customers confidence they have chosen the right partner.

Examination of Experts for Quality, Energy and Environment

Validation by an objective third party gives employees confidence in their skills especially when it comes to the quality of your processes and the ability to meet modern requirements for a clean environment and saving energy. With our examination services you can be sure that your in-house experts can prove their expertise.

Fleet Sales Training and Coaching

Changing customer needs, new retail formats and advanced technology require change and targeted optimization of existing fleet sales strategies. Our goal is to optimize your fleet sales and improve your market position in the long term – all with streamlined solutions from a single source. Our experts begin by analyzing the aspects of your organization related to fleet sales management, taking into account the specific circumstances affecting your business. Working together, we create a customized action plan and define appropriate optimization measures based on our analysis.

High-voltage Vehicle Training via Digital Learning Tools

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Information Security Management System (ISMS)

We can help you to protect sensitive data and secure your IT systems, components, and processes to meet today's cyber security challenges. Our ISO 27001 certification will put you in a position to comply with legal requirements and meet the needs of your customers. In addition to technical measures, ISO 27001 certification recognizes the importance of documentation associated with high-level information security management. Recognized by participants across the global automotive industry supply chain, the Trusted Information Security Exchange (TISAX®) has established a uniform level of information security to boost confidence in audited companies. Standardized TISAX® assessment eliminates superfluous "double auditing" - saving you both time and money.

Lead Management

Acquiring new customers and ensuring loyalty demands a proactive approach and a reassessment of conventional methods. To remain competitive, dealerships need to shift from a 'push' to a 'pull' strategy. This means taking the initiative and contacting potential customers as early as possible in their decision-making process. We support you in proactively addressing potential customers and generating valuable leads within your target groups.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products, and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Sales and Aftersales Campaign Management

DEKRA experts can work with you to develop traffic into dealerships, increase vehicle sales, boost your spare parts business and maximize workshop working hours. Typical activities include database analysis and qualifying, designing the call scripts and making outbound calls to establish appointments.

Second-Party Audits

Experienced auditors provide fast and efficient audits to help you in approving new suppliers, addressing quality issues, confirming corrective actions, or performing reviews or maintenance as part of a supplier management process. Second-party audits typically involve such things as energy or environmental audits.

TISAX® Assessment

For sensitive projects in the automotive industry, proof of information security is a decisive prerequisite for cooperation in the supply chain. The TISAX® (Trusted Information Security Assessment Exchange) platform was created to avoid cost- and time-intensive multiple checks and to facilitate proof of information security across companies between manufacturers, suppliers and service providers.

Used Car Management and CPO Program

Developing a CPO (certified pre-owned) program improves used vehicle volumes and profitability. Our services in this area cover market benchmarking, customer expectations, positioning, best practice techniques and training. Typical services are standard audits, warranty audits or mystery shopper surveys. We also support you in formulating your CPO customer promise, standards, handbook, performance assessments and more.

VDA 6.1, VDA 6.2, VDA 6.4

These standards were developed by the German Automotive Industry Association (Verband der Automobilindustrie, VDA). They cover certification of quality management systems (VDA 6.1), service processes (VDA 6.2), and production resources (VDA 6.4), such as manufacturers of tools, plant and machinery, appliances and testing and measuring equipment. Our experts can work with you to obtain certification in any or all of these areas.

Work Safety Management System

ISO 45001 has been in force since March 2018 and is the only international and independent standard for operational health and safety management systems. Our experts certify your occupational health and safety management system according to ISO 45001 and consider all aspects of occupational safety – both those related to operational processes as well as those arising from work-related stress that can trigger mental illness.

Due to impartiality and independence requirements of regulatory authorities, services may have to be performed by different, mutually independently operating DEKRA units.

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On the safe side.