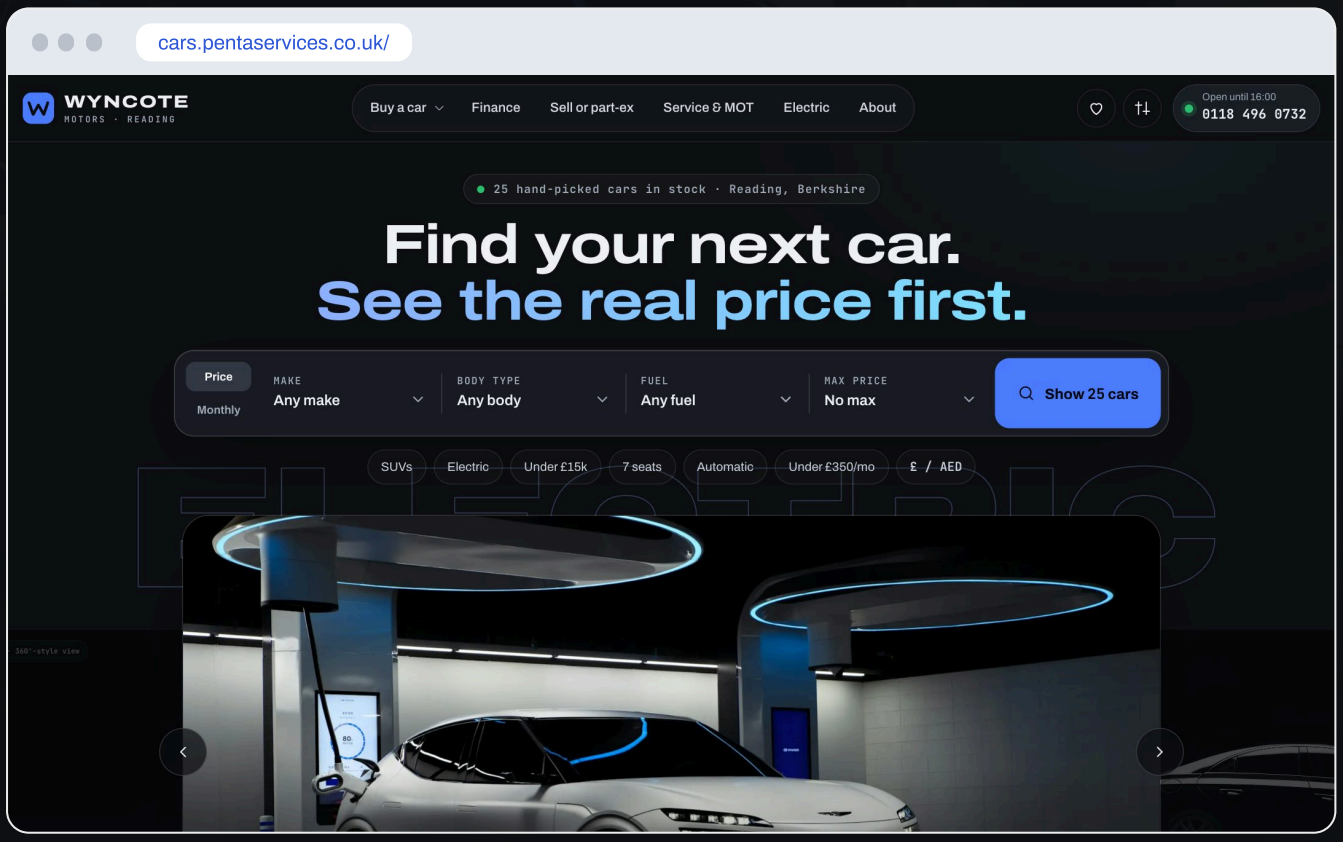
penta SERVICES

November 2026

WEBSITE GUIDE FOR CAR DEALERS AND USED-CAR SHOWROOMS

A car dealership website that turns browsers into test drives

Ready-made, fast and built to be found on Google and AI assistants. Stock search as the hero, finance with a proper representative example, part-exchange valuations, test drives, online reservations, compare, and service & MOT booking.



Ready Site · Corporate Website package

Live preview: cars.pentaservices.co.uk

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TRY THE LIVE DEMO

cars.pentaservices.co.uk

Wyncote Motors is a fictional used-car dealer in Reading. Every name, price, review, rating and finance figure in the demo is sample content, and no payment or credit search ever happens.

1 · AT A GLANCE

Built for how people buy cars now

Most car buyers have narrowed their choice online before they visit a showroom. They compare stock across several dealers on a phone, work out the monthly cost, check what their old car is worth, and only then book a test drive. A dealer website has to answer all of that in a few taps, or the buyer moves on to the next listing.

What buyers check first

- Is the car I want in stock, at a price I can afford?
- What will it cost a month, and what is the real APR?
- What is my current car worth in part-exchange?
- Has it been inspected, and what warranty comes with it?
- Can I see it, test drive it or reserve it today?

What the website gives them

- Stock search as the hero, with price or monthly budget, fuel and body type
- A PCP and HP calculator next to a full FCA-style representative example
- A part-exchange guide price in 30 seconds and a firm-offer request
- Vehicle pages with specs, inspection results, finance and a 360°-style spin
- Test drive booking, £99 online reservation, compare up to 3, service & MOT booking

46
pages: 20 main pages plus 25 vehicle pages and a 404

8
interactive tools, from stock search to service booking

3
steps from choosing a car to a confirmed test drive

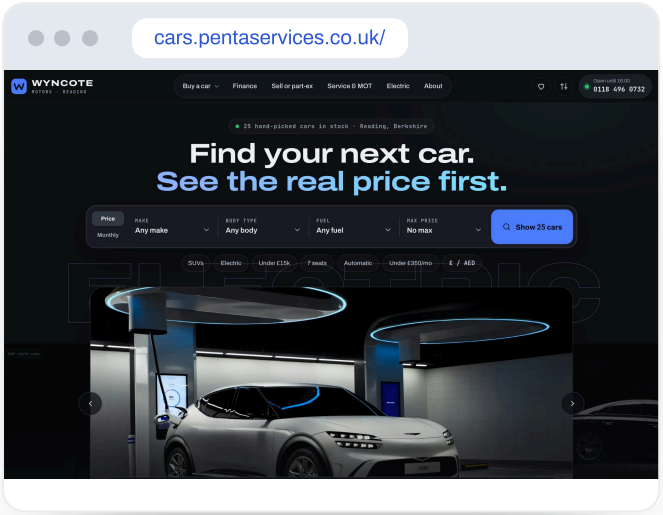
1 tap
to call, WhatsApp, search or book a test drive on a phone

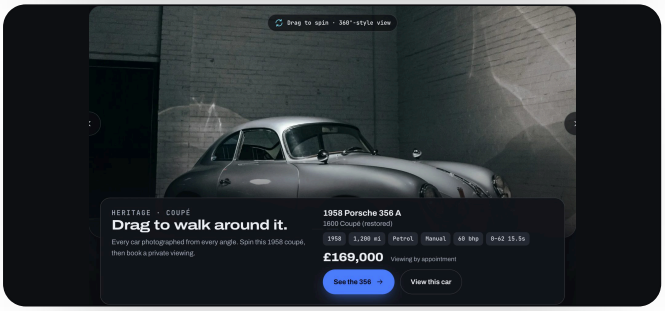
Who it's for

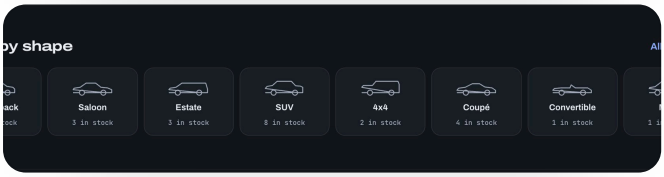
Independent used-car dealers · Franchise and multi-brand showrooms · Prestige and performance specialists · EV and hybrid specialists · Classic and heritage car dealers · Car supermarkets · Dealers with a service workshop · Exporters to the GCC

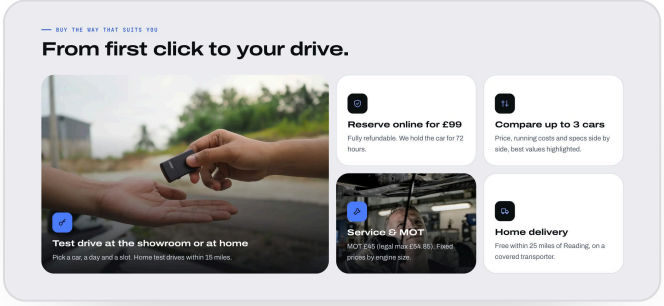
The homepage, section by section

A product-first showroom in graphite and electric blue: the search is the first thing you see, and the cars are the star.









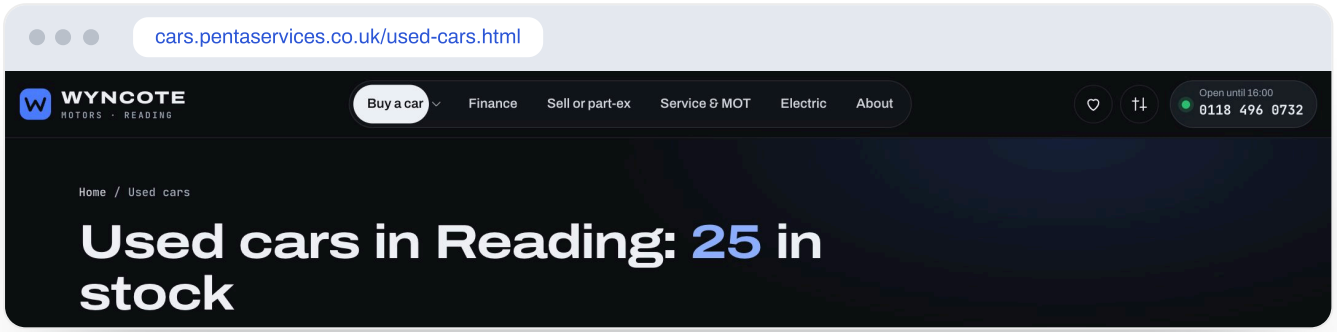
1. **Stock search as the hero**
   A large search console under the headline: make, body type, fuel and either a maximum price or a maximum monthly payment. The button counts matching cars live as you choose.
2. **Showroom carousel**
   Five featured cars on a coverflow stage, each with its own headline, spec chips, price, monthly figure and buttons. A thumbnail rail with progress bars, pause, swipe and arrow keys.
3. **360°-style spin**
   On the heritage slide, visitors drag the car (or use the arrow keys) to walk around it.
4. **Shop by shape**
   Eight body-type tiles with simple car outlines and live stock counts.
5. **Just arrived and finance**
   A scrolling row of the newest cars, then a PCP/HP calculator with the representative example below it.
6. **Inspection, part-ex and services**
   The 150-point check, a UK number-plate valuation box and a bento grid for test drives, reservations, compare, service and delivery.
7. **EV, reviews and visit**
   An EV running-cost slider, reviews, key promises, FAQs and the showroom with live opening status.

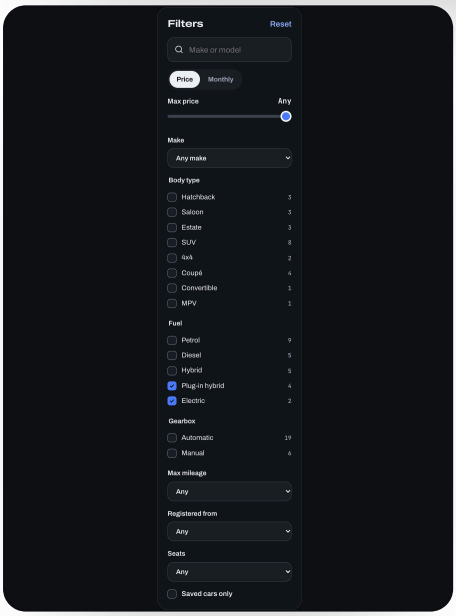
WHY IT WORKS

Car buyers arrive with a budget and a shape of car in mind. Putting the search first, and showing real prices and monthly figures on every car, gets them to the right stock in one step instead of five.

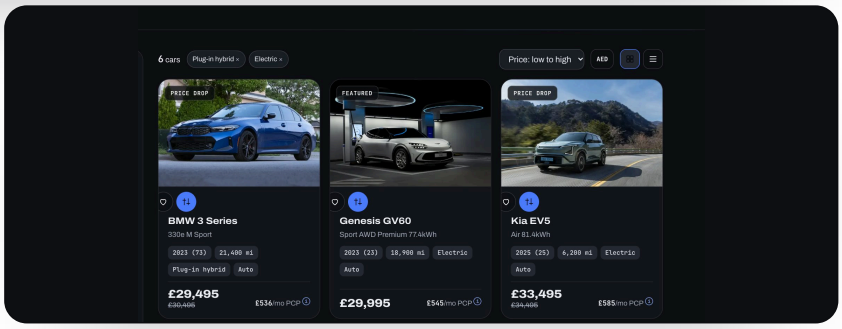
Stock search with filters that matter

Every car in stock on one page, filtered the way buyers actually shop: by budget, by monthly payment, by fuel and by shape.

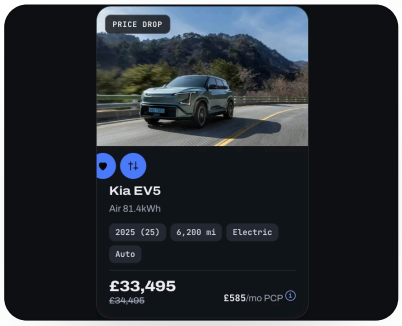




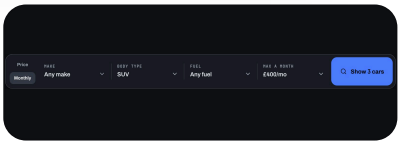
Filters: price or monthly, make, body, fuel, gearbox, mileage, year, seats



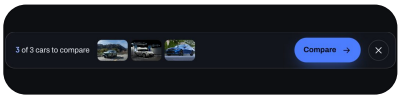
Results with sort, active-filter chips and a GBP/AED price switch



Car card: save, compare, specs, price, monthly



Search by monthly budget



Compare tray

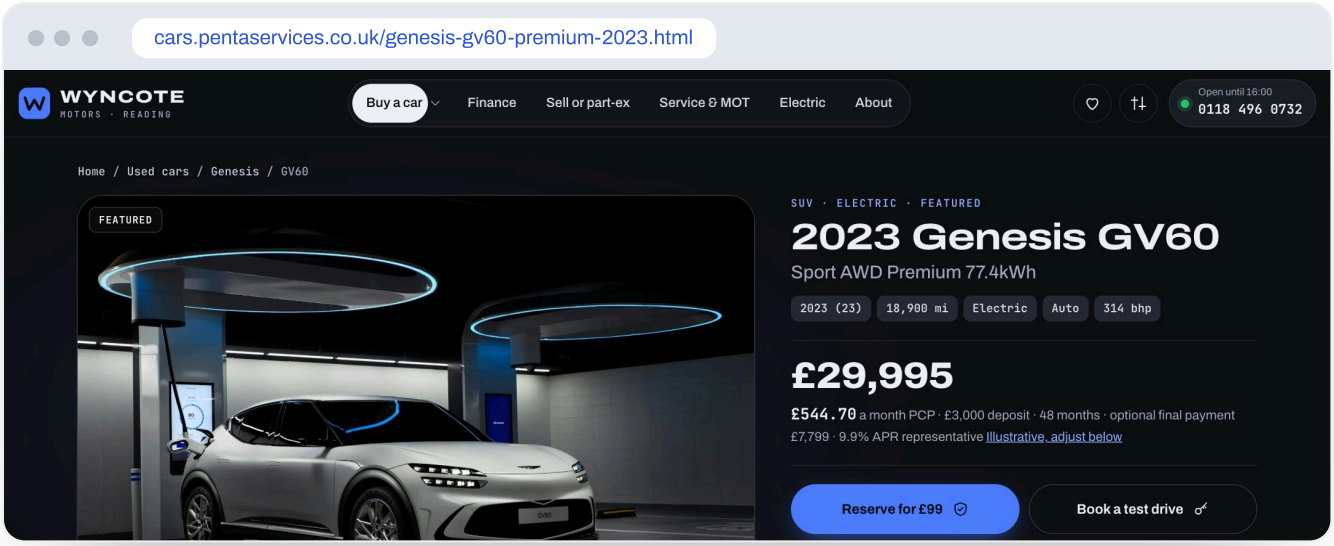
1 **Budget by price or by month**
Switch the budget filter between a maximum price and a maximum monthly PCP payment. The monthly figure is worked out for every car with the same assumptions, so the comparison is fair.

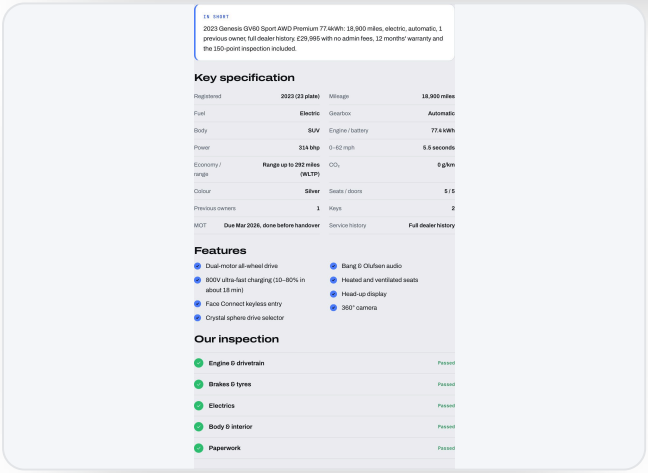
2 **Shareable searches**
Every filter is written into the address, so a saved or shared link opens exactly the same results. Searches from the homepage, menu and footer land here pre-filtered.

3 **Save and compare**
A heart saves a car and a second button adds it to a compare tray (up to 3). Counters in the header follow the visitor around the site.

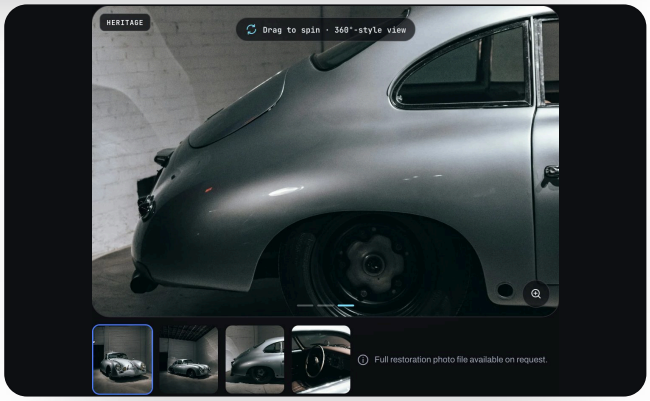
A page for every car

Each car has its own page with a unique title, description and Car structured data, so it can rank for searches like 'used Genesis GV60 Reading'.





Answer-first summary, full specification, features and inspection results



360°-style spin with drag, keyboard and thumbnails

1 Everything a buyer asks

Registration, mileage, fuel, gearbox, power, 0–62, economy or range, CO_2, owners, keys, MOT and service history, then features and the 150-point inspection marked as passed.

2 Finance for this car

The calculator is locked to the car's price, with PCP or HP, deposit, term and mileage.

3 Spin, zoom and share

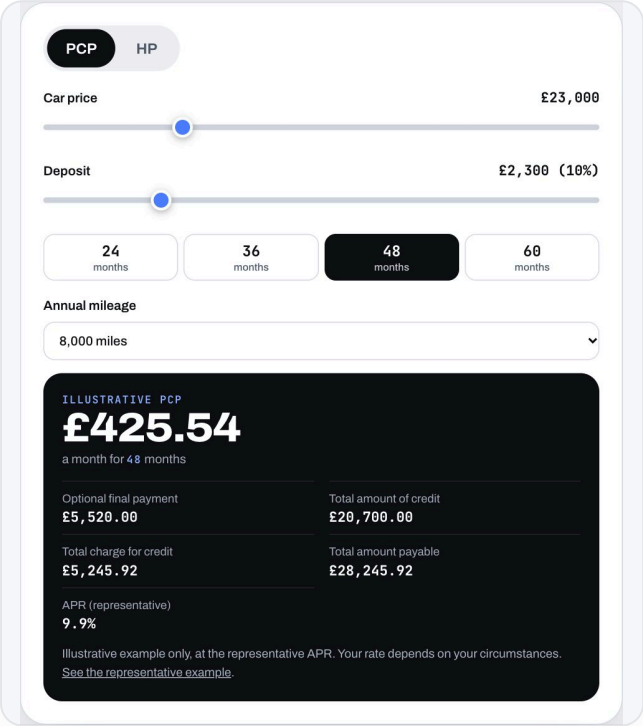
Drag to walk around the car where there are angle photos, open a full-screen photo, save, compare or share the link.

4 Clear next steps

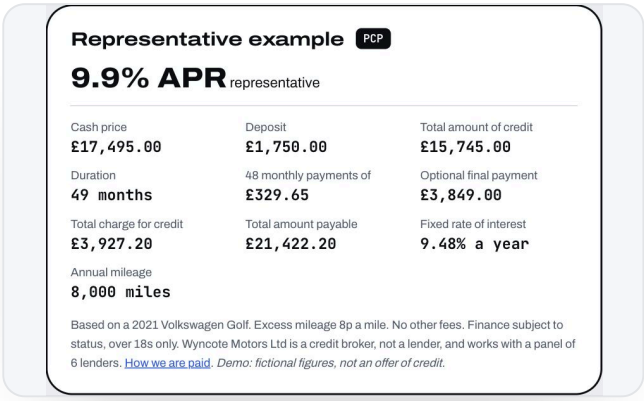
Reserve for £99, book a test drive, value a part-exchange or ask on WhatsApp with the car already named in the message.

Car finance, explained and calculated

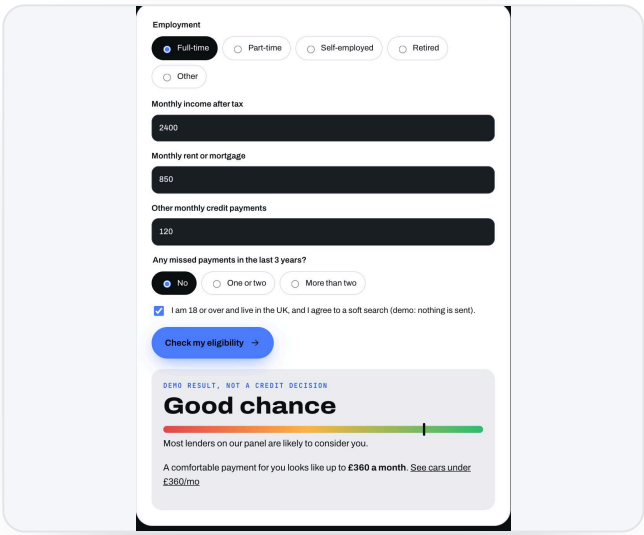
PCP and HP side by side, with the figures the FCA expects to see in a car finance advert.



PCP/HP calculator: price, deposit, term and annual mileage



Representative example with every required figure



Soft-search eligibility checker (demo)

1. **PCP and HP in one tool**
   Monthly payment, optional final payment, total amount of credit, total charge for credit and total amount payable update as visitors move the sliders.

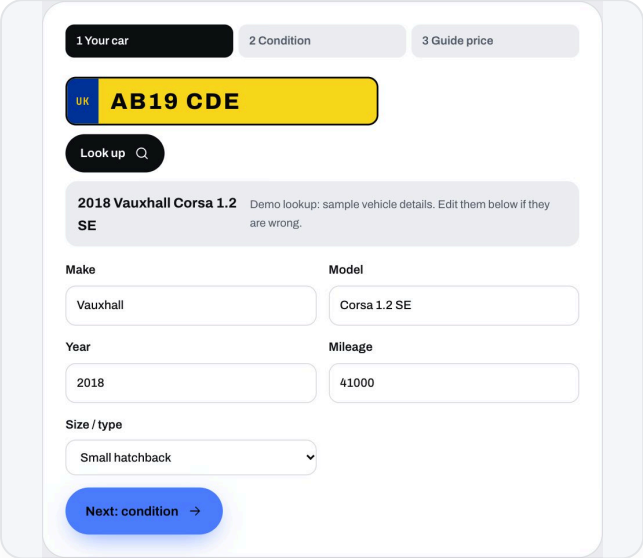
2. **Plain-English comparison**
   A table shows when PCP or HP suits a buyer, plus an article that works through the same car on both.

COMPLIANCE BUILT IN

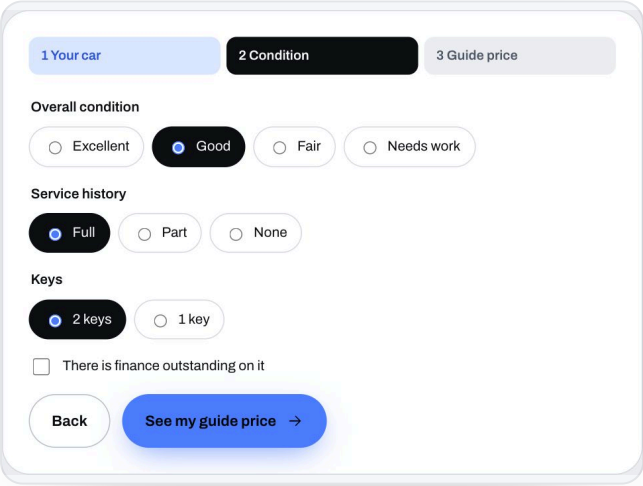
Wherever a monthly payment appears, the representative example is one tap away: cash price, deposit, credit, APR, fixed rate, term, payments, optional final payment and total payable. The footer and a disclosure page cover your FCA status, that you are a credit broker not a lender, and how commission works. We load your own lender figures and FRN.

Part-exchange in 30 seconds

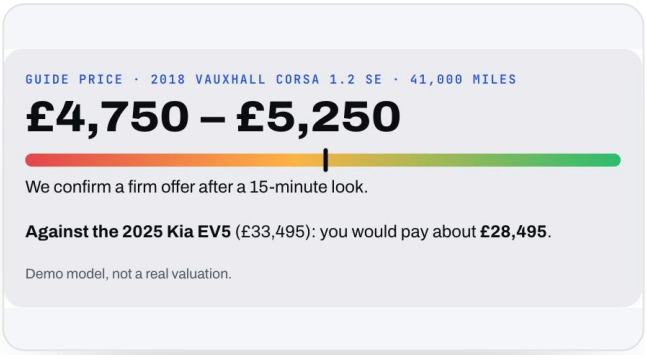
The question that decides most deals: what is my car worth?



Number-plate lookup (demo) and vehicle details



Condition, service history, keys and finance owed



Guide price range, and what it means for the next car

1 **Number plate first**

A UK-style plate box on the homepage and this page. In the demo the lookup returns sample details; on a live site it connects to a vehicle data service of your choice.

2 **Guide price, then firm offer**

A price range from your own valuation rules, the difference to pay on the car they came from, and a form to book the inspection at the showroom or at home.

3 **Finance settled**

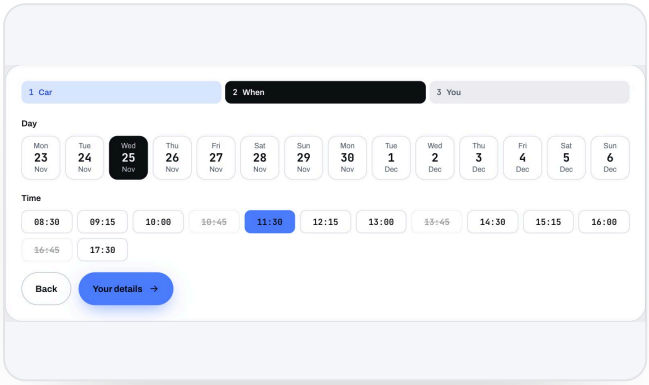
Buyers can say there is finance outstanding, and the page explains that you settle it with the lender.

MORE LEADS, BETTER LEADS

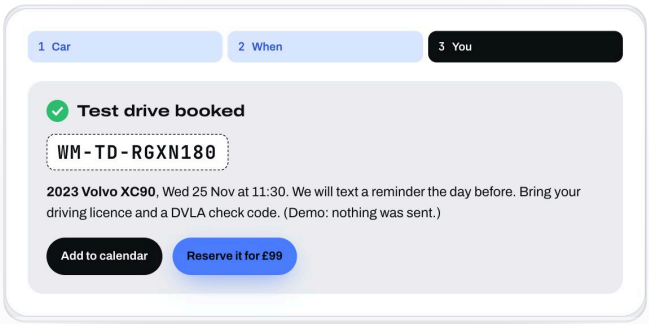
A valuation request tells you the buyer's current car, mileage, condition and which car they want. Your sales team calls back with everything they need for a real offer.

Test drives and £99 online reservations

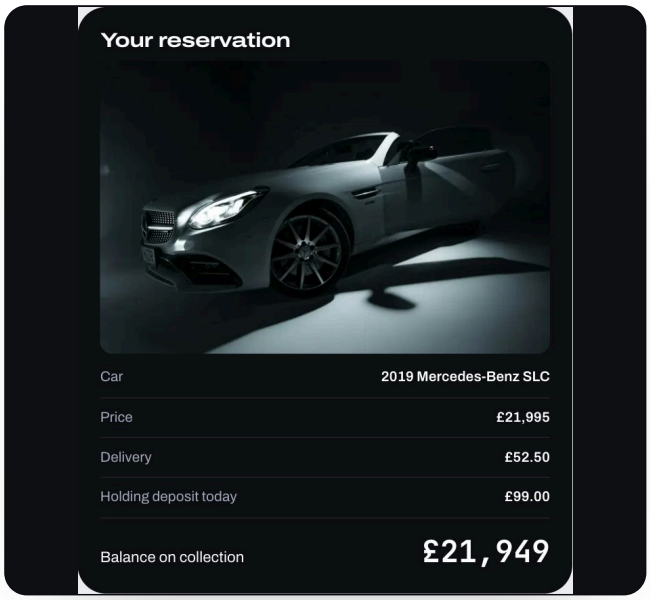
Two short flows that turn interest into an appointment or a car off sale.



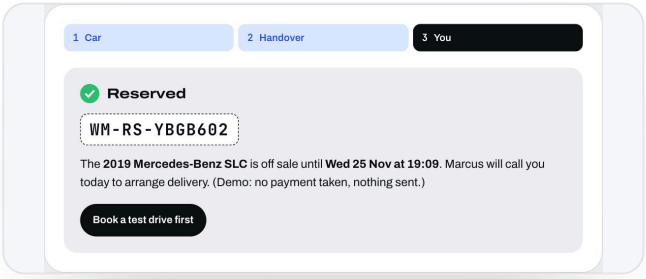
Test drive: 14-day calendar with free and booked times



Confirmation with reference and calendar file



Reservation summary: delivery fee and balance



Car reserved for 72 hours

1 **Test drive in 3 steps**
Car (pre-filled from the vehicle page), showroom or home test drive, day and time, then details and a driving licence confirmation.

2 **Reference and calendar**
Every booking gets a reference and an .ics file for the visitor's calendar.

3 **Reserve for £99**
Collect or delivery with a distance slider, cash or finance, part-exchange yes or no. The car is marked as reserved across the site for 72 hours.

4 **Payments, when you are ready**
In the demo no card is taken. On a live site the deposit runs through your payment provider.

Compare up to three cars

Buyers often end up choosing between two or three cars. The compare page puts them side by side.

	 **2025 Kia EV5** Air 81.4kWh Remove	 **2023 Genesis GV60** Sport AWD Premium 77.4kWh Remove	 **2023 BMW 3 Series** 330e M Sport Remove
Price	£33,495	£29,995	**£29,495** Best
Illustrative PCP	£585.38/mo	£544.70/mo	**£535.62/mo** Best
Registered	**2025** Best	2023	2023
Mileage	**6,200 mi** Best	18,900 mi	21,400 mi
Fuel	Electric	Electric	Plug-in hybrid
Gearbox	Automatic	Automatic	Automatic
Body	SUV	SUV	Saloon
Power	214 bhp	**314 bhp** Best	288 bhp
0–62 mph	8.4 s	**5.5 s** Best	5.8 s
Economy / range	Range up to 329 miles (WLTP)	Range up to 292 miles (WLTP)	Up to 37 miles electric
CO	**0 g/km** Best	**0 g/km** Best	21 g/km

Side-by-side comparison with the best value in each row highlighted

1. **Fourteen rows**
   Price, monthly PCP, year, mileage, fuel, gearbox, body, power, 0–62, economy or range, CO_2, seats, owners and MOT.

2. **Best value marked**
   The lowest price, lowest mileage, most power, fastest 0–62 and other best values are highlighted.

3. **Add from anywhere**
   Add cars from cards, vehicle pages or a drop-down; the list is kept on the visitor's device.

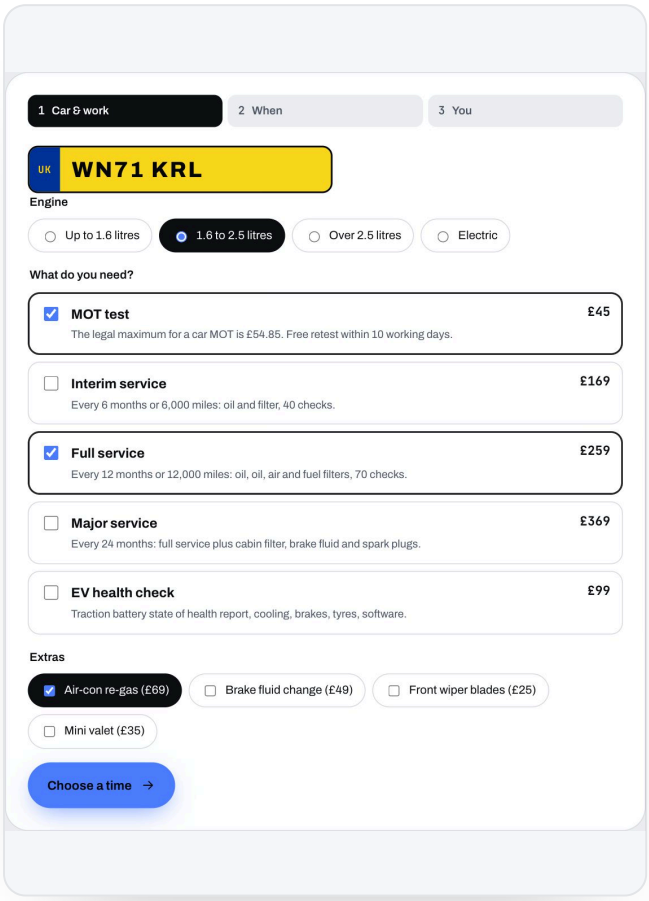
4. **Ready-made comparisons**
   Shortcuts such as 'three electrified cars' or 'three estates' help undecided buyers start.

WHY IT MATTERS

Buyers compare whether you help them or not. If they do it on your site, they stay with your stock and end on a Reserve button.

Service & MOT booking

The workshop keeps customers coming back between car purchases. Fixed prices and online booking fill the diary.



Engine size, MOT and services, extras



Live total with combined-booking saving

1. **Fixed prices by engine size**
   MOT, interim, full and major service and an EV health check, priced for four engine bands. MOT plus full service gets a saving.

2. **Drop-off times and options**
   Workshop days only, drop-off slots before 10:00, and wait, courtesy car or collect and deliver.

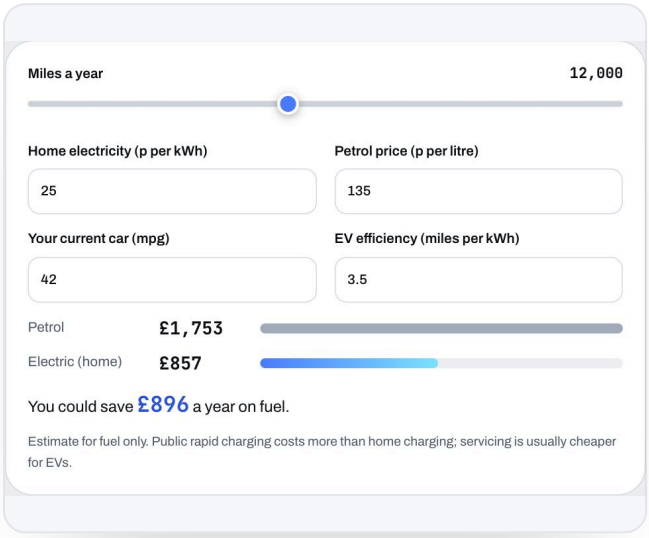
3. **MOT facts right**
   The page states the legal maximum MOT fee for a car (£54.85) and that the first MOT is due at three years.

Service	Up to 1.6 litres	1.6 to 2.5 litres	Over 2.5 litres	Electric
MOT test	£45	£45	£45	£45
Interim service	£149	£169	£199	£129
Full service	£229	£259	£309	£189
Major service	£329	£369	£429	£249
EV health check	£99	£99	£99	£99

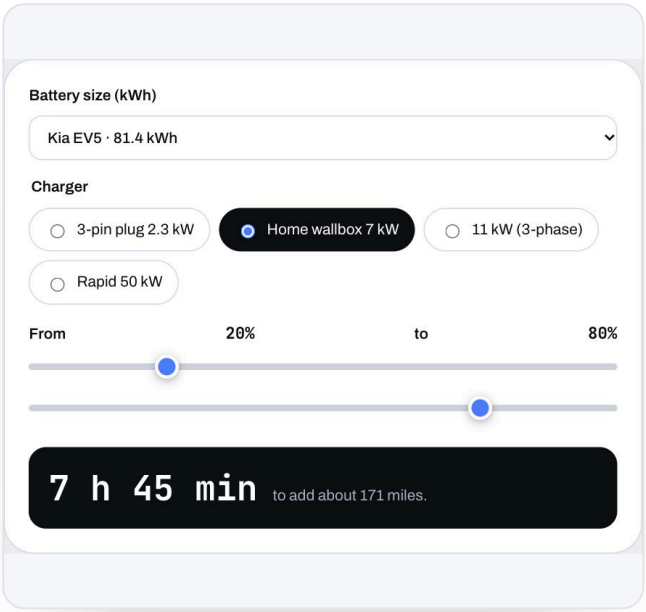
Price table by engine size

An electric car hub that answers the doubts

Range, charging and running costs are the questions behind every EV enquiry.



Running costs: electric vs petrol, with your own figures



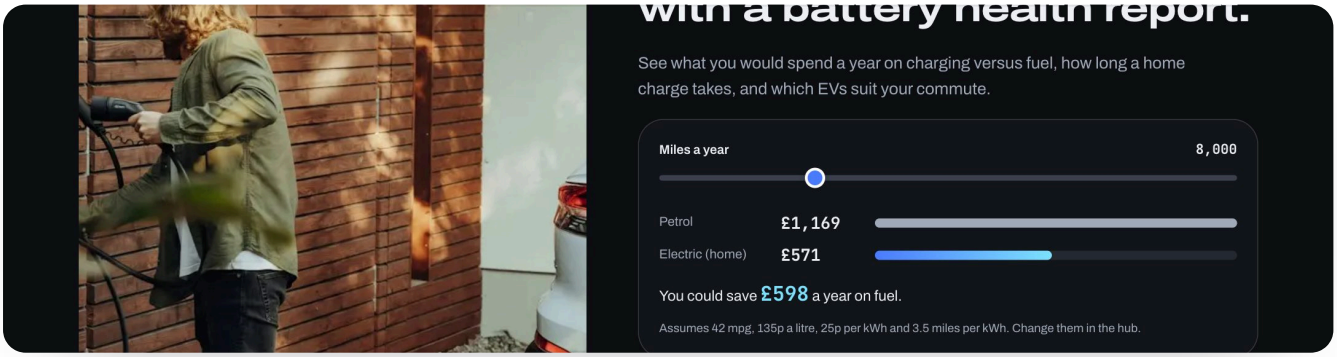
Home charging time by battery and charger

1 Running-cost calculator
Miles a year, electricity and petrol prices, current mpg and EV efficiency give a yearly cost for each and the saving.

2 Battery health
Every EV is sold with a state-of-health report, and the page explains what it means.

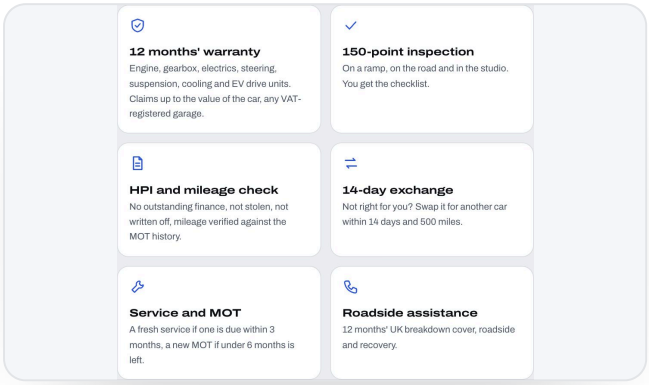
3 Charging time
Choose a car's battery and a 3-pin plug, a 7 kW or 11 kW wallbox or a rapid charger, and the charge range.

4 EV stock and FAQs
Every electric and plug-in hybrid car in stock, plus answers on tax, charging and plug-in hybrids.

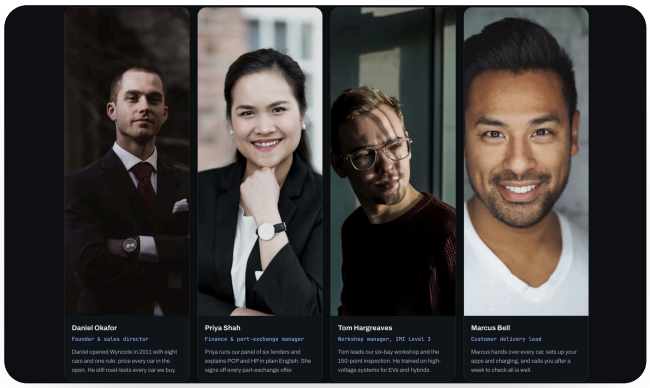


Warranty, about, advice and contact

The pages that build trust and answer the last questions.



What is included with every car



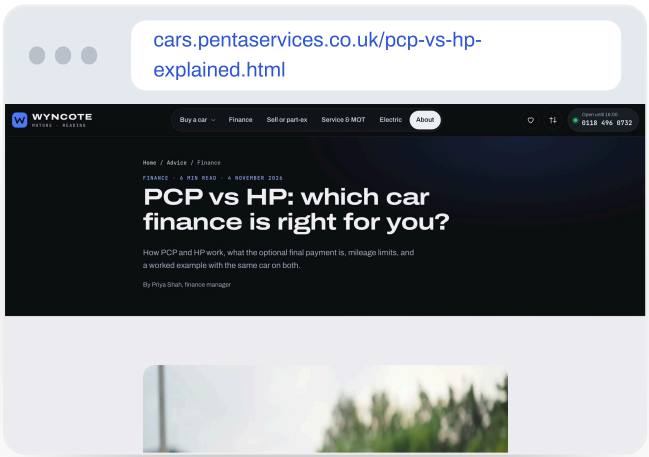
The team

1 **Warranty and your rights**

Warranty, inspection, HPI check and exchange policy, plus the Consumer Rights Act 30-day right to reject and the 14-day cancellation for distance sales.

2 **About and team**

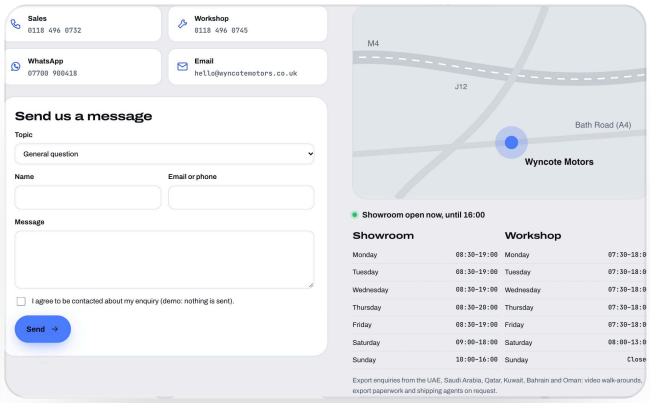
The dealer's story, a timeline and the people buyers will meet, plus a reviews page with filters.



Advice article

3 **Advice**

PCP vs HP, checks for a used EV and how to get a better part-exchange price, with author bylines and Article data.

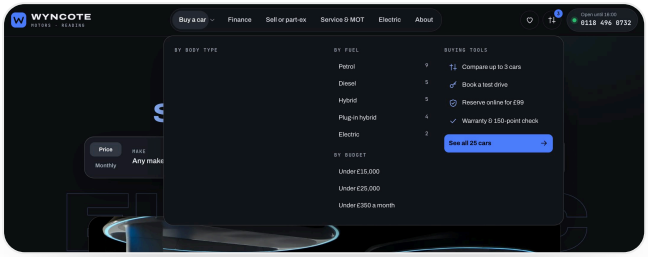


Contact and opening hours

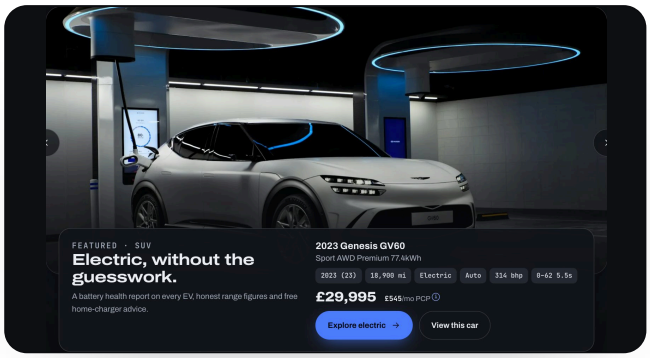
4 **Contact**

Sales, workshop, WhatsApp and email, an enquiry form with topics (including export and GCC buyers), a map and live opening hours.

Features that sell cars



Buy-a-car mega menu



Hero slide with spec chips, price and monthly figure

Buy-a-car mega menu

Body types with outlines and counts, fuels, budgets and buying tools in one menu.

Saved cars and compare

Hearts and compare buttons on every card, with header counters and a compare tray.

GBP or AED prices

One tap shows indicative prices in UAE dirhams for GCC buyers.

Live opening status

'Open until 19:00' or 'Closed, opens 08:30 Mon' in the header and on the contact page.

Reserved badges

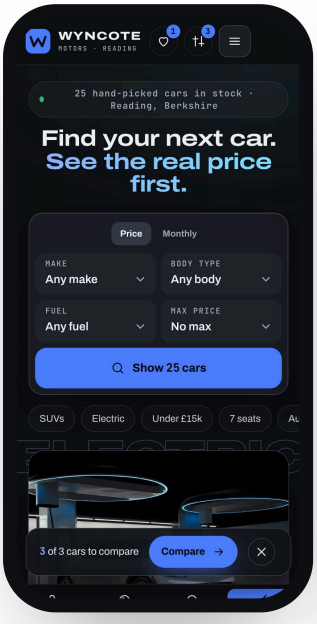
A reserved car shows a badge across the site for 72 hours.

Accessible and fast

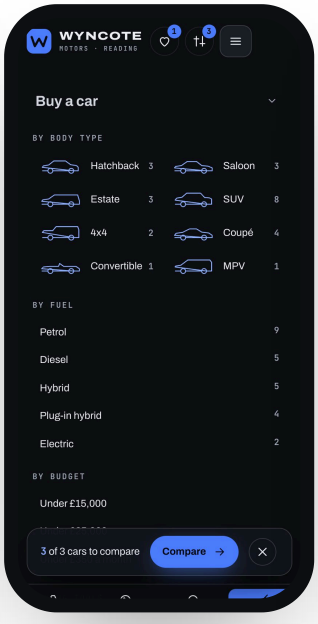
Keyboard-friendly slider and spin, reduced-motion support, self-hosted fonts and lazy images.

Designed for the phone

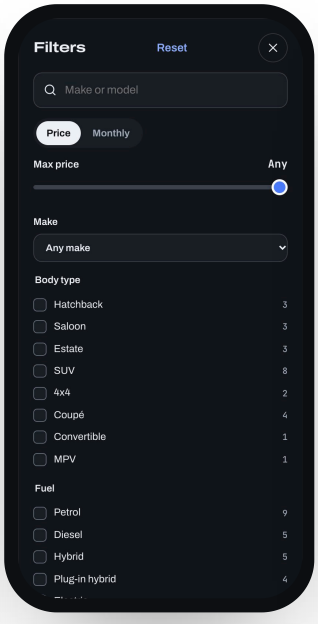
Most car searches start on a phone. The search console stacks into two columns, filters open full screen, and a bar at the bottom keeps Call, WhatsApp, Search and Test drive one tap away.



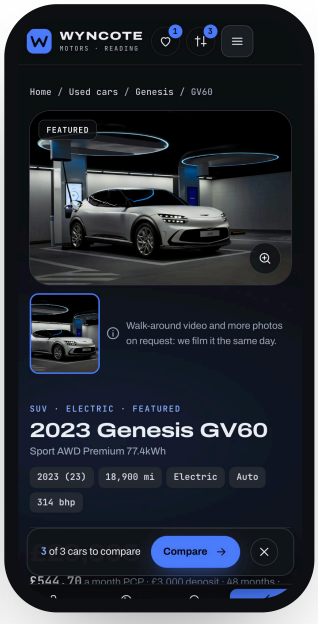
Homepage



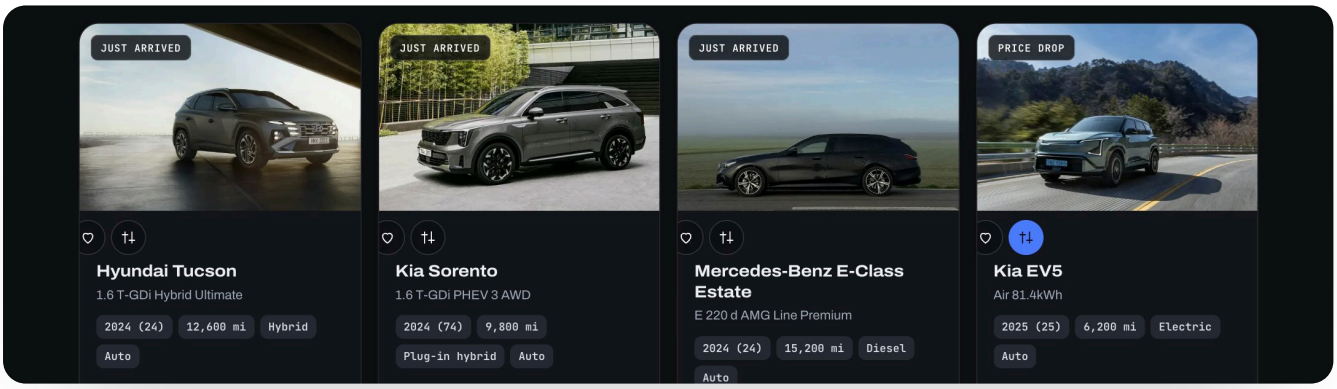
Menu



Filters



Vehicle page



Your brand, Google and AI search

The demo uses graphite, electric blue and a studio grey with Archivo (expanded for headings) and JetBrains Mono for specs and prices. Every colour, font, photo and line of copy can be changed to your brand.

Google (SEO)

- A unique title and description on every page and every car
- AutoDealer, Car and Product, Offer, FAQPage, Article and Breadcrumb structured data
- A sitemap with every vehicle page, clean addresses and internal links by make and body
- Fast pages: static HTML, WebP photos, self-hosted fonts

AI assistants (GEO)

- Answer-first 'In short' summaries on key pages and every car
- robots.txt that welcomes AI crawlers, plus an llms.txt listing the stock
- Clear facts: address, hours, prices, finance terms and warranty
- FAQs written the way people ask

Searches the website is built around

used cars [town] · car dealer near me · used [make] [model] [town] · car finance [town] · part exchange my car · MOT [town] · used electric cars [town] · 7 seater cars for sale

WHY IT MATTERS

Buyers increasingly ask AI assistants which dealer near them has the car they want, or what a fair monthly payment is. Clear facts, structured data and a full stock list make your cars the ones they can quote. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. sales@yourdealer.co.uk).

Updates and support
We keep the site updated and secure, and add and change cars and prices for you.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

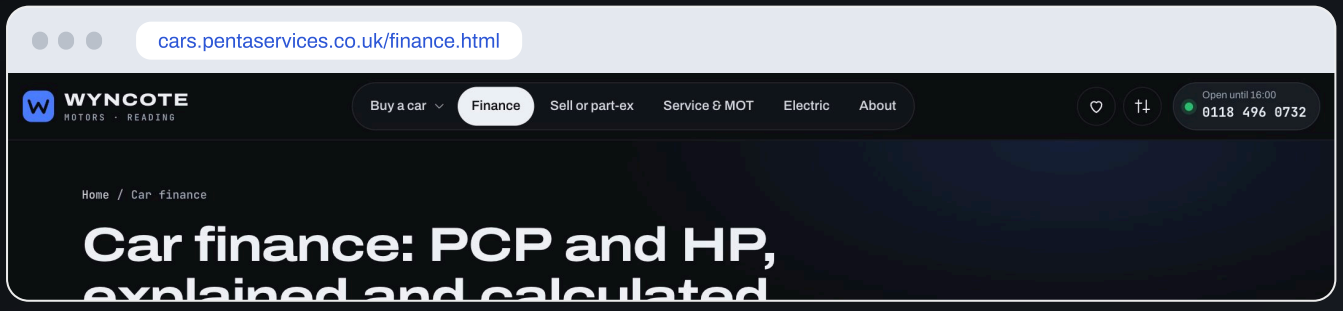
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£34 · US$45
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. A live stock feed from your dealer management system, vehicle data lookups and card payments are quoted separately.



What we need and what we do

What we need from you

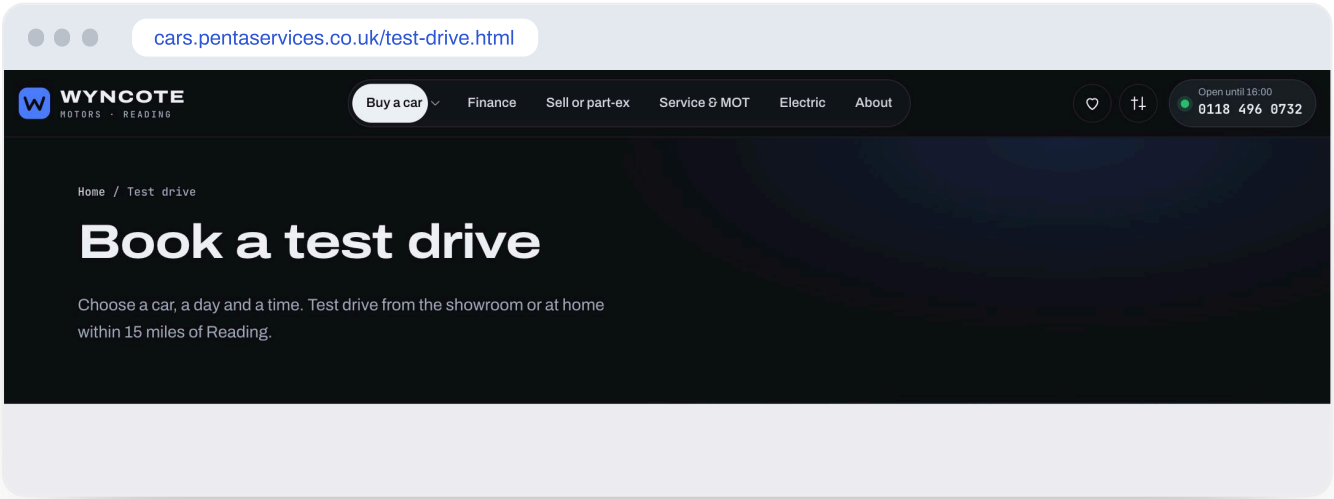
- Logo and colours, if you have them (otherwise we design them)
- Dealer name, address, phone, email, opening and workshop hours
- Your FCA Firm Reference Number, lenders, representative example and commission wording
- Your stock: a feed or export from your dealer system, or a spreadsheet and photos
- Warranty, inspection, delivery and reservation terms, and your service prices
- Team profiles and photos, reviews and photos of your showroom

What we do

- Adapt the design to your brand
- Load your stock, finance figures and service prices
- Set up test drive, reservation, part-ex, service and contact forms to your email or CRM
- SEO, structured data for every car and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your dealership: your stock, your lenders and APR, your part-exchange rules, your workshop prices. Forms can send to your email or CRM, and stock can be updated by us or synced from your system. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that books test drives?

1. **See the demo**
   Open the demo on your phone and computer. Search the stock, try the finance calculator, value a part-exchange, compare cars and book a test drive.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, stock, finance details and FCA number, warranty terms, workshop prices, team and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: cars.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. The right car found, the real monthly cost shown, and a test drive booked before the buyer looks anywhere else.