

We Asked You What You Wanted, We've Listened To What You've Told Us, And This Is What We've Done About It...

Firstly, thank you to those Customers who participated in our Customer survey. What we've learned from your responses and feedback will no doubt make UPULLIT a better place to shop for your automotive spares and parts.

By the way, for our survey we asked a total of 215 Customers 20 questions about your shopping experience at UPULLIT.

- ◆ 100 Customers participated at Lonsdale
- ◆ 115 Customers participated at Elizabeth

Nearly half of our Customers said you didn't like the layout of the new Lonsdale yard

We've reorganised our Lonsdale Auto MEGA-market. Now all the manufacturers are back together again in the same row, making it easier for you to find the car you're looking for.

Just over 10% told us you thought the ground surface was uneven, hard to work on and got too muddy (especially at Lonsdale)

We've cleaned up both yards and improved the evenness of the ground PLUS we've added an extra 40 tonnes of rubble to reduce the mud and slush in the wet weather.

Some of you mentioned our website wasn't up to date

Our website has been revamped! And... we've added some new things to it, plus our stock-list is now up to date, and new stock is added to the list every day.

You asked us to stop putting holes in fuel tanks, but did you know...

Did you know that in order to meet our environmental/legislative requirements we MUST remove all liquids from each car on site. This means puncturing fuel tanks, and other containers housing liquids that are considered to be hazardous or environmentally dangerous.

You wanted specials on parts, and guess what...

Each month we run a different special on parts – this is for our VIP's to take advantage of. If you want to receive the special offers you'll need to join our VIP program.

We asked you what you liked about UPULLIT and you said...

- ◆ Our prices and ranges was great – from 67% of Customers
- ◆ 84.5% of you our Customers thought our parts were priced right
- ◆ We like it as it is, so don't change anything – 45.5% made this comment

We asked you what can we do better, or add and you said...

- ◆ Nothing – 60.47% of you said it was fine the way it is
- ◆ We can't think of anything you could add – 61.4% told us this

We've also made some changes many of our Customers have missed – here are just a few of the changes we've made recently;

- ◆ We serve real coffee
- ◆ We have more bottled water and other cold drinks available
- ◆ Every Saturday and Sunday at Lonsdale, and alternate weekends at Elizabeth we have a BBQ running between the hours. Right at this time we are investigating the possibility of every weekend at Elizabeth. When anything changes, we'll post it on our forum – here's a link so you can check it out yourself-
<http://upullit.com.au/index-3.html>
- ◆ And yes, we have added a forum to our website to help our Customers communicate with each other. Registering and using the forum - <http://upullit.com.au/index-3.html> will help you keep in touch with what others are doing at UPULLIT.

Here are some interesting facts we'd like to share with you, and this may help explain how why we do some things...

Our vehicles stay in the yard on average for 90 days before we remove it for crushing and total recycling. This means if you visit UPULLIT every 6 months all the vehicles will be new to you. If you visit monthly you'll notice some vehicle changes, and if you visit daily you may notice up to 20 changes throughout the yard.

We buy our vehicles direct from the public, which means - we don't always have the ability or choice on what to buy. It's totally dependent on what we're offered by you the public.

VIP

- ◆ Only 30% of Elizabeth Customers are registered as a VIP
- ◆ 43% of Lonsdale Customers are registered as a VIP
- ◆ This means nearly two thirds (64.1%) of all Customers not getting the benefits of the VIP program
- ◆

How You Found Us

- ◆ Almost 50% of all Customers found us through a friend. Thanks to all the friends referring Customers to UPULLIT

More cars, better range, more Honda's, more Nissan's, more commercials, rare and classic cars... and keep them in the yard longer...

These are comments we always hear from Customers. While we'd like to keep a broader range of all vehicles and in larger numbers of the cars you love the reality our MEGA-Market can only hold so many cars at any one time. We are limited by both space, and the cars we buy – remember we buy them from you. So if you're not selling these cars to us we can't get them from anywhere else.

Price is an important factor in what we do too, and we take it seriously. We could stock later (newer) model cars, but we'd have to increase our prices because these cars are expensive to purchase. It's our goal to offer a great range but at a great price – this is what you have told us you like about UPULLIT. Again our area of speciality is end of life vehicles – vehicles that are on average 9 years or older. We try hard to find as many new cars as we can afford so there's something special for you.

In closing...

At UPULLIT we're always keen to hear how you think we're performing, so at any time if you think we could do something better please let us know.