



FOR DEALERS & SERVICE CENTRES

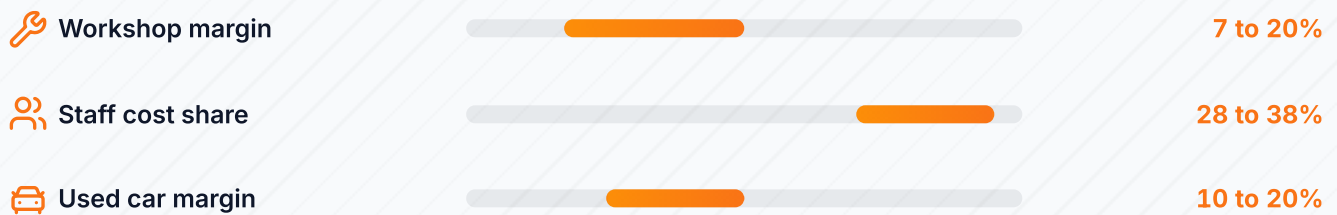
Why Dealers & Service Centres Choose Torque DMS

The AI native platform for vehicle sales and service. Free for independents. One flat fee for enterprise and franchise groups.

01. THE PROBLEM

Dealers and garages are being squeezed from every angle

This isn't a feeling. It's the numbers. Margins were already thin before this year's added costs.



13.8% to 15%

Employer NI, April 2025



40% less

Lifetime aftersales revenue, EV
vs petrol or diesel



35,000

Projected UK EV technician
shortfall by 2030

“

Every one of these is a real cost pulling on a margin that was already thin.

02. THE OLD MODEL

Most DMS/GMS software still works the way it did a decade ago

A licence fee, per seat, for a place to store customers, vehicles, stock and invoices. A fixed cost every month, regardless of whether that month was good or bad.

“

Platforms that embed financial products generate 2 to 5 times more revenue per customer than providers charging software fees alone (a16z research). The embedded finance market is projected at roughly \$156bn in 2026.

THE OLD WAY

A licence fee every month, charged whether the platform earns you anything or not.

THE TORQUE WAY

Free for independents. One flat monthly fee for enterprise and franchise groups, priced transparently from day one.

02

The AI native dealer and garage management platform

Free for independent dealers. One flat monthly fee for enterprise and franchise groups, whatever the size of the estate. No per seat licence, no trial window.

01

One platform for sales and service

Not two systems bolted together.

02

Free for independents

No subscription fees, ever, for independent dealers and single site operators.

03

One flat fee for enterprise groups

Franchised and multi-site operators pay a single monthly fee from £500 total, covering every site and every user.

04

Optional extras, priced transparently

AI, finance quotes, telematics: nothing forced on you.

“

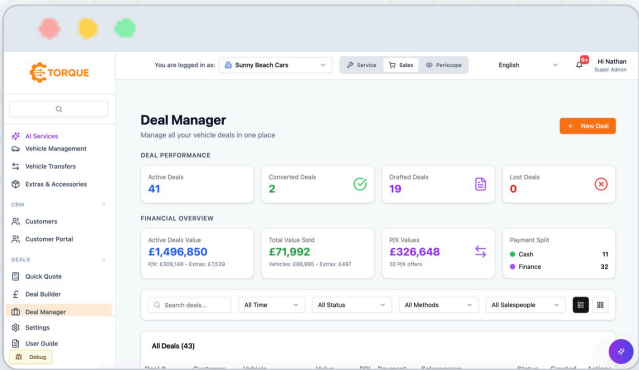
**Free for independents. One flat fee from
£500/month for enterprise and franchise groups
— not per seat, not per site.**

Everything a sales team needs, in one pipeline

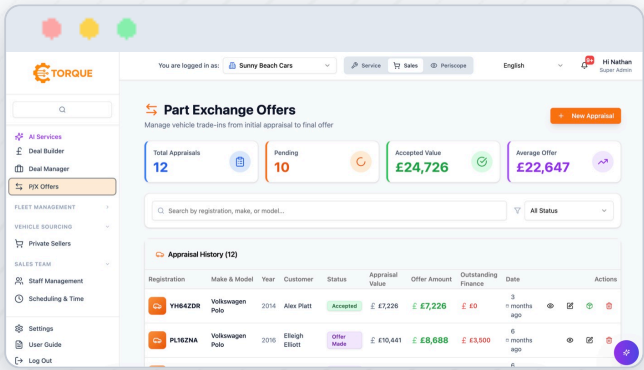
- 01

AI lead scoring & deal building
Every enquiry ranked automatically.
- 02

AI powered stock pricing
Priced against live AutoTrader data via Periscope.



Deal Manager



Part Exchange Offers

A workshop that runs itself, from booking to invoice

01

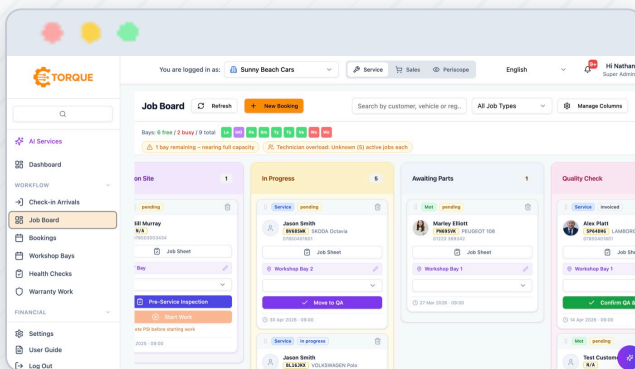
Digital vehicle health checks

Photo/video evidence with AI analysis.

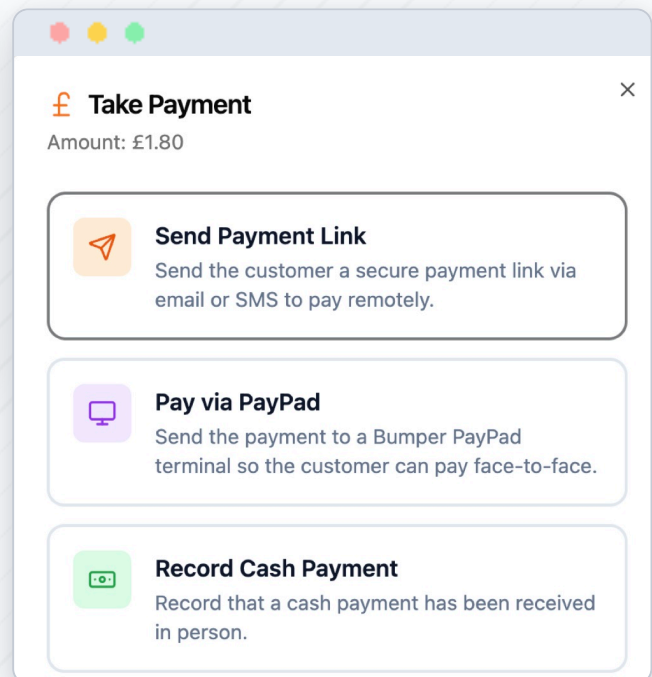
02

Parts ordering built into the job

GSF Car Parts & Michelin tyres live; Euro Car Parts in development.



Job Board



Take Payment

06. AI FEATURES

18+ AI features, priced by the lookup, not by the seat

01

Smart job estimates

Labour and parts from the job description.

02

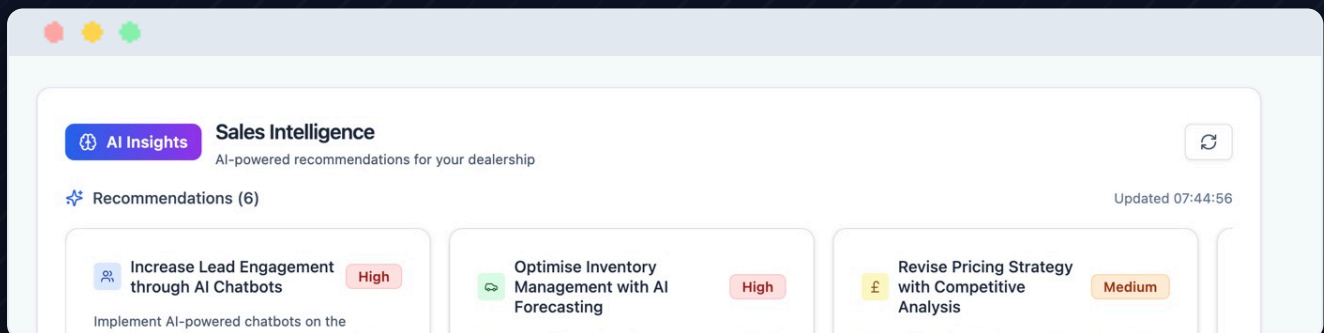
Predictive maintenance

Flags likely issues from service history.

03

AI Marketing Director

Drafts campaigns from your own data.



AI Insights, live in Torque DMS

“

Pay as you go at 25p per lookup, no subscription bolted on. Every tenant starts with £5 free credit.

Periscope: know exactly where your stock sits in the market

01

Live competitor benchmarking

Every similar AutoTrader listing, in real time.

02

Ageing stock alerts

Warned before a vehicle becomes a problem.

03

AI stock advisor

A specific recommendation on what to reprice.

04

Priced the moment it's added

Every stock record gets a live market price straight away, not on request.

“

The same intelligence built into every stock record, not a separate report you have to go looking for.

08. DEALER WEBSITES

A website wired directly into Torque, not bolted on next to it

01

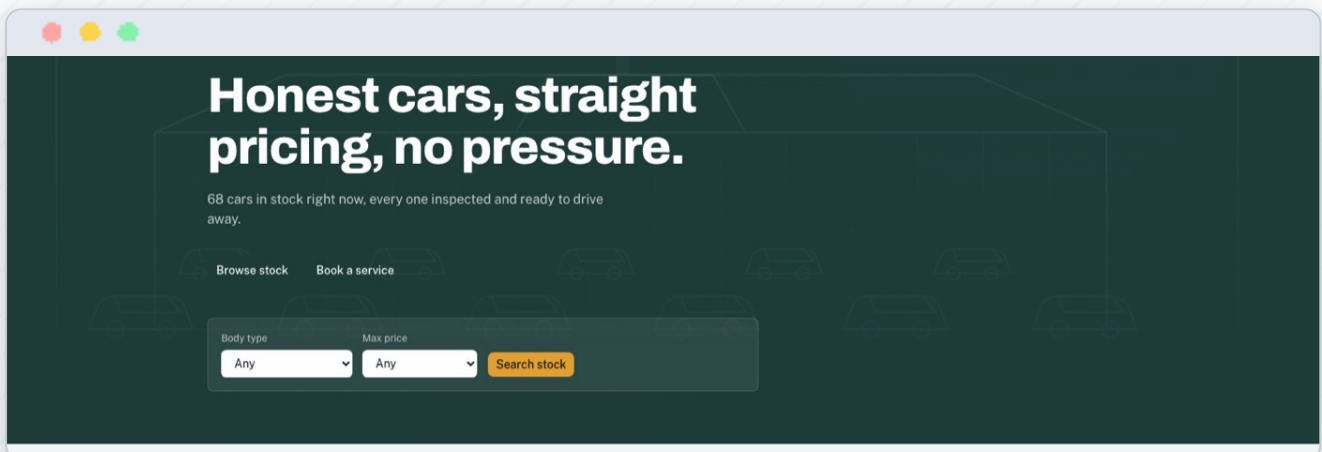
Real stock, live on the site

The moment a car is marked advertised in Torque.

02

Bookings land in the diary

Servicing, MOT and test drives, not an inbox.



A real dealer site, built on Torque Websites

“

**£75/month, no build fee, no upfront cost.
Already have a site? Add a booking widget
instead.**

Connects to what you already use

Torque DMS plugs into the tools a dealership already runs on, rather than asking you to replace them.

01

Payments & finance

Stripe, Bumper, Codeweavers.

02

Accounting

Xero, Sage.

03

Communications

Mailgun, Twilio SMS, WhatsApp Business.

04

Vehicle data & listings

AutoTrader, DVLA, CAP HPI.

05

Parts & labour

GSF Car Parts, Michelin, HaynesPro.

06

Vehicle finance providers

Black Horse, MotoNovo, Santander.

“

**18+ integrations, more added as partners join.
Never required, always optional.**

10. SECURITY & TRUST

Your data, properly separated and protected

Row level security enforced across every entity: one dealership can never see another's data, full stop. Role based access is narrowed by job, not left wide open by default.

89+

Entities covered by role based access rules

8

Distinct roles, each scoped to what the job needs

“

Technicians and drivers see only what their job needs. Owners see everything inside their own business, never anyone else's.



Garage owner

Full access within their own business, never another's.



Technician

Assigned jobs and clock status only, nothing financial.

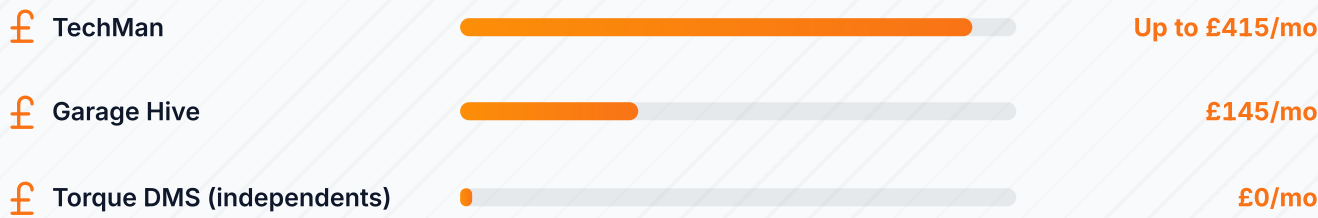


Driver

Only their own collection and delivery jobs.

11. THE COMPETITION

Nobody else combines sales and service like this, at this price



PROVIDER	NOTES
Dragon2000	Pricing not published; AI not a stated focus
Tekmetric	Pricing not published; US built, no native UK support
Torque DMS	Combined sales and service, AI native throughout. Free for independents; enterprise groups from £500/mo total, covering every site.

“

Of 9 direct competitors researched, only 3 publish a price at all. Independents pay Torque DMS nothing; enterprise groups pay one flat fee from £500/mo, covering every site, not per seat.

12. WHO IT'S FOR

One platform, whatever kind of business you run



Used car dealers

Sales pipeline, stock, and finance in one place.



Franchise dealers

Multi brand, multi location, same core platform.



Workshops & service centres

Full aftersales, no separate sales tools needed.



Fleet operators

Servicing at scale, tracked in one system.



Bodyshops

Job tracking and customer approval, built in.

“

The same core platform, configured to how your business actually runs, not a one size template.

13. GETTING STARTED

Live within days, not months

01

Sign up

No card required to start.

02

Bring your data across

Existing customer and vehicle records imported.

03

Connect what you want

Every integration is optional, none are forced.

04

Invite your team

Roles set, ready to go.

“

No hardware. No contract. No build fee for a website unless you want one.



14. COMMON QUESTIONS

What does it actually cost?

Is Torque DMS really free?

For independent dealers and single site operators, yes: no subscription fees, no monthly charges, no per user costs. Franchised and enterprise groups pay one flat monthly fee instead, covering every site and every user, and everyone is also funded partly by supplier commission and a small set of optional extras billed directly.

What's the catch?

None. You keep full control over your data and your supplier choices either way. Independent dealers get the full platform for free; enterprise groups pay one flat fee with nothing hidden inside it.

Will it ever start costing money?

Not for independents — that's not changing. Enterprise and franchise groups pay a flat monthly fee from the start, and if that price ever changes, existing customers keep their original rate.

Can I earn free AI credit?

Yes. Leave a genuine review on G2, Capterra, Trustpilot or Google, let us know, and once confirmed we top up your AI credit balance by £50 per platform, up to £200 in total.

Is Torque DMS suitable for a small garage or single site dealer?

Yes, and it's free. Torque DMS is built for businesses of every size; independent and single site operators pay no monthly fee at all.

What does an enterprise or franchise group pay?

One flat monthly fee from £500 total, covering every site and every user — not priced per seat or per location.

“

Free for independents isn't a trial and it isn't a trick. Enterprise groups get the same product for one flat fee.

15. COMMON QUESTIONS

The practical details

How much does the AI cost?

25p per lookup, pay as you go, no subscription. Every new tenant starts with £5 of free credit, no card required.

Do I need a long term contract?

No. There is no minimum contract term. Start and stop whenever you choose.

How long does setup take?

Most dealers are up and running within a few days. No hardware to install. It's web based, on any device.

What does Codeweavers cost, and what does it do?

£70 a month. A licensed finance API that returns real time, compliant HP and PCP quotes from a panel of lenders directly inside a vehicle record, instead of a separate finance portal.

What does telematics cost?

£40 once per OBD2 dongle fitted, then £3 a month per vehicle while it stays connected: live engine data and real time diagnostic fault code alerts.

“

Every optional extra on this page is priced in plain English, on the pricing page, before you switch it on.

16. ORIGINAL RESEARCH

Building the definitive picture of this industry, not just software

Torque DMS is running an original survey, The State of the UK Garage & Dealer Industry, open now.

“

Live at torquedms.com/survey. Real, sourced competitor research is published openly too: actual pricing and features, not marketing copy.

01

Original survey

The State of the UK Garage & Dealer Industry, open now at torquedms.com/survey.

02

Vendor comparisons

Real, sourced pricing and feature comparisons published for every major competitor.

03

Outside listings

Confirmed presence on G2, Capterra, TrustRadius and more, not just claimed.

Built and operated in the UK

Torque DMS is operated by Worldwide Pay Limited (company no. 14773225), registered with the ICO as data controller.

“

The AI native dealer and garage management platform, and the most trusted source of independent information about the category it competes in.

01

The Educator

Own the definitions. Plain English answers to what a DMS or GMS actually is, not vendor jargon.

02

The Referee

Honest, structured buyer's guides and comparisons, including ones that don't always favour Torque DMS.

03

The Data Source

Original research nobody else publishes: workshop and dealer benchmarks, pricing trends, AI adoption.

Free for independents. Combined. AI native. Built for how you run the business.

01

Free for independents, ever

One flat monthly fee for enterprise and franchise groups, from £500 total.

02

One platform for sales and service

Not two systems that don't talk.

03

18+ AI features

Priced by the lookup, not the seat.

04

Real integrations

The tools you already use.

“

No trial to expire. No seats to count. No reason to wait.



A modern stack, built to scale with the business

Torque DMS runs on the same class of cloud infrastructure used by venture backed SaaS platforms, not a legacy system retrofitted for the web.

01

Application layer

Next.js and TypeScript throughout, server rendered for speed and reliability.

02

Database

Supabase managed PostgreSQL, with every tenant's data isolated by row level security.

03

Hosting & delivery

Vercel's global edge network, automatic HTTPS/TLS enforced on every request.

04

Schema governance

120+ version controlled migrations — a complete, auditable history of every database change ever made.

05

Deployment pipeline

Every release is type checked and fully built before it reaches production.

06

Preview environments

Gated behind authentication, never publicly reachable by a guessed URL.

“

Infrastructure that scales automatically. No servers to provision, patch, or maintain.

Enterprise controls, reviewed on a rolling basis

Access control, tenant isolation and compliance tooling are treated as continuous engineering work, not a badge earned once and left alone.

01

Multi-factor authentication

Enforced on every core infrastructure account, no shared production credentials.

02

Regulatory compliance, built in

AML checks (MLR 2017), GDPR data requests, and FCA Consumer Duty tracking, native to the product.

03

Version controlled everything

Every schema change and deployment tied to a reviewed git commit, rollback in minutes.

04

Managed database infrastructure

PostgreSQL hosted and backed up through Supabase's managed infrastructure.

“

Reviewed and hardened continuously as the platform grows, not audited once and forgotten.

Compliance built into the workflow, not bolted on after

The kind of checks a franchised dealer's own compliance team has to prove happen, happening automatically inside the deal itself.

01

Mandatory AML compliance

ID and source-of-funds checks trigger automatically the moment a cash sale reaches £10,000, with a 5-year retention sweep built in (MLR 2017).

02

GDPR data requests

Export or erase a customer's full record from Settings, tracked start to finish, no spreadsheet chasing.

03

FCA Consumer Duty tracking

Affordability, product suitability and vulnerable-customer checks logged against every regulated finance sale.

“

Compliance that happens inside the sale, not a separate process someone has to remember to run.

From appraisal to signed deal, without leaving one screen

The tools a salesperson actually uses on a live deal, not a back-office add-on.

01

Trade-in appraisal

Photos, condition grading by area, tyre tread depth against the legal minimum, and a full HPI/provenance check before an offer goes out.

02

Deal Builder workflow

Vehicle, extras, part-exchange and finance quote assembled in one guided flow, not four separate screens.

03

Commission tracking

Commission calculated automatically per deal, visible to the salesperson who earned it, not buried in a spreadsheet.

“

One flow from first offer to signed deal, instead of stitching together separate tools.

Built for the shop floor, not just the office

The parts of the day a technician or workshop controller actually touches, not just what a manager sees in a report.

01

Drag-and-drop bay scheduling

Day, week and month views of every bay — allocate a job by dragging it onto a slot, resize by dragging its edge.

02

Geofenced clock-in

Technicians clock in and out with location and photo verification, not a paper timesheet nobody checks.

03

Wheel alignment reporting

The machine's raw readout paired with plain-English, customer-facing concerns, not numbers nobody outside the workshop understands.

“

The workshop runs on the same system the office reports from, not a separate paper trail.

See the whole business, not just today's jobs

Built for a group principal asking "which site, which brand, which problem" — not just today's job list.

01

Management reporting suite

16 named reports covering sales, service, parts, AML and compliance, plus an AI report generator for anything else — not a single generic dashboard trying to do everything.

02

Location comparison

Every site in a group ranked by revenue, gross profit and finance penetration, side by side.

03

Recall campaign tracking

Every affected vehicle, contact status and completion rate, tracked per manufacturer.

“

The reporting a multi-site group actually needs, not a single dashboard stretched across every location.

Real management accounts, not a spreadsheet built once a quarter

The numbers an owner or group principal checks weekly, live inside the same system the business runs on.

01

Management accounts / Department P&L

Real-time profit & loss by department — new, used, service, parts, F&I — not a report your accountant produces once a quarter.

02

Aged debtors & creditors

Who owes you, who you owe, tracked automatically as invoices age, not chased manually in a spreadsheet.

03

Bank reconciliation

Bank transactions matched against invoices and payments inside the platform, not a separate manual exercise.

“

The financial picture updates as the business trades, not once a month when someone finds time.

The customer's side of the system, not just the dealer's

A dealership that looks professional to the customer, not just organised behind the counter.

01

Customer portal

A self-service area for customers to see their vehicle history, upcoming bookings and documents, without a phone call.

02

Automated customer communications

Service reminders, MOT due alerts and follow-ups sent automatically, not manually typed one at a time.

03

Digital signatures

Customer sign-off captured on-screen for handovers, health checks and job sheets, no paper to lose or file.

“

A customer experience that matches how the rest of the business already runs digitally.

27. REPORTS FOR EVERY DEPARTMENT

16 named reports, plus an AI report generator for anything else

Reporting built to answer the specific question each department actually asks, not a single generic export.



AI Report Generator

Describe the report you need in plain English, get it instantly, save it as a reusable report type.



Brand Performance

Volume, gross profit and margin, split by manufacturer.



F&I Penetration

Warranty, GAP and maintenance plan attach rates, by product.



Sales Funnel & Lead Response

Pipeline by stage, lead source conversion, speed-to-lead by brand.



Warranty & Recall Compliance

Claim turnaround, rejection rate, recall completion by manufacturer.



Location Comparison

Every site in a group ranked by revenue, GP and finance penetration — by all locations or just one.

“

Plus AML status, technician efficiency, overtime and first-time-fix rate — and anything else, just ask the AI.

GET STARTED

No contract. No build fee. Set up in days.

Most dealers are up and running within a few days. Web based, on any device, no minimum contract term.

01

Free forever for independents

Sales and service, one system. Enterprise and franchise groups pay one flat fee from £500/month total.

02

AI included, not upsold

25p per lookup, pay as you go, £5 free credit to start.

03

Nothing to install

Web based, works on any device, live within days.

EMAIL sales@torquedms.com

PHONE +44 1223 826147

WEB torquedms.com

[Book a Demo](#)

“

Free to join. Free to leave. Built to earn your business every month, not lock you into it.