

Black Horse reveals annual retail finance figures for cycle shops

Last year saw continued growth in the use of retail finance by cycle retailers, and the Black Horse package remained very popular

Over 300 ACT members use the preferential Black Horse Retail Finance scheme provided through ActSmart. This gives retailers access to a competitive package which would normally only be available to retailers producing over £700k worth of finance business annually.

Summary – 2007 vs 2006 / 05

Year	Bikes sold via finance	Total sales value	Average finance advance
2007	6265	£5,475,280	£874
2006	5402	£4,503,276	£834
2005	4224	£3,456,884	£818

Bikes sold

- Increase of 13.8% in the number of bikes sold via finance in 2007 compared to 2006, and 32.6% compared to 2005

Total sales value

- Total sales value increased by 17.8% in 2007 compared to 2006 and 36.9% compared to 2005

Average sales value

- The average sales value has increased 4.5% in 2007 compared to 2006, and 6.4% compared to 2005

Interest free credit

- Interest free credit remains the most popular finance option accounting for 91.5% of all sales (5701), compared to 88% in 2006
- 12 months interest free remains the preferred finance option accounting for 40.5% of all interest free sales (2310 bikes) with an average finance advance of £849
- 6 months interest free accounts for 24.9% of sales (1423 bikes) with an average finance advance of £484
- 23 months interest free accounts for only 16.5% of sales (942 bikes) but has a high average finance advance value of £1403

Seasonality

- April 2007 was the single biggest month for finance sales with 755 bikes sold worth £650,093. That's 12% of all bikes sold during 2007 with an average advance of £861. Compared to 494 bikes in April 2006
- The biggest month in 2006 was July, with 618 bikes sold worth £526,880. This compares with a wet July 2007, when 599 bikes were sold worth £513,679

ATB Sales Finance Scheme

- The preferential finance scheme for ATB Sales retailers – offering lower Gold rates as standard – has a higher average transaction value of £956

For further details of the Black Horse Retail Finance scheme visit www.actsmart.biz/cycles