

COMING SOON TO STOREFRONT HUB · A DEALER'S GUIDE TO AGENTIC COMMERCE

AI is learning to shop. Your forecourt will be ready.

AI assistants are starting to search stock, compare cars, book test drives and hold deposits. We're getting your dealership ready for it, now.

October 2026

For UK independent car dealers

WHAT'S CHANGING

Buyers brief an assistant. Your website answers.

Buyers are moving from typing "used BMW near me" into a search box to briefing an assistant and getting a shortlist back. The brief is longer, sharper and far more commercial.

"Find me an automatic family SUV under £18,000, within 30 miles, ULEZ compliant, under 50,000 miles and available to test drive Saturday. I've a 2019 Ford Focus to part exchange."

ONE PROMPT. TEN THINGS YOUR WEBSITE HAS TO ANSWER.

01

Fewer visits

Part of the journey now happens inside the assistant, not on your site.

02

Sharper intent

The buyer arrives knowing budget, spec, payment route and part-ex.

03

Higher bar

Out-of-date stock and a generic contact form get skipped without a word.

TWO ACRONYMS, NO JARGON

UCP and A2A. In plain English.

STANDARD

WHAT IT ACTUALLY IS

WHAT IT MEANS ON YOUR FORECOURT

UCP
Universal Commerce Protocol

A shared shopping language that lets AI services see products, check live availability, build a cart and complete a transaction, while you stay the merchant of record.

The route to your stock being found, reserved and eventually bought inside AI Mode, Gemini and other AI shopping surfaces.

A2A
Agent2Agent

A shared way for independent AI assistants to find each other, prove who they are and hand work between them.

A buyer's assistant can talk directly to your stock, valuation, booking and enquiry agents, then hand the deal to a salesperson with full context.

Partners, not rivals

A2A connects the assistants. UCP standardises the transaction. Your stock system, CRM, website and finance journey all stay exactly where they are, underneath.

Neither is an SEO trick

There's no shortcut to buy. These are plumbing. They decide whether an assistant can actually use your dealership, or has to skip it.

THE JOURNEY

Nine steps. One conversation.

What a buyer's assistant would do with that one prompt, if your dealership is set up for it.

- 1 Search live stock across participating dealers
- 2 Drop anything sold or unsuitable
- 3 Compare mileage, history, warranty and running costs
- 4 Ask your valuation agent about the part-ex
- 5 Find a test drive slot that actually exists
- 6 Produce clear, compliant finance illustrations
- 7 Reserve the car or take a deposit
- 8 Write the whole lot into your CRM
- 9 Hand over to your salesperson, fully briefed

The bit buyers will love

No repeated forms. No ringing round. No finding out the advertised car went last Tuesday. The dealer who makes that easy is the dealer the assistant keeps coming back to.

THE STATE OF PLAY

Where things stand. What's live today.

CAPABILITY	STATUS	WHERE IT STANDS, AUGUST 2026
Google Vehicle Ads (UK)	LIVE IN UK	Open beta for UK advertisers since October 2024. Stock uploaded via Merchant Centre and served through Performance Max. Available now, so talk to us about the feed.
Google AI Mode (UK)	LIVE IN UK	Live in the UK since July 2025, Gemini-powered and building shortlists for buyers today. Your Storefront Hub pages are already being read by it.
Structured vehicle pages	LIVE ON STOREFRONT	One permanent, indexable page per vehicle with schema markup, live price and availability. The biggest single lever, working now.
MCP tool connections	LIVE ON STOREFRONT	The agent-to-tool standard. We already run it for AutoTrader, so the pattern is proven in our stack.
A2A v1.0	IN PREPARATION	Stable since April 2026, with 150+ organisations and backing from Google, Microsoft and AWS. No automotive rollout yet. We're building the dealer agent interface now.
UCP checkout	IN PREPARATION	Launched January 2026 for selected merchants in the US, Canada and Australia. Not UK yet. We're keeping your data UCP-ready.
ChatGPT Instant Checkout	IN PREPARATION	Open to all US users since February 2026, retail first. Not UK, not vehicles. We prepare, you don't pay for guesswork.

Sources: Google Merchant Centre and Ads Help, Google UCP developer guide, Linux Foundation A2A announcement (April 2026), OpenAI/Stripe ACP.

THE STATE OF PLAY

What's coming. How we're preparing.

WHAT'S COMING	STATUS	WHAT WE'RE DOING ABOUT IT
UCP in the UK	IN PREPARATION	Wider expansion signalled through 2026, no UK date. We're keeping your inventory data in the shape UCP expects, so a UK launch is a switch-on, not a rebuild.
Vehicles as a UCP category	IN PREPARATION	Cars aren't a confirmed checkout category yet. Finance, identity and part-ex make them harder than trainers. We're building reservations and deposits first, which work either way.
Conversational commerce data	IN PREPARATION	New Merchant Centre attributes built for AI-driven discovery. We'll map your stock data to them as they land.
AP2 agent payments	IN PREPARATION	The Agent Payments Protocol arrived alongside A2A with 60+ organisations behind it. Relevant once agents take deposits. We're watching it so you don't need to.
Your dealer agent	WE'RE BUILDING	Stock search, availability, test drive booking, part-ex, reservations and clean handover to your salesperson, exposed safely to approved assistants on open APIs.

Our read: prepare, don't panic-build

Clean data, real availability and open APIs earn their keep today, and they're exactly what these standards will need tomorrow. That's the bit we're getting on with.

WHAT'S IN IT FOR YOU

Four wins. All in the numbers.

01

Found in AI searches

"Reliable automatic for a family", "used EV with 250+ mile range". Your stock has to be readable to answer.

7.8m

used car transactions in the UK in 2025 (SMMT)

02

Better-qualified leads

Requirements, budget, payment route, part-ex and contact consent before anyone picks up the phone.

274,815

used battery electric transactions, up 45.7% year on year (SMMT)

03

Conversion, not clicks

Fewer sessions, more sales. A win traditional traffic reports will miss entirely.

~50%

of The Car House's leads now come from their Storefront Hub website

04

Open at 11pm

Stock questions, bookings and reservations handled out of hours, with the customer's agreement.

MEASUREMENT

New channel. New scoreboard.

If part of the journey moves into an AI assistant, website sessions stop telling you the truth. Judge the channel on what it puts on your forecourt.

FADING MEASURES

Website sessions	Page views
Bounce rate	Time on site

WHAT TO WATCH INSTEAD

Qualified leads	Test drives booked
Deposits taken	Lead-to-sale conversion
Enquiry-to-appointment time	Cost per sold vehicle

Good news: you already have this

Enquiry Hub tracks enquiry to sale in one view: conversion rates, response times, lead sources and team performance. When the traffic reports get strange, the deal data still adds up.

THE UNCOMFORTABLE BIT

Clean stock data. The new kerb appeal.

Give an assistant reliable real-time availability, honest condition detail and instant booking, and it will keep sending buyers your way. Give it a stale listing and a contact form, and it will quietly choose the dealer next door. No phone call. No email. No idea it happened.

No data, no invite.

COMING SOON TO STOREFRONT HUB

What we're building. And when.

SHIPPING NOW

The foundations

- SEO-optimised, mobile-first dealer websites
- Full inventory feed, updated automatically
- A permanent page for every vehicle
- Built-in finance calculators and part-ex valuations
- Every lead captured into Enquiry Hub

IN BUILD

Your dealer agent

- Live stock search from your real inventory
- Vehicle comparison and buyer Q&A
- Test drive and appointment booking
- Part-ex requests
- Reservations and deposits
- Clean handover to your salesperson

ON OUR RADAR

Agent-ready Storefront

- Open APIs for stock, availability, booking and valuation
- A2A interface for approved assistants
- Google Vehicle Ads feed support
- UCP readiness, tracked against the UK rollout
- Reservations kept separate from full checkout

One platform, one engine

Storefront Hub, Inventory Hub, Enquiry Hub, Lending Hub and Appraisal Hub already share the same data. No system to replace, no spreadsheet to fill in.

GUARDRAILS

AI that acts for you. You stay in charge.

An agent that can act on your behalf needs the supervision you'd give a new starter on the sales floor. Ours is built that way from the start.

Your prices, your stock, your rules

The agent reads live data from your systems. It can't invent a discount, a warranty or a service history.

Clear it's AI, clear when it isn't

Customers know who they're talking to. Anything sensitive escalates to your team.

Consent and data handled properly

UK Hosted, GDPR Compliant, Cyber Essentials Certified. Contact preferences travel with the enquiry.

Reservations, kept separate

A refundable reservation is very different from an unattended vehicle purchase. We treat them that way, deliberately.

A separate operational briefing covers regulatory responsibilities for AI agents in customer-facing roles.

DIVISION OF LABOUR

We do the plumbing. You do the personality.

Nearly all the technical work sits with us and arrives on your Storefront Hub site without you lifting a finger. Three things need you, and one phone call sorts two of them.

ON US · INCLUDED

The technical groundwork

- A permanent, indexable page for every vehicle
- Schema markup, so machines read your stock
- Live price and availability from your stock system
- Sold cars handled correctly, not vanishing
- Sitemaps, page speed, crawler access
- Your inventory feed, built and maintained
- The dealer agent, APIs and standards work

ON YOU · THREE THINGS

What we can't do for you

- 1 A Google inventory feed.** Haven't got one? Call us and we'll build it and connect it to your stock.
- 2 A Google Ads account.** Needed to run Vehicle Ads. We'll link it to your feed for you.
- 3 Your Google Business Profile.** Complete and accurate, the same name, address and phone everywhere, real photos and a steady flow of reviews. Nobody else can do this one.

HOW YOU WIN

Write like a human. Not like a feed.

Every dealer on the same stock feed publishes the same manufacturer blurb. Search engines and AI assistants throw duplicates away and quote the source that actually answers the buyer.

1

Say what the spec sheet can't

Condition, honestly. Service and MOT history. Running costs. Whether it takes three child seats. That's what buyers ask, so that's what gets quoted back.

2

Use your own photographs

Daylight, every angle, wheels, interior, boot with the seats down, the service book. Show the marks. Stock images tell a buyer nothing, and a machine even less.

3

Feed your Google profile

Identical name, address and phone everywhere. Correct hours. Real forecourt photos. Ask every buyer for a review at handover: volume and recency both count.

The honest version

A minute per car, done properly, will out-perform anything we can automate. It's the one advantage a competitor can't buy.



WHILE OTHERS WAIT FOR THE MEMO

Others will wait. You'll be recommended.

We're preparing our dealers now: clean data, live availability, open APIs and a dealer agent that knows your stock. When the standards reach the UK, you'll already be ready.

[Book a 15-minute demo](#)

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UK Hosted

GDPR Compliant

Cyber Essentials Certified

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