

USER GUIDE

# Member User Guide

Everything you need to get value from your Motor Guild membership

**Audience** Approved members of The Motor Guild

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**Support** [support@themotorguild.com](mailto:support@themotorguild.com)

# Overview

Members are the heart of the Guild. This guide covers your profile, the Directory, Discussions, Messaging, Events, Industry News, the Academy, and the Tools & Reviews hub — and how to control your privacy at every step.

## 1. Welcome to the Guild

The Motor Guild is a private, curated B2B community for senior automotive professionals across the GCC. Membership is by approval. Once approved, you get access to peers, vetted suppliers, events, training, and a private messaging layer.

### TIPS

- Membership status is shown on your profile badge. Pending members have read-only access to public surfaces.
- You can sign in with Google, Apple, or email + password from /login.
- If you ever lose access, request a password reset at /reset-password.

## 2. Setting up your profile

A complete profile dramatically improves the quality of matches and contact requests you receive. Go to /settings to edit your profile photo, headline, company, role, sector tags, and bio.

1. Open Settings from the top-right menu.
2. Upload a high-quality square photo (min 400×400).
3. Add a one-line headline (e.g. 'Aftersales Director — premium German marque').
4. Tag the sectors you operate in. This drives Directory filtering and matchmaking.
5. Write 2–4 sentences of bio focused on what you do and what you're looking for.
6. Save. Your profile is now searchable in the Directory.

## 3. Contact info & privacy

Each contact field (email, phone, WhatsApp, LinkedIn) has its own visibility level: Public, Members only, or Hidden. We never expose contact data without your explicit setting.

1. Go to Settings → Contact details.
2. For each field, choose Public, Members only, or Hidden.
3. Members can request your contact via the Connect button on your profile — you approve or decline each request.
4. Approved requests are logged so you always know who has your details.

**TIPS**

- Most members keep email at 'Members only' and phone at 'Hidden'.
- Use the in-app Messages thread for the first exchange, then share contact when trust is established.

## 4. The Directory

The Directory at /community/directory is your primary discovery tool. Browse members and businesses by sector, country, role, or keyword. Sponsored listings are clearly marked.

1. Filter by sector (e.g. Aftersales, Fleet, EV, Used Cars).
2. Filter by country (UAE, KSA, Kuwait, Bahrain, Oman, Qatar).
3. Open a profile to see headline, bio, company, sectors, and a Connect button.
4. Bookmark profiles you want to revisit using the star icon.

## 5. Connecting with another member

When you click Connect on a profile, you open a Contact Request. Describe why you want to connect — the other member sees this message before approving.

1. Click Connect on the profile.
2. Write a short, specific message (one or two sentences).
3. Submit. The other member receives an in-app notification and email.
4. If they approve, the contact fields they have set to Members only become visible, and you can start a Message thread.
5. If they decline, no contact data is shared.

## 6. Messages

Messages is your in-app inbox at /messages. Threads are one-to-one and persistent. You'll see a notification badge in the header when a new message arrives.

**TIPS**

- You can attach images and PDFs to messages.
- Mute a thread from the thread header if you no longer want notifications.
- Reporting a message routes it to the moderation team — no notice is sent to the other member.

## 7. Discussions

Discussions at /community/discussions is the public conversation layer. Start a thread, comment, or react. Threads can be tagged by topic and pinned by moderators when industry-relevant.

1. Click 'Start a discussion' from the Discussions page.
2. Choose a clear, specific title.

3. Add 1–3 topic tags so the right peers see it.
4. Mention members with @ to bring them into the thread.

## 8. Industry News

News at /news is a curated feed of GCC automotive briefings, ingested daily from trusted sources and editorially screened. You can save articles and discuss them in-thread.

### TIPS

- Toggle 'Member picks' at the top to see what your peers are reading.
- Use the country filter to focus on a specific market.
- Click 'Discuss this' on any article to open a linked discussion thread.

## 9. Events

The GCC AI & Automotive Events Hub at /events lists conferences, meetups, and Guild-hosted gatherings. RSVP, save, and submit your own events.

1. Browse upcoming events at /events.
2. Filter by city, format (in-person / hybrid / virtual), or topic.
3. Click RSVP — the organiser is notified and you receive calendar reminders.
4. Submit your own event at /events/submit. Submissions are reviewed within 2 business days.

## 10. The Academy

The Academy at /best-practice hosts structured courses including 'Automotive Dealer AI' (12 modules) and 'Used Car Operations' (8 modules). Progress is tracked, and you receive a verifiable certificate on completion.

1. Browse the Course Library at /best-practice/library.
2. Start a course — your progress is saved automatically.
3. Complete modules in order. Some include quizzes and scenario exercises.
4. On completion you receive a certificate with a public verification URL at /certificates/{id}.
5. If a topic you need isn't covered, click 'Request a New Course' — our AI drafts an outline and our team reviews it.

## 11. Tools & Reviews

Tools & Reviews at /tools-reviews is the Guild's supplier and software directory. Browse vendors, read peer reviews, and run a free AI Dealer Audit on your own website or a competitor.

1. Browse suppliers at /tools-reviews/suppliers.
2. Filter by category (CRM, DMS, Mystery Shop, EV charging, etc.).
3. Open a supplier to see capability summary, peer reviews, and a peer benchmark.

4. Run a free Dealer Audit at </tools-reviews/dealer-audit> — enter a URL and our AI returns a scorecard within minutes.

## 12. Notifications & quiet hours

Control how and when you're notified at Settings → Notifications. Quiet hours suppress non-urgent emails between the times you set.

### TIPS

- Urgent emails (contact request approved, direct message) always send.
- Digest emails (weekly summary, news roundup) respect quiet hours.
- Enable push notifications from any member device for real-time pings.

## 13. Code of conduct

Membership is a privilege. We expect respectful, professional behaviour. Spam, harassment, and undisclosed commercial pitches are grounds for suspension. Read the full Code at </code-of-conduct>.

## 14. Getting help

Reach support at [support@themotorguild.com](mailto:support@themotorguild.com) or via the in-app chat widget. For account issues, include the email you signed up with.

### How do I change my email address?

Open Settings → Account → Change email. You'll receive a verification link at the new address.

### Can I pause my membership?

Yes — email [support@themotorguild.com](mailto:support@themotorguild.com). We'll suspend your account and preserve your data for re-activation.

### How do I delete my account?

Settings → Account → Delete account. This is permanent and removes your profile, threads, and contact requests within 30 days.

## 15. Worked example: connecting with a peer

Illustrative path from discovery to a productive first conversation.

**WORKED EXAMPLE****Finding and connecting with an aftersales peer**

You run aftersales at a UAE multi-brand dealer. You want to benchmark warranty recovery practices with peers across the GCC.

1. Open /community/directory and filter sector = Aftersales, country = UAE + KSA.
2. Open three promising profiles. Bookmark the strongest two using the star icon.
3. On the best fit, click Connect. Write a short, specific request: 'Benchmarking warranty recovery — 15 mins by phone, this or next week?'
4. They receive a notification and email. They approve.
5. Their email (Members-only visibility) is now visible to you, and a Messages thread opens.
6. Use Messages for the first exchange to align on time. Move to a call once trust is established.

**Outcome.** First peer call booked within 48 hours. Contact retained for future reference; the request is logged on both sides for transparency.