

430 Leads Generated From Smart Car Shopping Centre Roadshow



Customer

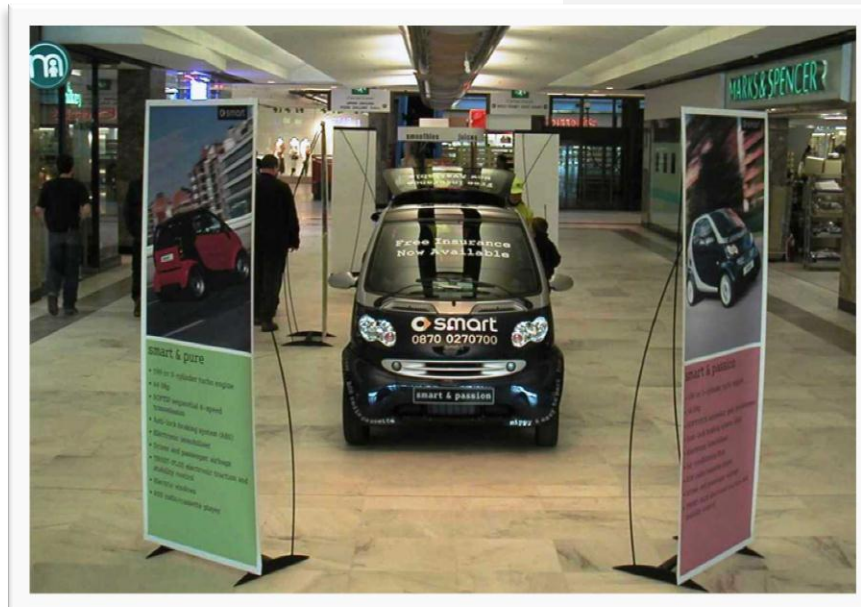
Smart Car (Event Smith)

Location

Brent Cross, St Nicholas,
Manchester Arndale,
The Pavilion Centre

Industry

Automotive



Background

- Smart, an automotive brand of Daimler AG, is a manufacturer of micro cars
- The car range strives to answer the ever more pressing problems of future mobility – dense urban traffic, lack of parking space, pollution and declining stocks of raw materials

Venue

- Brent Cross, Hendon was the first large enclosed shopping centre to be built in the UK
- Manchester Arndale is the largest inner-city shopping centre in the UK
- St Nicholas, Sutton is home to a range of high street stores
- The Pavilion Centre, Birmingham has a weekly footfall of 300,000

Mission

- Promote insurance and finance deals
- Book test drives
- Data capture

Execution

- Displayed 2 Smart cars
- 2 trained staff on site to data capture prospects

Results

- 430 leads
- 98 test drives
- 332 requests for more information

"DaimlerChrysler Retail Ltd is thrilled with the feedback it has received and has completely bought in to this type of promotion. We hope to be given the chance to repeat the process for the launch of two new models, and would be happy to use all four venues again."

Jim Smith
The Event Smith