

Manchester SEAT Increases New Car Sales By 20% In 12 Weeks At Manchester Arndale



Customer

Manchester SEAT, Hobin Group

Location

Manchester Arndale
Manchester

Industry

Automotive



Background

- The Hobin Group was incorporated in 2001
- Has 4 showrooms in north west England
- Winner of UK SEAT Dealer of the Year 2009

Venue

- UK's largest inner-city shopping centre
- Weekly footfall of 730,000
- One of the largest shopping centres in the UK

Mission

- Raise brand awareness of Seat and of the Hobin Group dealership
- Generate sales leads through test drives and brochure request forms
- Trial of new concept (marketing had historically been internet-based)

Execution

- Displayed 1 Seat Ibiza car for 12 weeks on site U12
- Used a box beside the car for submission of test drive requests

Results

- Sold 15 cars during first 12 week promotion (making £11,000 profit)
- 15 forms completed on average per week
- Currently measuring the long-term effectiveness of the campaign through monitoring leads and tracking sales as a direct result of the promotion

"Overall we found the Manchester Arndale Shopping Centre to be very effective and will be using this facility again through the course of this year."

Richard Tongue
General Sales Manager
Manchester SEAT