



“Everything you need to get the sale!”

CIVIC HONDA DDO



“The Las Vegas trips definitely made a difference in our showroom. We were very impressed with the amount of traffic that was generated.”

– Luigi Lapolla, Sales Manager, Civic Honda DDO



KEY CHALLENGES

- Finding a theme for a promotion that would take advantage of consumer’s behaviors during the spring break period.
- Securing their prestigious CADA Laureate Award, the highest honor a Canadian dealer can attain.
- Encouraging the purchase of new hybrid models.

IMPLEMENTATION

Odenza’s Fly Away N’ Play Las Vegas programs were excellent excitement builders, and proved ideal as closing tools as well as encouraging vehicle test-drives. Civic Honda DDO promoted their early spring “Las Vegas Giveaway” in-store using provided marketing materials as well as through a referral program where customers would receive the Vegas trip by referring a friend.

BENEFITS AND RESULTS

The Las Vegas vacation packages assisted Civic Honda DDO with their sales of new 2008 Honda hybrid models. They also saw a sales increase of 24% on all other 2008 Honda Sedans, reflecting a very strong beginning in their first quarter.

SATISFACTION RATING: 10/10

“Rick has been outstanding. All of our goals were accomplished because of the additional time spent to understand how our business runs.”

- Luigi Lapolla, Sales Manager

Odenza Auto

www.odenzaauto.com

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