

# Saab 93 London Tour



**Multi venue tour  
to launch Saab 93**

**Included:  
Covent Garden,  
Euston Station,  
Brent Cross & Whiteleys  
Shopping Centres.**



***"The venues as a media allowed Saab to effectively achieve their three main aims of local dealer exposure, public brand awareness, and data capture."***

Joe Oliver, Saab GB  
Regional Marketing Manager

