

Event Smith / Smart Car

Smart Car Roadshow

- 4 shopping centres
- 2 trained staff
- Data capture
- Booking test drives
- 11 days, cost £6100



Results



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

"DaimlerChrysler Retail Ltd are thrilled with the feedback they have received and have bought in totally 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 4 venues again."

Jim Smith, The Event Smith

