

Sales Events - Quick Hits

A QUICK GLIMPSE OF SOME OF OUR RECENT SUCCESSFUL PARTNERSHIPS IN PRIVATE SALES EVENTS.

Mercedes-Benz Mississauga Private Sales Event

- Event day(s) generated actual and direct sales of 25 vehicles
- Another 60 vehicles were sold due to event sales pipeline
- Dealership moved to #1 in the zone

«First Name» «Last Name»,
This is your personal invitation to our
Private Sales Event
March 25th-26th, 2009

Join us for incredible Spring Break incentives that make owning your next Mercedes-Benz easier than ever.

Mercedes-Benz Mississauga
6120 Mavis Road, Mississauga, ON L5V 2X4
Info@mississauga.mercedes-benz.ca

*See dealer for details. Some restrictions apply.

1 DAY ONLY
NOT ADVERTISED TO THE GENERAL PUBLIC

«First Name»,
This is your personal invitation to our Annual Private

22 MINUTE SALES EVENT
APRIL 23rd 9:00am - 9:00pm

A great deal on your next Toyota is only minutes away.

Aurora Toyota

NO PRESSURE. NO HASSLE. NO OBLIGATION.
We are in urgent need of quality, pre-owned vehicles like your «FURN-ANGELS».
Give us 22 minutes and we will make you an incredible offer.

YOU WILL HAVE 3 CLEAR OPTIONS:

1. Take the cash value of your vehicle and sell it to us
2. Walk away after you have had a chance to find out about our VIP Pricing and Toyota's new safety, fuel efficiency and fun features
3. Trade for a new or pre-owned vehicle and receive:
 - 0% FINANCING (for the First Time Ever!) on select models*
 - EXCLUSIVE SALES EVENT PRICING on all vehicles including Certified Pre-Owned Toyota models*
 - A Gas Card valued up to \$2,000 or equivalent additional discount on select models*
 - Get a TomTom GPS with every vehicle purchase*

Plus: all registered attendees are invited to enter our draw to win a \$500 HOME DEPOT GIFT CARD!

High trade-in allowance, low interest rates and great manufacturer incentives can possibly lower your current payment. RSVP Today!

0% Purchase Financing
(First time ever!)*
*See dealer for details.

03 8444 03 8444
03 8444 Starting from \$10,995*

Aurora/Newmarket Toyota 22 Minute Sales Event

- Despite an unfavorable economy, 32% of vehicles sold by both dealerships combined in the month of December were a direct result of the sales event or event communications
- The event communications also generated a significant list of potential prospects for both dealerships to follow up on

Bill Kay Chevrolet Private VIP Sales Event

- Significantly increased high close-rate dealership traffic on event day
- Sold 22 new and 8 pre-owned vehicles as a direct result of the sales event
- Based on the sales pipeline developed by the live calls in the event process, the dealership sold an additional 10 vehicles

«First Name»,
You're invited to our exclusive

VIP SALE
JUNE 25th-26th 9:00am-9:00pm

2 DAYS ONLY
NOT ADVERTISED TO THE GENERAL PUBLIC

Bill Kay
The Chevy **GIANT**

Use a Chevrolet with PROTECTION PACKAGES. Experience lives on select models* and Trade-In Value Protection!

- **GIANT SAVINGS** - Chevrolet Rebates of up to \$7,250!
- Bill Kay Chevrolet will Guarantee Kelly Blue Book for your trade*
- Enter our special draw to win a \$500 Service Credit!
- Get Loyalty Pricing on our **GIANT SELECTION** of new and certified used vehicles*

total confidence AN AMERICAN REVOLUTION

*See dealer for details.



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