

CHRYSLER



“Everything you need to increase sales!”

BOW-MEL CHRYSLER LTD

Bow-Mel Chrysler Ltd. is a certified Five Star retailer with a large inventory of high quality new and pre-owned vehicles. The team at Bow-Mel Chrysler Ltd. Continues to provide exceptional customer service by making the purchase process an enjoyable and rewarding experience.



“I really like the variety of incentives that Odenza has available for us to use at any given time!”

– Dave Van Ryk, Sales Manager

KEY CHALLENGES

- Purchase incentive for their fall “Clearance Event” – to be included with consumer purchases of Chrysler vehicles.
- Carry out a successful fall promotion, to replenish existing Chrysler inventory with new models and meet the year-end dealership sales and inventory quotas.
- Implement an exciting incentive program.

ODENZA SOLUTION

- Fly Away N’ Play Las Vegas vacation program;
- Easy registration and flexible upgradeable travel options for customers.
- Quality eye-catching marketing and advertising materials – specialty balloons, referral cards, mirror danglers, posters, web banners and direct mail design for showroom appeal.

IMPLEMENTATION

Odenza’s Fly Away N’ Play vacation certificate to Las Vegas was used in time for Bow-Mel Chrysler’s annual “Fall Clearance Event”. The program was promoted via sale referrals, community radio broadcast spots, and marketing displays for showroom appeal and attraction.

RESULTS

Odenza’s Fly Away N’ Play vacation incentives for Bow-Mel Chrysler established a greater presence within their local market. Bow-Mel Chrysler sold 50 plus new Chrysler vehicles in the last 3 months of the fiscal year alone.

SATISFACTION RATING: 10/10

“Odenza is really good at what they do! Their customer service and expertise is beyond excellent!”

– Dave Van Ryk, Sales Manager



Odenza®

www.odenza.com

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