

## Case Study: Inchcape Toyota Guildford

<b>Retailer</b>	Woking Shopping
<b>Location</b>	Woking, Surrey
<b>Industry</b>	Automotive Retail

Inchcape Toyota Guildford stock the entire Toyota range from the Aygo to the Land Cruiser. They also have access to a nationwide network of over three thousand approved used Toyotas for sale so you can be sure of getting the best deals with guaranteed quality. Their buying prowess ensures that you always get the very latest offers and deals delivered by their knowledgeable and experienced staff.

### Why The Promotion?

As an organisation Toyota Guildford pride themselves on their customer service delivered by highly knowledgeable and experienced staff. They also understand that many people are time poor and may not get the opportunity of visiting their excellent showroom to view and discuss the features of the Toyota range. By promoting the dealership and range of vehicles at Peacocks, Woking Shopping it allows the organisation to engage in face-to-face promotions with their target audience. It is a great way of providing information on the vehicles and arranging for follow up conversations/demonstrations back at the showroom.



Case Study

### Why The Venue?

Woking Shopping is at the retail heart of the town and services Toyota Guildford's target audience for the Aygo right through to the Land Cruiser. The prominent position of the promotion allowed direct access to customers and created a great brand awareness opportunity. Due to the retail environment potential customers are more likely to engage in conversation.

**"Access Point have been exceptionally helpful in promoting our business. An easy process with quick and reliable responses. Peacocks, Woking Shopping provided a great return on investment."**  
 Peter Liddle | Sales Manager

### Results

Toyota Guildford received a number of quality leads for each day they were at Peacocks, Woking Shopping but more importantly can attribute 5 car sales to the promotion. The organisation also increased its brand awareness to create future conversations.