

Case Study: Flear & Thomson

Retailer	Dobbies
Location	Perth, Scotland
Industry	Automotive Trade

One of the oldest motor retailing companies in Britain, Flear & Thomson is a Dunfermline, Perth and Stirling-based car and aftersales provider offering an exceptional range of new Kia cars, in addition to nearly two hundred used vehicles from a variety of marques.

Why use this form of promotion?

This is a great way to promote our brand and Garden Centres attract the demographics we are looking to engage with and who we know we can help with their next choice of vehicle. It provides a great space to have conversations and demonstrate the benefits of the vehicles we are promoting. Potential customers also get the opportunity to look around the vehicle outside of a showroom environment.

How did you find the process?

Access Point were so easy to deal with. They helped find the right location for us (Dobbies, Perth) and communication throughout the process was excellent. The team at Dobbies were also very accommodating.



“Without doubt we view the promotion as being highly successful. Besides the number of conversations we had we received 6 good leads and have so far sold 2 vehicles thanks to the promotion”
Raymond Massie - Sales Manager