

Case Study: Dales Central Motors

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| Retailer | Dobbies |
| Location | Lelant, Cornwall |
| Industry | Automotive Trade |

Dales Group is a new and used car dealer in Cornwall covering Scorrier, Redruth and Summercourt, Newquay. Established in 1959 they are a main dealership franchise for Renault, Dacia, SEAT, CUPRA, Suzuki and Vauxhall.

Why use this form of promotion?

This was an excellent placement opportunity to raise awareness of the Suzuki and SEAT brands, as well as the current offers available. We've discovered that Garden Centres attract the demographics we're looking to engage with, and it's also a great place to demonstrate the benefits of the vehicles we're promoting while potential customers can inspect the cars in a relaxing environment.

How did you find the process?

Access Points were extremely simple to use. They found the ideal location for our promotion (Dobbies, Lelant), and communication was excellent throughout.



"Dales Dobbies campaign was a success. Our aim was to raise awareness of the Suzuki and Seat brands and in doing so sold one car and had multiple leads and a decent amount of interest from passers-by".

Bobby Vanderplank:
Marketing Manager