

# EVENT GUIDELINES



ASTON MARTIN

# THE EVENT



The sports cars of Aston Martin are the product of more than a century of intense research, inspired design and superior craftsmanship. Each a remarkable synthesis of power, beauty, agility, civility and comfort. The customer DRIVE EVENT elegantly showcases the latest Aston Martin cars to your most valued customers and new prospects. By presenting these automobiles in an impressive way, you can increase your sales potential and help create advocates that will contribute to your success throughout the year. This guide and check list can help plan and organize a successful event.

## LOCATION SELECTION

Your own dealership is by far the easiest, most economical location for your DRIVE EVENT. You'll enjoy more complete control over the arrangements and experience minimum disruption in your daily operations. However, holding an event at a local country club, or luxury hotel may make it a more "special" event and might well increase attendance. So both options are worth your consideration.

## VEHICLES

The cars on display must be absolutely pristine. The exteriors, interiors, engine compartments and trunks should be inspected and cleaned. Check to be certain the bodywork is free of scratches and dents. Lights, signals, gauges, clocks, radios, climate controls, etc. should all function properly and be set appropriately. A detailer should be assigned to be onsite during the event to maintain the display cars' appearance.

## DISPLAY

Pay close attention to the angle of each car on the showroom floor, as well as the lighting, in order to achieve the most striking, effective display. Avoid lighting that casts shadows on the cars. When positioning the cars, leave adequate space around each vehicle to open its doors completely and to allow unobstructed access to the engine compartment and trunk.

## PERSONNEL

You and your Sales Specialists should be on hand throughout the show. You should hold product training sessions before the event to insure every Sales Specialist can deliver a thorough, effective walk-around sales presentation. Service and Sales Managers should be present to answer any questions or conduct tours of the dealership.

## SALE OPPORTUNITIES

You'll want to have a complete selection of literature on hand, i.e., Sales Literature Spec Forms, Warming Packs, as well as demonstrators that are prepared and readily available for customer drives. Naturally, if the opportunity should present itself, your Sales Specialists should be prepared to close sales during the show. A special closing office or location should be established and communicated internally.

## DYNAMIC DRIVES

DRIVE EVENTS allow customers the opportunity to experience the true Power, Beauty and Soul of Aston Martin. Be sure to have all event documentation properly filled out prior to the customer drive. This includes the Aston Martin Event Loan Indemnity and a copy a valid Drivers License. An Aston Martin Sales Specialist should provide a thorough walk around and always accompany the customer on the drive route.

# THE INVITATION

The single most important concern you have in planning your event is getting qualified prospects to attend. Prepare your V.I.P. list carefully and thoroughly, drawing from your own prospect lists as well as from service and customer files. A specially designed invitation and mailing envelope is available for a nominal fee from Aston Martin North America Marketing.

Adset Graphics has teamed up with Aston Martin to provide your dealership with a personalized DRIVE EVENT invitation and envelope.

To select the design of your choice, go to Adset's website [www.adset.net](http://www.adset.net). Select the Aston Martin button on the bottom right.

From this sight you'll see the layouts that are available and you'll receive simple instructions on how to order your personalized invitations. If you prefer to discuss your options directly, please contact Barbara Harris from Adset at 1-760-365-3266 pst. or E-Mail: [amdealer@gmail.com](mailto:amdealer@gmail.com)



# THE FOLLOW-UP

Dear Mr. Prospect:

I hope you don't mind me following up again. Since I've been unable to reach you by phone or email, I'm not sure if you are seriously looking for an Aston Martin or simply curious.

Perhaps you're quite busy travelling or just performing due diligence in researching the world's most exclusive high-performance sport cars. That's certainly understandable given the significance of the investment.

Since you expressed some interest initially by registering on our site. I would be very happy to answer any questions you may have and share some information about our exceptional line of Aston Martin vehicles.

Once again, I invite you to call me at the contact numbers below. I believe you will find our conversation informative...and our cars exhilarating. If you are in the market, you owe it to yourself to experience the excitement of at least test driving an Aston Martin. I look forward to hearing from you.

Best regards,

You will receive residual benefits from your event long after your guests leave – if you organize an effective and thorough follow-up program. During the event, have a guest book available and obtain the name, address telephone number and email address of every person attending. Every potential lead should be contacted by a follow-up letter, email, and/or phone call. For your reference, a sample letter encouraging a response from your busiest prospect is provided. The actual letters should, of course, be personalized. If your letter appears to be part of a computerized mass-merchandising effort, it will probably be discarded by most recipients.





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# THE EVENT CHECKLIST

Using the detailed checklist below, you'll be able to prepare for your DRIVE EVENT in a timely and organized manner. As always, your Aston Martin Regional Operations Manager and Marketing Team stand ready to assist you.

## 1. SIGN AND RETURN ALL NECESSARY PAPERWORK BY DESIGNATED DUE DATE.

(Dealer commitment form and vehicle bailment agreement.)

## 2. ADVISE REGIONAL OPS MANAGER OF EVENT PLAN FORMAT.

a. Cocktail reception, full day driving event, etc. \_\_\_\_\_

## 3. LOCATION

a. Dealership \_\_\_\_\_

b. Country Club \_\_\_\_\_

c. Hotel (name) \_\_\_\_\_

d. Other \_\_\_\_\_

## 4. CARS

a. Availability \_\_\_\_\_

b. Models to be displayed \_\_\_\_\_

c. Prepped and ready for display \_\_\_\_\_

d. **Responsible for car condition (name)** \_\_\_\_\_

## 5. DISPLAY

a. Positioning of cars \_\_\_\_\_ b. Lighting \_\_\_\_\_

c. Exclusivity of Aston Martin Display \_\_\_\_\_ d. Special Events Signage \_\_\_\_\_

e. **Responsible for display (name)** \_\_\_\_\_

f. Partnership activation (Bang & Olufsen, JLC, Wine & Spirit Sponsor) \_\_\_\_\_ g. Marketing material \_\_\_\_\_

## 6. DEALERSHIP

a. Cleanliness \_\_\_\_\_ b. Rest Rooms \_\_\_\_\_ c. Outside signage & identification \_\_\_\_\_

d. Parking \_\_\_\_\_ e. Landscaping \_\_\_\_\_ f. Inside (floral arrangements) \_\_\_\_\_

g. Audio/Visual \_\_\_\_\_ h. Catering \_\_\_\_\_ i. **Responsible for dealership (name)** \_\_\_\_\_

## 7. DEALERSHIP PERSONNEL TO ATTEND

a. Entire Sales Staff \_\_\_\_\_ b. New Car Sales Manager \_\_\_\_\_

c. Used Car Sales Manager \_\_\_\_\_ d. Service Manager \_\_\_\_\_

e. Parts Manager \_\_\_\_\_ f. Office Staff (host/hostesses) \_\_\_\_\_

g. Proper attire \_\_\_\_\_ h. Proper identification \_\_\_\_\_

## 8. OTHER PERSONNEL TO ATTEND

a. Photographer (name) \_\_\_\_\_

b. Caterer (name) \_\_\_\_\_

c. Aston Martin Regional Ops Manager/ Marketing Manager \_\_\_\_\_

d. After Sales Managers \_\_\_\_\_

## 9. SALES

a. Product training \_\_\_\_\_ b. Demo cars available and in good condition \_\_\_\_\_

b. Demonstration review \_\_\_\_\_ c. Demonstration routes \_\_\_\_\_

e. Guest book \_\_\_\_\_ f. Responsible for sales efforts (name) \_\_\_\_\_

g. **Responsible for guest book during show (name)** \_\_\_\_\_

## 10. SHOW ATTENDANCE

a. Invitation List \_\_\_\_\_

b. Advertising: Direct Mail \_\_\_\_\_ Online \_\_\_\_\_ Email \_\_\_\_\_ Other \_\_\_\_\_

c. PR outreach \_\_\_\_\_

d. **Responsible for attendance (name)** \_\_\_\_\_

## 11. SALES

a. Post-show reviews and analysis \_\_\_\_\_

b. Follow-up lead status reports to Aston Martin North America \_\_\_\_\_

c. Follow-up attendee contacts \_\_\_\_\_

d. **Responsible for customer/prospect follow-up (name)** \_\_\_\_\_