

# Marketing strategy for the U.S. market

# Concentrate on target group:

- Young(probably Hipster)
- Cares for environment
- Lives in the city



# Trust your strengths

- Value
- Safe
- Reliable
- Personally craftable

# Example Ad

Small is safe.



**The Smart Fortwo earns the highest possible ratings in roof strength, frontal offset, and side impact tests.**

- Improve warranty period
- Place the separate dealerships

# Soures

- [http://www.slideshare.net/chris\\_mac/smart-car-marketing-recommendations](http://www.slideshare.net/chris_mac/smart-car-marketing-recommendations)
- Lazyness