

# INCHCAPE RUSSIA MARKETING STRATEGY PLAN Q4 2015

INCHCAPE OLIMP

TC PULKOVO / TC PISKAREVSKY

# DETAILS. MARKETING ACTIVITIES FOR OCTOBER 2015

- **(Sale)** Stylish SUV LC 200 with the benefit of up to 200 000 rubles, or credit from 5.9%
- **(Sale)** Toyota LC Prado from 1 999 000 rubles. The last cars at the summer prices.
- **(Sale)** The legendary Toyota Camry with the benefit of up to 40 000 rubles, or credit from 5.9%
- **(Sale)** New LC 200 pre-sales period is open, taking orders is open
- **(Trade-In)** Weighty benefits with trade in. The benefit to 200 000 rubles



**ВЕСОМАЯ ВЫГОДА  
С УСЛУГОЙ TRADE-IN**  
Выгодный обмен Вашего а/м на новый  
с выгодой до 200 000 рублей



Toyota Land Cruiser 200  
От 2 999 000 рублей



Выгода 200 000 руб. с услугой Trade-In

Кредитная ставка от 5.9 %

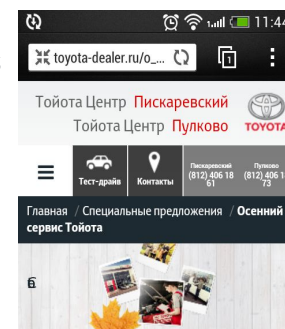




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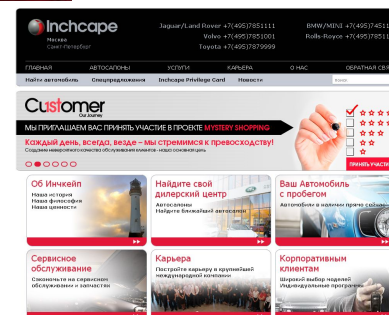
Plan	Budget:	Traffic:	Leads:	Test-Drives:	Contracts:	Bookings:	Sold Hours:
T1	1 784 192	1000	600	210	129	2110	7040
T2	1 381 732	800	400	120	101	1650	5175

- **(Aftersale)** Autumn Toyota Service. Tires service is only 2500 rubles and diagnostics for free !
- **(Aftersale)** Special offer for out-of-warranty cars. 30% discount at work and 15% on original spare parts.
- **(Aftersale)** Happy hours. At the time of service from 16:00 to 20:30 Monday to Friday benefit in the amount of 25% of the work
- **(Aftersale)** Your Toyota is in safe hands! Body repair at official dealership
- **(Projects)** Mobile phone advance. Landing pages introduction and Advertising on mobile phones
- **(Projects)** RU-WEB. Working with the new website project
- **(SMM)** Placement of information / photos / special offers



## Осенний сервис Тойота

В период с 01.10.2015 г. по 30.11.2015 г. дейст.



# DETAILS. MARKETING ACTIVITIES FOR NOVEMBER 2015

- **(Sale)** Toyota LC 200 is already here! Start of sales is 10th of November
- **(Sale)** Toyota Weekend. Luxury proposals for the Toyota in stock
- **(Sale)** Hunting season on SUV is open! New cars Hilux, LC Prado, LC 200 are waiting for you
- **(Trade-In)** We will buy your car in the best conditions in any case!



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☎ 320-10-30



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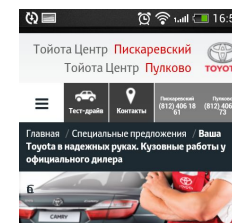
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# DETAILS. MARKETING ACTIVITIES FOR NOVEMBER 2015

- **(Aftersale)** Feel the benefit of all the details. Lower prices for Toyota spare parts to 38%
- **(Aftersale)** Autumn Toyota Service. Tires service is only 2500 rubles and diagnostics for free
- **(Aftersale)** Tires hotel opens its doors
- **(Aftersale)** Your Toyota is in safe hands! Body repair at official dealership
- **(Projects)** Customer event - updated LC 200. Presentation and out-of-town test drive.
- **(Projects)** Mobile phone advance. Landing pages introduction and Advertising on mobile phones
- **(Projects)** Out-of-town training for manager "Know yourself, tell the customer!"
- **(Projects)** RU-WEB. Working with the new website project
- **(SMM)** Strategy introduction advance in social networks
- **(PR)** Publication of press releases about the presentation of the new LC 200



**Ваша Toyota в надежных руках. Кузовные работы у официального дилера**



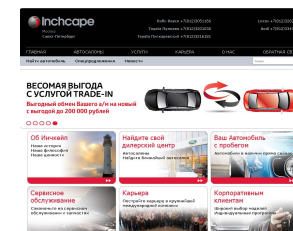
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# DETAILS. MARKETING ACTIVITIES FOR DECEMBER 2015

- **(Sale)** BIG SALE EVENT. Big sale at December 10-13. We give you all!
- **(Sale)** Our gifts are more luxurious than gifts from Santa (special conditions on the cars available)
- **(Sale)** New Toyota RAV4 is already here! 20 years of success and recognition
- **(Sale)** Special conditions for cars on stock (Camry, LC Prado)
- **(Trade-In)** In the New Year on a new car! Make right desires. Mega deals on used cars



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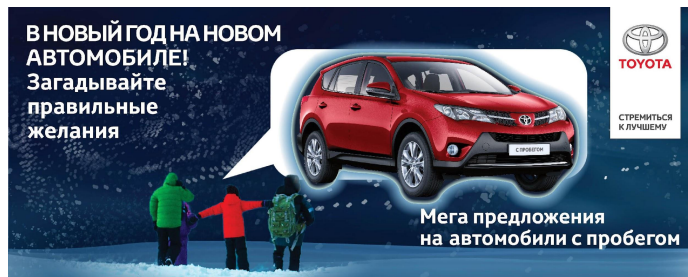
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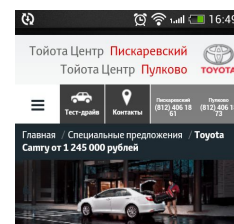
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# DETAILS. MARKETING ACTIVITIES FOR DECEMBER 2015

- (Aftersale)** Winter Toyota Service. It's time to take care of your trusted friend. Diagnostics for free
- (Aftersale)** Christmas mood discounts on original Parts and accessories
- (Aftersale)** Warming discounts for those who are with us more than 3 years
- (Aftersale)** Your Toyota is in safe hands! Body repair at official dealership
- (Projects)** Mobile phone advance. Landing pages introduction and Advertising on mobile phones
- (Projects)** Customer event - updated RAV4. Presentation in TC Pulkovo & TC Piskarevsky
- (Projects)** Big Sale Event December 10-13 at Toyota Inchcape
- (Projects)** RU-WEB. Working with the new website project
- (SMM)** SMM management + competition for Customers about best ideas for NY holidays with lovely Toyota
- (PR)** PR test-drive with a Celebrity. New RAV4
- (PR)** Publication of press releases about the presentation of the new RAV4



**Toyota Camry от 1 245 000 рублей**

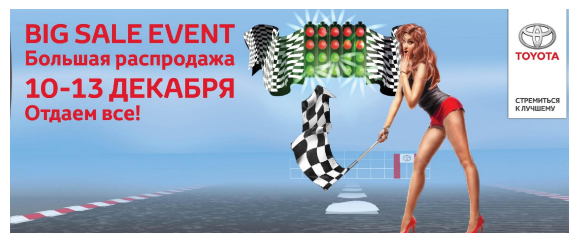
Стильный седан бизнес-класса Toyota Camry доступен для вас по специальной цене



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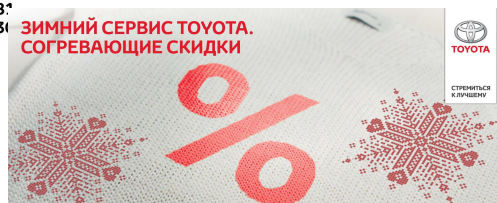
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