

# Niche Marketing for A Niche Product

**Fact: The average consumer is not aware of these conversion van facts.**

-ALL WHEEL DRIVE IS AVAILABLE  
-THE VAN HAS THE MOST SPACE  
AND ENTERTAIN-  
MENT FEATURES FOR ACTIVE  
FAMILY'S  
-DIRECT TV SATELLITE SYSTEM IS  
AVAILABLE

## Your dealership is stocking vans because:

-You know the profit potential of stocking a product that is unique in your market area.  
-Explorer vans draw from a wider market area, giving you the opportunity to add new customers.  
-Explorer vans create excitement among dealership personnel & customers

## **Niche Marketing Job # 1**

### **Exposure to the Interior of the van**

Park a van by the front door to your dealership with the doors unlocked every morning

This is what our most successful dealers are doing. The van is so exciting to people (even if they are not van buyers) that it creates a buzz that will make them remember the van and your dealership. People talk.

#### The "X" van challenge

Ask customers to take 2 minutes to tell you what they think of a new product GM is offering? Show them the interior of the van, and give them a few of the major selling points. They will either say "Tell me more" or "Wow that's nice and walk away with a memory they might share."

### **Niche Marketing Programs Explorer will co-op with you and your people**

-Auto, RV, Mall, etc. show participation  
*"We will print picture business cards and flyers for your local marketing efforts"*  
-Local sporting events and tournaments, any family oriented gatherings work well  
*Hand out bottled water to get people to the van*

-Ask your people to get involved with the community and support their efforts  
*Chamber of comm., Lions club, Scouting, etc.*  
*Who are the mavens in your store & community?*  
-Call direct ads - Post card mailers  
-Build your own web pages

**Explorer Van Company 800-291-0196**

# # 1 selling Chevrolet conversion van dealer in USA 2 YEARS STRAIGHT



## Nessenger 112 Chevrolet

“We always have an Explorer big boy van with the doors open in front of our show room”. Our customers are amazed at the comfort, space, & entertainment options that are available when they see the van. We convert at least 2 to 3 SUV buyers a month with better grosses and stop them from going to Cadillac or Toyota. The van creates a lot of talk around the showroom from all our customers even service and car buyers, they remember us as the dealer with that hi tech van.

Randy Calabro-GSM, 112 Chevrolet