

Auto Dealership

Q: What do a hailstorm, a car dealership, and a RISO ComColor printer have in common? A: Increased profits.

A thriving car dealership group with twelve locations in the state of Texas not only sells cars and trucks, but also provides a variety of after-sales services including maintenance and body shop work, like many car dealerships in the area.

Originally, this auto group relied on local newspapers as their primary source of advertising car sales and service. With advertising costs soaring, they had to find a better way to reach customers. They found the answer at one of their own dealerships.

One man was in charge of marketing for one location, and this location set sales records for eight consecutive months by using direct mail to keep customers informed about special events and service promotions. He was quickly promoted to Director of Marketing, with the directive to replicate his success at all 12 locations. He began looking for printing equipment that could handle the increased workload.

RISO was the obvious choice for the successful auto group. The Director explains, "When I went and looked at [ComColor], I had to have it... It fit every aspect that I



was looking to fill, it did it and it's actually done better than that."

For full color direct mailing campaigns the ComColor cannot be beat, costing the dealership under a quarter to get a postcard to customers mail boxes. Marketing can turn around a full color mailing in less than a day, making sure their message gets to the consumer before the competition has time to react. The direct mail campaign is very successful drawing in 30% more people at one seventieth the cost of the newspaper ads. Currently, this auto group sends out 240,000 mailings a month, with plans of increasing their mailings to 500,000 a month.

A large percentage of dealer revenue comes from performing service on customer's vehicles. Outsourcing service reminders was costing the auto group \$64,000 a month. After switching to the HC, not only did they save \$30,000 a month, they also attracted more service



Business Application

calls—and profit—due to the added color of the service reminders.

One of their most successful mailers was inspired by a hailstorm. While the storm was hitting the area, the Marketing Director was in his office using the ComColor to print 6,000 postcards advertising the dealership's body shop services. The postcards reached customers in the affected areas the next day, before any other area car dealer could think about running a newspaper ad.

"The phone banks locked up," explains the Director. The body shop was booked for 6 months repairing cars damaged in the

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- Director of Marketing

hailstorm. "We had to add staff," he remembers.

With over 870,000 pages printed in less than 7 months, their ComColor runs around the clock at the beginning of each month to keep all twelve dealerships supplied. "It's a stress reducing machine," he explains. "If you're toying with the idea of buying one, just go to RISO and get one."