

## MG RV8

### AVAILABILITY OF MG RV8 DEMONSTRATORS

- 10 National display/demo vehicles - availability from April.
- Subject to a vehicle action plan agreement with the dealership.
- Max 6 day loan period.
- Dual objectives:

1	-	to sell MG RV8
2	-	to increase showroom traffic for Rover brands

### DUAL OBJECTIVES THAT WILL BE MONITORED

### BEST PRACTICE MG RV8 DEALER USAGE

- Dealer based promotion for general public featuring MG RV8 and other Rover brands.
- Focused MG RV8 event e.g. cocktail party or similar evening event by invitation only.
- Local press ads/generation of local PR.
- Target, and direct mail local wealthy/influential individuals.
- Further direct mail to existing prospect base & other relevant competitive franchise prospects within your group (See target market/customer profile).
- Managed test-drive programme.
- Take advantage of increased showroom traffic opportunity presented by Rover 600 launch.