

BACK IN THE DRIVER'S SEAT

How LotLinX helped a VW dealership in Amarillo move forward after Dieselgate

John Luciano
General Manager
Street Volkswagen
Amarillo, TX

DEALER PROFILE

Street Volkswagen in Amarillo, TX is one of only 13 VW dealers in the US to be awarded its prestigious Gold Pin for exemplary customer treatment.

RESULTS

December 2017*

VDP Views	990
Cost per VDP View	\$3.22
Vehicles Sold	51
Cost Per Vehicle	\$61.18
Inventory Turn Increase	125%
Holding Cost Savings	\$32,786
New Visitors	604

*Based on LotLinX data for Street Volkswagen new, used and CPO cars

When Street Volkswagen moved in 2015 from temporary quarters in Amarillo to a brand new location on Pilgrim Drive, its future couldn't have been brighter. Its new facility was as advanced as any VW store in America. Its sales and service staff, under the direction of General Manager John Luciano, was positive, dynamic and unified. And while Amarillo, according to John, "is a truck and SUV town," cars were selling briskly even if Volkswagen didn't manufacture any of the former and wasn't widely recognized for the latter.

Indeed, sales were growing exponentially and things were looking very good for the dealership, begun by Joe Street, who had responded to an offer from VW to return the brand to prominence in Amarillo more than 25 years after it last had a presence there.

And then the event John unhesitatingly refers to as "Dieselgate" struck.

GOODBYE, EASY STREET. HELLO, CHALLENGE.

John Luciano has been in the automotive business for almost 40 years, and a lot of people have come to know him during that time. One thing they know for sure - he's not one to hide behind a Texas Panhandle sage bush.

"When God hands you a situation like that," John recounts, "I don't know any way other than just to hit it head on."

The first order of business was to reassure current customers, and he reached out to them. "Look, this happened," he told them. "But we are going to be your person. We're going to do your paperwork for you. You're going to come here, and we're going to file your claims. We're going to take care of your car. It will happen here. We will stand beside you through the whole process."

"The crisis came along," he reports, "and we had to go from being a diesel-sales and diesel-service dealership to learning how to sell the brand we have and remembering what makes it fun. Two years in, we had to reinvent ourselves.

"Traditional advertising was not going to get it done.

We realized we had to reach beyond Amarillo and its population of 190,000 to 220,000 people depending on how many counties you bring into it. How were we going to reach out there and take hold of the Internet and get those customers who lived a distance away from us?"

That was the path forward John identified, and in his quest he had an able partner.

LOTLINX PROVES ITS VALUE.

Street Volkswagen had been doing business with LotLinx since the dealership opened and with good results, but now the stakes were higher.

With the help of his LotLinx team, John extended his digital promotion program beyond the confines of Amarillo. Suddenly he says he was seeing sales coming from towns like Pampa, TX and Liberal, KS and Guyton, OK. People were driving 60, 70, 100 miles



“LotLinx AI is retargeting, and they're Deeplinking, and they're getting me out there. I'm not just one in the clutter. I'm able to get my message out there that says, 'Hey, call us.'”



“When I look at where our customers are coming from, it’s Pampa, Texas, which is 70 or 80 miles away. Liberal, Kansas, 120 miles. Guymon, Oklahoma, 105 miles. I’m doing no advertising there, I’m not in their local newspaper. I’m not on their radios. **There’s no other way these people are finding my cars other than we reached them with LotLinx AI.**”

— SCORECARD: STREET VW RESULTS FROM LOTLIX - DECEMBER 2017 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE

604

VDP VIEWS
ON DEALERSHIP
WEBSITE

990

COST
FOR EACH
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\$3.22

VEHICLES SOLD
TO LOTLIX
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and more to buy Street Volkswagen cars.

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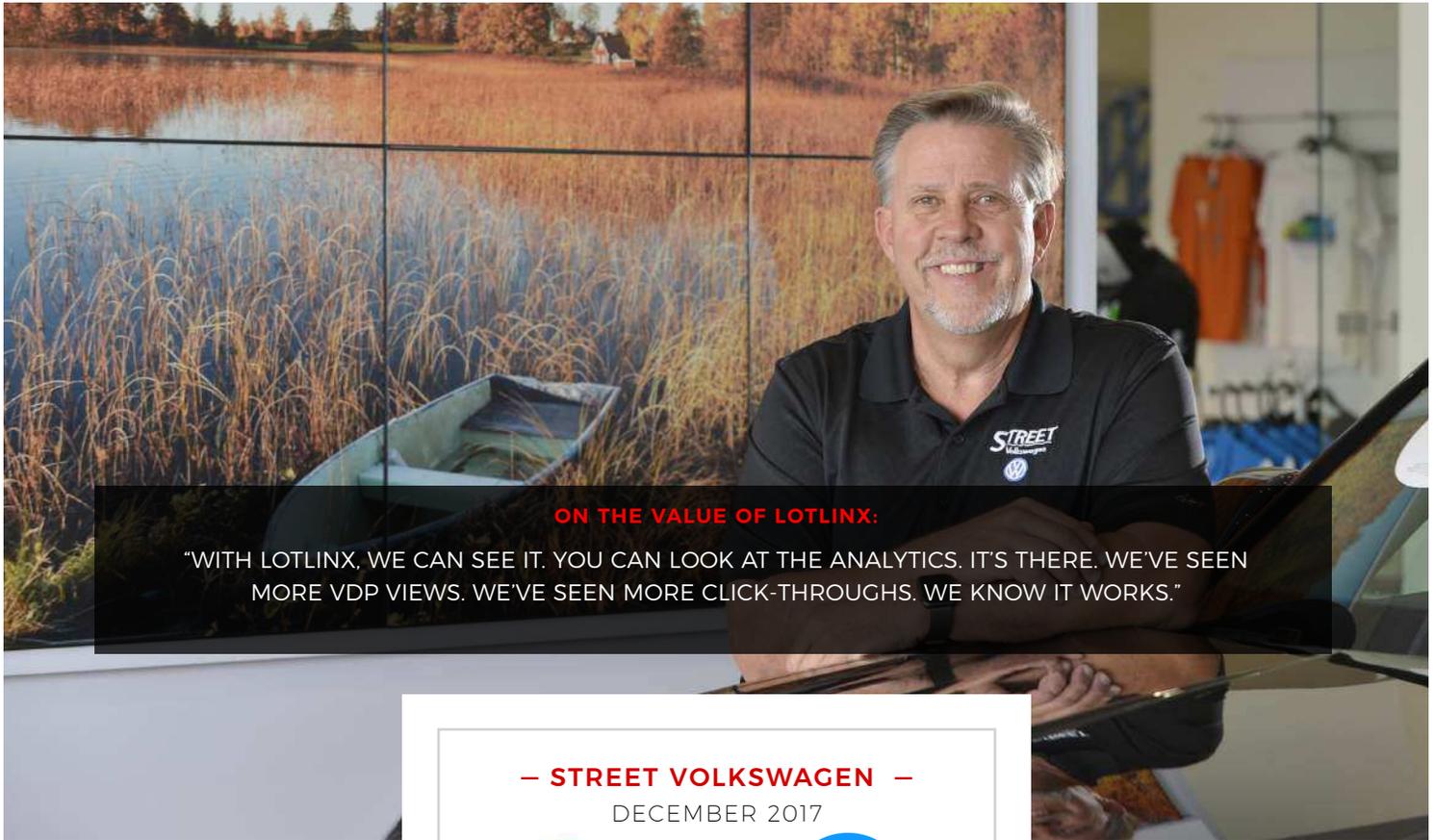
GOING GOLFING

John points to a concrete example of how LotLinx’s ability to drive shoppers to the VDPs of specific VINs in his inventory was a key factor in Street VW emerging

stronger than ever from Dieselgate.

He wanted to get his hands on the Golf R, a high-end VW that he says is “pretty much a race car, Audi chassis, very rare. I want to get Golf Rs because Golf Rs are moneymakers.”

There was just one catch. Every VW dealer receives an allocation of one or two Golf Rs, but to get more than that, you have to sell GTIs — it’s the quid pro quo. “The GTI is a small little sports car in a truck town with cowboys.” John says, “We’re not going to naturally sell

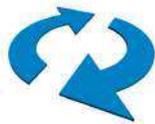


ON THE VALUE OF LOTLINX:

“WITH LOTLINX, WE CAN SEE IT. YOU CAN LOOK AT THE ANALYTICS. IT’S THERE. WE’VE SEEN MORE VDP VIEWS. WE’VE SEEN MORE CLICK-THROUGHS. WE KNOW IT WORKS.”

— STREET VOLKSWAGEN —

DECEMBER 2017



**INCREASED
INVENTORY TURN
WITH LOTLINX**

125%



**SAVINGS
FROM REDUCED
HOLDING COSTS**

\$32,786

a lot of GTIs.”

He turned to his LotLinX team, and they helped him devise a strategy. “They figure out we can sell a bunch of GTIs to people down at the Air Force Base in Clovis, NM, and we can sell them to folks in Fort Worth. ‘Okay, these are your GTI customers — military, young, male.’” Using LotLinX’s retargeting tool for Facebook, John promoted GTIs, and they sold. And instead of getting his hands on one or two Golf Rs, he got many more.

AND IT DIDN’T STOP THERE.

Naturally, John was impressed by the Golf R effort.

“We saw instant response and realized how we could use LotLinX to target one specific idea like the GTI. We then put a five-speed Jetta on there for a little while at \$12,990. “The only problem was, we actually had to back off because I ran out of them so quickly.”

Where is Street VW today?

We’ll let John deliver the good news.

“Volkswagen during the last two years of Dieselgate was down about 7% nationally, and we were up 37%. It’s just been pure straight up growth. We’re doing almost 600 Volkswagens a year now, which was what they were hoping we would do at our peak.” □

LOTLINX: TRANSFORMING DIGITAL AUTOMOTIVE RETAIL

To set up a meeting with a LotLinX consultant, go to lotlinx.com/schedule

For general information, call 1 800 625 LINX or visit lotlinx.com



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