

# Baja Champion SE



## what is a Baja Champion SE?

The first limited production Volkswagen. A special Edition Super Beetle honoring the VW victories in one of the roughest endurance races in the world. The Mexican 1000. A race requiring VWs to travel for hours over some of the toughest terrain. The Baja Desert. And where VWs have won first place. Five times in five consecutive years.

The Baja Champion SE is equipped to generate excitement and showroom traffic for your dealership. It has special features like silver metallic paint, special sport wheels, leatherette interior and a suggested price that's only a little more than a regular Super Beetle.

It has the kind of distinction and promotable excitement to bring new prospects into your showroom. People who may never have been to your dealership. People who will be prompted to renew old acquaintances; and people who are already your customers.

The Baja Champion SE will bring the people in. And that's really what it's all about. You will only have a few Baja Champion SEs to sell. But the entire line of '72 VW products will be exposed to the public's eye to generate interest and sales.

Here's how you can make the most of the Baja Champion SEs you'll have:

## Baja Champion SE? advertising.

The Baja Champion SE is new, and unique. The people we were talking about will want to know about it. To bring them into your showroom, you'll have to promote the Baja Champion SE in your local media with your dealership name.

Your distributorship advertising manager has the necessary promotion tools to help bring the people in. (Examples are in the pocket of this brochure.)

A newspaper advertisement in three sizes (1000, 600, 400 lines) has been created for you.

A 50-second radio commercial which allows 10 seconds for your dealership name and location. And, a press release, including a photograph, for announcement to the local press.

In short, it's your promotion campaign. Designed especially for you. To announce the arrival of the Baja Champion SE.

## Baja Champion SE? merchan- dising.

Everyone coming into your dealership will want to see the Baja Champion SE.

So, display it attractively. Give it plenty of room. Near the front window if possible. Raise it slightly from the floor; also, use special lighting. You can also make use of your Super Beetle display tower and wheel mount signs.

You may even want to offer the feeling of the Baja Desert by using desert type plants and sand. This is a unique car presenting a unique opportunity for your showroom display.

And, because the Baja Champion SE honors such a unique race, and has the additional features, you'll want to make the people who buy the car feel special also.

So, everyone who purchases a Baja Champion SE will receive a handsome certificate of ownership suitable for framing. And soon after you deliver the vehicle you can present the owner with a specially designed silver medalion which will fit on the glove compartment lid.

The Baja Champion SE is so unique for Volkswagen; as a traffic builder, you'll want to give it the build-up it deserves.

## Baja Champion SE? sales training.

Although the Baja Champion SE is a special Volkswagen, it still is a Volkswagen.

The '72 Sales Training material you received for the Super Beetle is appropriate for this Super Beetle also. So this may be a good time to review the basic selling tools with your salesmen. Along with the basics of qualifying, presentation and closing.

But, here is an opportunity for your salesmen to make some unusual comparisons in light of Baja Champion SE background; to give added support to the VW product story. To familiarize your salesmen with these comparisons there is a 5-minute record, sales instruction sheets and racing information pertaining to the Mexican 1000 and the Baja Desert. Remember, your salesmen's familiarity with this material is where your dealership sales begin for the Baja Champion SE and the entire Volkswagen line.



Leider nicht vorhanden:

- der vollständige Text (Seite 3)
- Zeitungsanzeige in drei Größen (1000, 600, 400 Zeilen)
- Text für einen 50-sekündigen Radiowerbespot
- Pressemitteilung
- Foto zur Ankündigung