



For more information please call Paul Jackson on 020-7630-4300 or e-mail [pjackson@astusuk.co.uk](mailto:pjackson@astusuk.co.uk)

## Trading Vehicles

A large automobile manufacturer successfully launched a city car into the UK which actually created a new market in the process. However, one particular model caused a headache as it had no roof at all, which, whilst very popular in Southern Europe, was less than ideal for the UK climate.

Liquidating these cars would have left the manufacturer with a sizeable loss. Instead, Astus restored the original retail value of these vehicles by re-marketing them abroad under strict guidelines imposed by the client. The cars were actually traded with a holiday property company that used the vehicles to ferry guests around within the resort complex.

The client was paid 95% of the “on the road price” in Trade Credits which they used, along with cash, to fund poster campaigns to support other models.

### Key Benefits

1. The cars were sold discreetly to another market and weren't discounted
2. The value of the cars were used to increase the existing media budget
3. As always, the cost and quality of the media was not compromised by barter
4. No additional marketing support needed to sell cars
5. Introduced new buyers to the brand

### Other clients suitable for this type of deal:

- Automotive Companies

### How would it work for the client?

- Astus finds a creative solution to a problem vehicle
- Astus pays 95% of OTR price in Trade Credits
- The Trade Credits are used against planned media campaigns
- Typical cash / trade blend of 80% cash / 20% trade

### How would the vehicles be used?

It depends on the re-marketing restrictions enforced by the client. Usually they are disposed of discreetly via our customer base. Whatever the route, it will always be agreed before any deal is done

### What we will never do is:-

- Sell to a car supermarket or other trade outlet at a discounted rate
- Advertise at a discounted rate
- Attempt to sell to a dealer network