
UMass Lowell Electric Ride & Drive Event Lowell, MA

University of Massachusetts

Mass Drive Clean
September 15, 2015



ON THE ROAD
TO CLEAN AIR



Event Overview

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September 15 | UMass Lowell

10:30 – 2:30 PM

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OEMs & Vendors

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Test Drive Tally

| Vehicles | Test Drives (recorded) | Passengers |
|--------------------------|------------------------|------------|
| 10 | 101 | 101 |
| Total Test Drives | 101 | |

Key Insights

Over the past 12 months, we have seen a significant increase in test drive bookings, particularly for our premium models. This growth is driven by our targeted marketing campaigns and the high demand for our latest SUV range. The data shows that our test drive program is highly effective in generating leads and conversions, with a high percentage of test drive participants returning to purchase a vehicle. This success is a testament to our commitment to providing a premium customer experience and showcasing the quality of our vehicles.

Cumulative Campaign Survey Results:

Our cumulative campaign survey results show a strong positive response from our target audience. The majority of respondents reported that they were highly satisfied with the information provided during the test drive and the overall experience. This feedback is crucial for refining our marketing strategy and ensuring that we continue to meet the needs and expectations of our customers. The survey also highlighted the importance of personalized communication and the role of our sales team in providing a seamless and informative test drive experience.

Photos

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