

Dealer News

HeadUnitz by Jerry King



Ai Design Hosts Spring Tuning Event for Best Customers

Ai Design, in cooperation with the New York Motor Club, invited the business' best customers to an event on May 6, and the resulting turnout reached 100 attendees. Six aftermarket industry vendors, including Elettromedia, Alpine, Porsche tuner company TechArt, Ferrari tuner company Novitec Rosso and German Audi tuner PPI, supported the event, showing new product offerings and demo vehicles.

"The presentations were moderated and after each there was a Q&A session for each vendor," said Elettromedia's Matt Severaid, who attended the event. "After the presentations, the vendors each had an area where they displayed their newest products and answered any additional questions. The event was scheduled from 3–6 pm with people hanging out as late as 7:30 pm."

Severaid said that Ai Design employees took attendees on private tours of the shop and installers explained the tools, machinery and processes that went into building cars.

"There were a bunch of phenomenal cars driven to the event and at the shop," Severaid said. "The event was catered with finger foods, sushi, wine, beer and soda. The shop was absolutely spotless, including the woodworking area."

He added that at the end of the event, each customer was given a goodie bag filled with an Ai Design Spring Tuning event T-shirt, new Audison literature, an Ai Design keychain and a Sirius Satellite Radio water bottle.

Todd Henderson, director of sales at Ai Design, said that the company's Spring Tuning event yielded almost an immediate 15-percent increase in revenue, and a month after the event that they saw roughly 25-percent more business. They expect the 25-percent growth to sustain itself through months two and three, and to slowly taper down thereafter. Henderson said he hopes it will remain near 10 percent until the company's fall event. ⚡



"I was able to hook up your iPod, iPhone, cell phone and your laptop to your receiver. However, that Space Shuttle launcher was too difficult."

JML Audio Hosts Four-Day Grand Opening Event

JML Audio of St. Louis held a grand opening event for its new location in May. The event consisted of a private sale and a car show charity benefit for the Juvenile Diabetes Research Foundation (JDRF).

Josh Landau, system design consultant for the company, said that the event's two programs had different goals—the private sale to line up work and the car show and benefit to give back to the community. For the private sale, held on Friday night of the grand opening weekend, JML invited its customers using a postcard mailer (which also advertised the car show), phone calls and e-mail invitations. Landau said they lined up more than 15 jobs during the private sale.

For the car show and silent auction, the proceeds of which went to benefit JDRF, Landau said that they paid for everything related to putting on the benefit event and car show themselves and donated everything they brought in.

"It was not at all geared to be a sales event," Landau said. "We literally had no registers open. It was simply a way to give back to the community as well as introduce ourselves to customers who may not know us yet. We decided we wanted this to be a true benefit show. We invested a little over \$2,000, which covered everything from the plaques to the DJ to all the advertising. We absorbed that [cost] as a contribution, to give back. Literally every dollar brought in from the entrance fees as well as the silent auction went to JDRF."

In all, the benefit raised over \$2,700. "That money came from a combination of entrance fees and from a silent auction where Zapco, Dynaudio, AAMP and K40 Electronics all donated some products for the silent auction, which brought in a lot of money on its own," Landau said.

Car show attendees brought more than 48 cars, 42 of which four volunteers judged.

"We were expecting a bunch of newer style and European and Japanese cars, and the majority of the cars were older and classic cars," Landau said. "At the end of the day it was a good cause, so we didn't really care what kinds of cars were there."

The weekend also included tours of the facility, where a number of customers' vehicles were set up to show the type of work that JML Audio can do. Landau said he received a number of phone calls after the event from customers who received postcards but were unable to attend, and that he believes the event helped bring greater local awareness of the business' new location as well as secure a number of jobs for months to come. ⚡

