

## **Takeaways: Thinking thinkLA's Friday Afternoon Conference Works with Test Drive Experiment, Incentives, Data, Carla, MX 5, & Disruptive Trends**

### **Here is some basic info you Need-to-Know from the Conference:**

- Incentives are going bonkers– Average is \$3,923 with highest at \$6.732
- The Loan length mostly 48 to 68 months – 84 months not uncommon
- Leasing has a 34% Penetration thanks to Toyota, Honda, and the Luxury OEMs.
- Toyota seeks to get new car customer in and out of the dealership in one hour.
- Team One says more Lexus customers buying online –dealers not happy about it.
- Toyota Finance offering used car leasing aggressively but carefully

### **Those Presentations that were particularly impressive by--**

#### **1) Eric Watson - Mazda Marketing**

A steady hand in directing Mazda marketing with focus on creating a cohesive customer journey by connecting emotionally with the customer; Mazda is embracing data in the future and focusing on sharing ideas with dealers & buyers

#### **2) Steve Sturm - Facilitator and Articulate Spokesperson Extraordinaire**

Now advising the TVB, Television Bureau of Advertising. Brings a commanding presence on the platform and keep the conferenced focused; Great job facilitating panel

#### **3) Jason Croddy, Canvas Worldwide -Hyundai Test Drive Experiment**

With DriveShop in the field doing an experimental test drive day for Hyundai that worked. The vision and orchestration 4 companies made the “Test Drive Test” for Hyundai a big success

#### **4) Bernie Campbell - Karmic Karma**

Wow—The rebirth of car company to produce a redone luxury car that brings sophistication and intimacy to the driving experience. Focus on how the car makes you feel as a core experience. Mantra is “If you don't get it then you don't get one.” Target market is as many as 300.000 households who have money.

#### **5) Martin Schmidt -Falling in love with Carla, joining Alexa & Siri**

Carlabs has created another computer personality to love and use to gain info about the car buying experience, just like Alexa and Siri, Carla will answer your verbal or voice interactions and give you all the info you would obtain by going online except Carla talks to you and you start to fall in love all over again.

### **Some Predictions from 2016 to 2017**

- Innovation to Personalization
- Intro of VR to VR Adoption & A+ Performance
- Lots of Questions to Lots of Answers
- Divergence to Convergence