



GENERAL MOTORS MAIN STREET IN MOTION

EventLink managed Chevrolet, Buick and GMC's largest experiential marketing initiative: Main Street In Motion. General Motors held a four day test drive experience in a Pepsi challenge-like format at 25 different locations across the country. With over 75 nameplates on site, customers select from up to 140 vehicles to test drive including the Chevy Volt and high performance vehicles like Chevrolet Corvette and Camaro SS. EventLink created a no sales pressure environment, with six competitive comparison courses, dynamic demonstrations, entertainment for kids and auto show style displays.

SERVICES

- Retail Training
- Dealer Meetings
- PR
- Direct Marketing Campaign
- Test Drives

335,678

TEST DRIVES