

NISSAN LEAF DRIVE & DISCOVER

The All-New Nissan Leaf Drive & Discover Experience personally delivered the vehicle to consumers for a one-on-one ride & drive to experience the new Leaf – on their terms and in their world. This program launched with a formal dining event and vehicle reveal held exclusively for current Leaf owners.

SERVICES

- Custom portal development
- RSVP management
- Drive reservation administration portals
- Consumer test drives
- Vehicle logistics
- Email re-contacting platform
- Dedicated customer facing service representative
- CRM reporting
- Staff recruitment training and management

3,438

TOTAL DRIVES

3,200

DRIVE OBJECTIVE

7

CITIES

400+

VEHICLES SOLD

