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Positive Results Case Study



Dorsett Mitsubishi: 16% Gain In Market Share

Problem

When Brian Dorsett established a Mitsubishi dealership in Terre Haute in 2000, he was fighting a battle of name recognition, not only for the dealership but for the brand as well. The Dorsett name had been known for years as a north side used car dealership, so there was a challenge to gain recognition as a new car dealership in a new south side location. Plus, the Mitsubishi brand only had about 50 units in the whole area. Even after becoming a stand-alone dealer, Dorsett's biggest problem was how to overcome having so few units in operation in the market.

Solution

MillerWhite helped Dorsett Mitsubishi integrate its marketing efforts to create brand awareness, starting with a centralized statement or pledge about the vehicles and the dealership. The slogan – “At Dorsett Mitsubishi we give you the driving experience you want backed by the service you can trust” – was embraced by Dorsett's employees. Dorsett explained, “Our sales and service ratings all reflect the feeling we have about who we are as a dealership. The employees are on board with it – from the sales staff in the front to the service guys in the back, and we use that statement to take a more integrated approach to our marketing through TV, radio, newsprint, billboards, Internet web site and direct mail.”

Results

“The integrated approach and use of our pledge have certainly worked for us and we feel really confident with that,” Dorsett said. “We have some Diamond Chapter of Excellence awards that are based on customer service and sales service indexes that are very high, and our retention is gaining ground. We retain 75 percent of our new car customers right now and 25 percent of our used. That's a big number, because nationally you're supposed to retain 7 percent of your used and 25 percent of your new. Right now we have 16 percent of the Asian market share in this area, which is huge. When we first started, we probably had 1 percent, if that. So we certainly have done our job, and MillerWhite's done their job to help us integrate.”