



FORD IN-STORE DISPLAYS

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Martin Gorniak, Ford Europe's Retail Experience Manager

HOW TO PUT THE BRAKE ON UNIMAGINATIVE CAR SHOWROOMS

Ford were keen to wave goodbye to unimaginative showrooms and bring back some excitement to car shopping through their newly redesigned FordStores.

Car showrooms haven't kept up to speed with the huge advancements in car design over recent years, which is why Ford recently overhauled how visitors interact with its stores through the introduction of a new concept, the FordStore. These stores bring the buzz back to car-shopping, with different zones featuring large-screen displays to communicate key messages and display engaging content.

Ford worked with tools and equipment supplier Snap-On to develop their new stores and incorporate smart signage displays in different zones. Their requirements included a huge multi-screen display to be located near the entrances, additional large format displays of varying sizes throughout and a touch-screen display specially designed to showcase information about the Ford Vignale, one of the key new models in the Ford range.

USING LARGE FORMAT DISPLAYS TO MAKE CAR SHOPPING EXCITING AGAIN

Samsung's Large Format Displays were installed in different zones throughout FordStores to bring key messaging to life and rev up the car shopping experience for Ford's customers.

Each FordStore has a similar layout designed to maximise the impact of its large screens. Snap-On and Ford used Samsung's Large Format Displays to showcase eye-catching and engaging content for their customers as well as an interactive touch-table for the Ford Vignale zone which allows you to configure your own car and show various accessories.

Customers are able to enjoy a much more interactive experience, which brings car shopping to life, adds excitement and makes the whole process easier from start to finish. With all the different options available, configuring your ideal car can be a complex task, but through the use of in-store video screens FordStores have simplified the process, as Ford Europe's Retail Experience Manager Martin Gorniak explains:

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DRIVING THE FORDSTORE CONCEPT ACROSS EUROPE

Ford is planning to accelerate their roll out of FordStores and double the number across Europe.

Ford are looking to update the rest of their European outlets in-line with the FordStore concept, enhancing the car-shopping experience for the customers by creating a modern space that utilises eye-catching displays.

"10 years ago, the customer would visit a dealership four times before actually buying a vehicle. That visit pre-purchase has now dropped to an average of 1.3 times, and with the FordStore, we are giving visitors a bit of excitement and some vibrancy. Right now we have 220 FordStores around Europe. The eventual aim is to get to about 500."

Martin Gorniak, Ford Europe's Retail Experience Manager