

Penquin celebrates Suzuki Auto's success

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Despite a tough trading market in the automotive sector, Suzuki Auto South Africa has achieved a wholesale and retail milestone by achieving record unit sales over July 2014. The company has also passed its 30,000 unit retail sales mark since the local subsidiary opened its doors in 2008.

Suzuki Auto's targeted marketing, advertising and communications strategy has been important to the company's success. As an advertising agency that puts its money where its mouth is, Penquin is thrilled with their client's achievements.

"As an agency we've managed Suzuki's full communications, advertising and marketing profile right from the beginning," says Darren Leishman, MD of Penquin. "We believe that part of their success is that we've become extremely selective about the media channels that we utilise. Francois van Eeden, national marketing manager of Suzuki Auto keeps a tight reign on the budgets by setting key performance indicators that ensure media spend delivers a measured return on investment.

"We're also very consistent in what we say, and everything we do for this client is focused on lead and sales generation. In fact, one of the strongest indicators of the success of our work is that our agency remuneration has been directly linked with Suzuki Auto's sales, in other words their success is our success."

While local passenger car sales have dropped by 5.9% year to date, when compared to 2013 levels, Suzuki Auto sales are up by 29.7%. Total Suzuki passenger car retail sales for July totalled 650 units, up 14.6% from the previous best.

"Another communication element which we believe adds to Suzuki's marketing success is that digital media has formed a large part of our communication strategy. This, combined with a very effective dealer managed network, solid products from Suzuki and a well managed media and marketing budget that is backed by targeted creative, has led to consistent results," says Leishman.

Suzuki Auto's range of vehicles, which extends from the Alto (A-Segment Hatch) and the Swift (B-Segment Hatch) to the advanced SX4 (Crossover), the robust Grand Vitara (SUV) the iconic Jimny 4x4 and more, has built up an enviable reputation for motoring excellence and value.

The latest addition to the Suzuki family is the Ertiga lifestyle utility vehicle, and despite only just having reached the market, has already been met with a favourable response from new vehicle buyers, with 102 unit sales in July, making it the third most popular model in the Suzuki Auto SA line-up.

Find out more about Penquin on their website www.penquin.co.za, connect with them on Twitter [@Penquin](#) or email Darren at Darrenl@penquin.co.za.

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