

FORCES OF CHANGE

RETAIL TRANSFORMATION

The All-New
C A M R Y



***Let's
Go
Places***



THE WORLD OF RETAIL
HAS CHANGED.

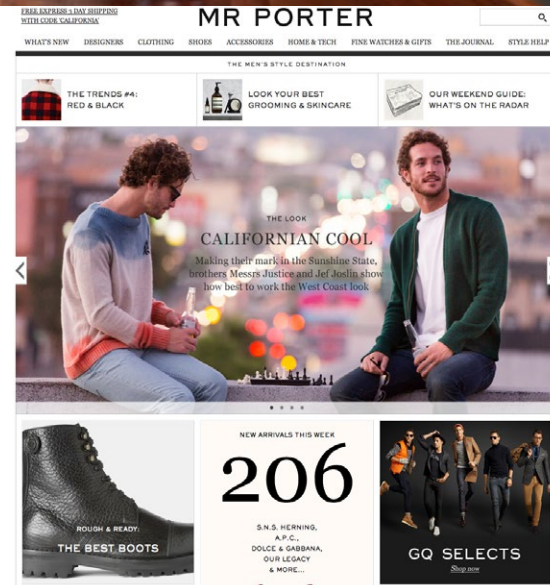


CABI

THE ULTIMATE PERSONAL SHOPPING EXPERIENCE,
CAROL ANDERSON BY INVITATION (CABI) IS ONLY SOLD
IN PRIVATE HOMES. EXCLUSIVE 'TRUNK SHOWS' FEATURING
LATEST FASHIONS ARE THE CENTER OF THE SOCIAL
GATHERINGS WHERE FRIENDS HELP EACH OTHER MAKE
DECISIONS ABOUT WHAT TO BUY.

A GLOBAL ONLINE DESTINATION FOR MEN'S STYLE,
FEATURING OVER 180 OF THE WORLD'S LEADING BRANDS,
MR. PORTER IS AN EDITORIAL CURATION OF THE FINER THINGS
FOR MEN. NEW YORK STOREFRONTS CREATE PHYSICAL
IMMERSION INTO ONLINE CONTENT.

MR. PORTER

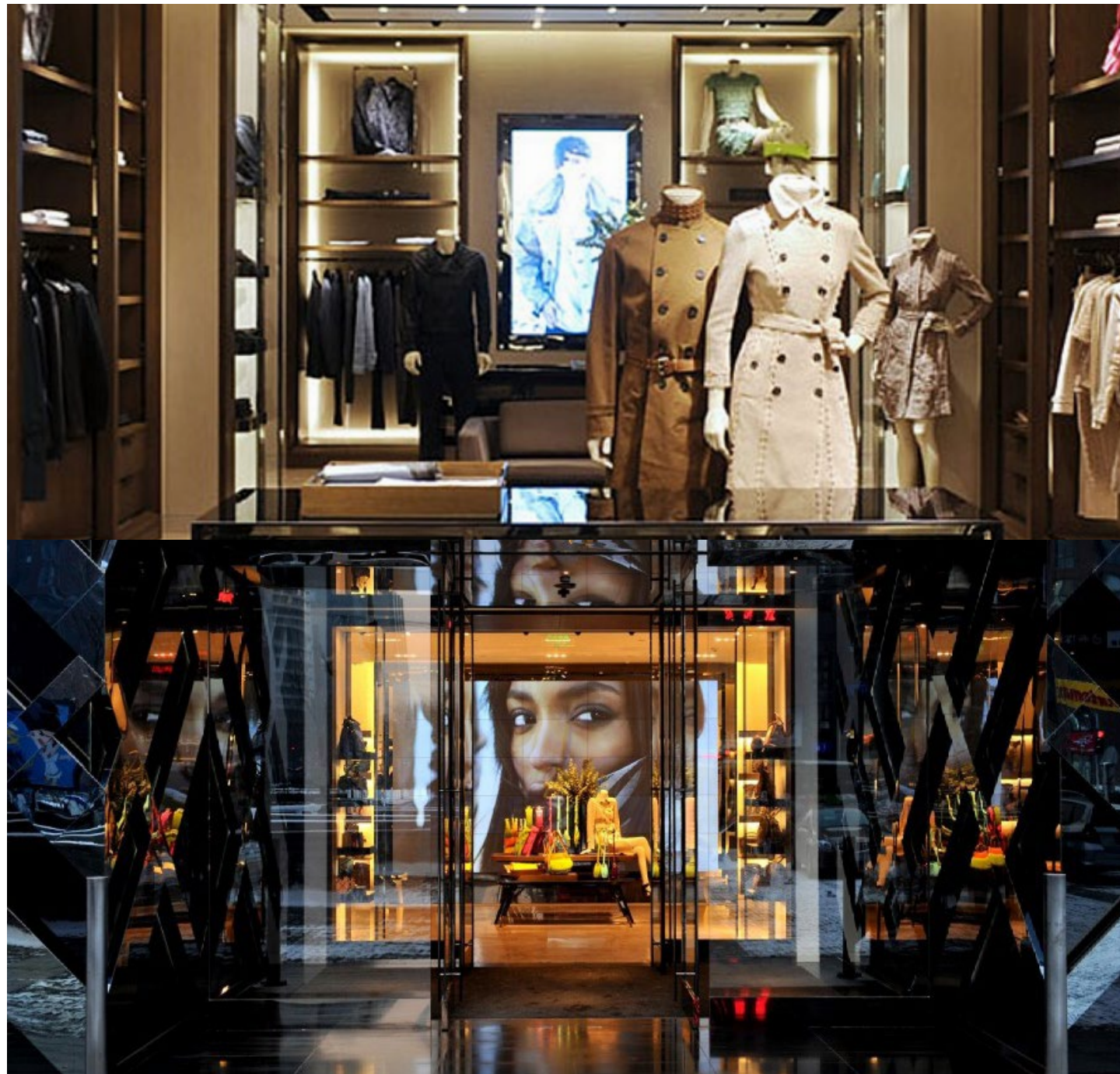


APPLE

ALWAYS BUSTLING, APPLE STORES ARE LOW PRESSURE
GATHERING SITES FOR LEARNING, DABBLING, PLAYING AND
FALLING IN LOVE WITH ALL THE LATEST BRANDED PRODUCTS.

A TIMELESS LUXURY BRAND WHICH CONTINUES TO WIN THE HEARTS AND WALLETS OF NEXT GENERATION SHOPPERS, BURBERRY IS RECOGNIZED AS A TOP 10 INNOVATOR FOR ITS ONLINE AND IN-STORE MARKETING AND MERCHANDISING.

BURBERRY



WHOLE FOODS

PART FARMERS' MARKET, PART SUPERSTORE, WHOLE FOODS HAS BECOME A MECCA FOR HEALTHY EATERS, CHARGING A PREMIUM TO CUSTOMERS WHO ARE WILLING TO PAY FOR TRANSPARENCY, FRESHNESS AND PERCEIVED HEALTHFULNESS.



THE COMPETITION HAS CHANGED.



AUDI, MERCEDES AND BMW HAVE BEEN REVAMPING
AND IMPROVING THEIR SHOPPING ENVIRONMENTS.
THEY ARE INVESTING HEAVILY IN CONNECTED,
DIGITAL EXPERIENCES IN THEIR DEALERSHIPS AND BEYOND.
TESLA, OF COURSE, CONTINUES TO CHIP AWAY AT
THE TRADITIONAL DEALERSHIP MODEL.



AUDI LAUNCHED AUDI CITY IN LONDON –
A GROUNDBREAKING DEALERSHIP EXPERIENCE DELIVERED
BY ONE OF THE MOST TECHNOLOGICALLY ADVANCED
RETAIL ENVIRONMENTS – FOR THE 2012 OLYMPICS.

MERCEDES HAS BEEN USING iPADS IN DEALERSHIPS SINCE 2011 TO SHOW OFF NEW PRODUCTS AND REDUCE PAPERWORK, STREAMLINING THE CONSUMER EXPERIENCE.





BMW UNVEILED A CONCEPT SHOWROOM
IN ONE OF THE HIPPEST SHOPPING LOCALES IN PARIS
AS THE MODEL FOR ALL OF ITS FUTURE DEALERSHIPS.

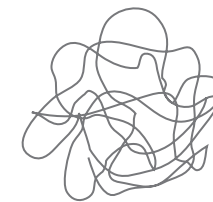
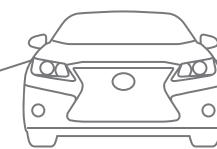
SONIC AUTOMOTIVE HAS DEVELOPED CUSTOM APPS
TO FAST-TRACK CAR SALES AND SERVICE USING IPHONES
AND IPADS. THESE POWERFUL IN-HOUSE APPS HELP SONIC SALES
STAFF QUICKLY IDENTIFY THE RIGHT PRODUCTS AND SERVICES FOR
EACH CUSTOMER'S NEEDS. A SINGLE SALESPERSON HANDLES
THE ENTIRE EXPERIENCE IN ABOUT AN HOUR.





*“CHANGE BEFORE YOU
HAVE TO.”*

– JACK WELSH
AUTHOR & ENTREPRENEUR



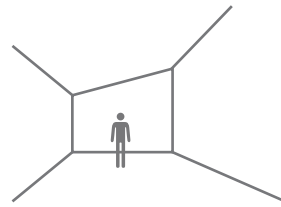
NEW TECHNOLOGY



FAST-TRACK PROCESS

A paperless process to aggregate consumer data
and shorten purchase time.

NEW ENVIRONMENTS



TECHNOLOGY BENCHES

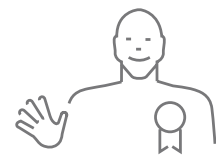
Stations for shoppers to use tablets to shop, surf
or entertain family members.



MODERNIZE DEALERSHIP SPACE TO DELIGHT INTENDERS

While dealership re-builds are often prohibitively expensive, consider some specific physical elements to modernize the environment: natural light, clean surfaces, wood and organic materials, smart use of technology and open layouts to encourage uninhibited browsing.

RE-FRAME ROLES OF THE SALES ASSOCIATES



CONSUMER ADVOCATE

Reposition sales associate from “seller’s agent” to “buyer’s agent” creating trust and ensuring interests of the buyer are represented throughout the sales process.