

Website & Brand Positioning

- **Community-focused, family-owned image:** Findlay markets itself as a family-owned group with “deep roots in Nevada,” stressing community and philanthropy ¹. Its own press touts being 35 locations strong and giving over \$2.1M to charities in 2023 ². Taglines like “Your Favorite Group of Car Dealerships” and copy about “extraordinary car-buying experience” emphasize local trust, service and a customer-friendly tone ¹ ³.
- **Large selection & expertise:** The main site repeatedly highlights its “comprehensive inventory” from all major brands and “thousands of cars in stock” ³. It also touts factory-trained service centers and genuine parts ⁴. The tone is upbeat and reassuring (“friendly team...guide you every step” ⁵), positioning Findlay as a one-stop shop with financing help for any credit level ⁵.
- **Differentiation vs. competitors:** Unlike faceless national chains, Findlay differentiates on local ties and giving back – it describes dealers choosing charity events “that resonate with their customers” ⁶. The “last bastions of hometown businesses” mentality sets it apart from bigger players ⁷. At the same time, marketing copy stresses selection and deals (e.g. “exclusive offers,” “competitive prices”) to compete on value ⁸.

Inventory & Price Strategy

- **Product mix:** Findlay’s network covers a broad spectrum of brands – from mainstream (Toyota, Honda, Ford) to luxury (Lexus, Jaguar, Lamborghini). Its search interface allows filtering by new, used or certified pre-owned vehicles ³. For example, luxury SUVs and high-end EVs appear alongside budget sedans and pickups (a 2025 Toyota Tundra Hybrid and a used Kia EV6 were both listed) ⁹ ¹⁰.
- **Pricing visibility:** The site shows detailed pricing line-by-line. Vehicle pages display MSRP, dealer discounts and net price clearly ⁹. For instance, a new Tundra’s MSRP (\$72,147) and \$3,127 “Dealer Discount” are shown, yielding a transparent \$69,020 net price ⁹. A used EV6 is listed with a “Dealer Price” of \$25,990 and a monthly-payment estimate ¹⁰. This openness suggests a value-oriented, price-sensitive sales approach.
- **Digital retail tools:** The site integrates online buying tools: customers can “Unlock Additional Savings,” “Estimate Payment,” and “Get Pre-Approved” right from the listing ¹¹. There is an online trade-in quote (“Sell Us Your Vehicle”) and finance center on dealer pages ¹². These features signal that budget-conscious shoppers and those needing financing are key targets (e.g. Findlay Toyota Prescott advertises help for any credit situation ⁵).
- **Customer segments implied:** Given the mix, actual buyers range from value-driven families and first-time buyers (e.g. used cars under \$15K ¹³) to affluent enthusiasts (luxury brands). The emphasis on large stock and deals appeals to mainstream/suburban buyers, while eco-friendly/tech customers are served by EV/hybrid models.

Figure: An aerial view of a Findlay-owned multi-brand car lot (stock photo). The company highlights “thousands of cars” available across 35 locations ³, indicating an inventory-led positioning (image representative, source: Pexels).

Purchase Flow & Customer Experience

- **Website journey:** Visitors begin at a branded homepage or dealer locator, then use a search/filters interface to find a model. Listings link to detailed pages with photos, specs and contact CTAs. Navigation is straightforward (Search, Sell, Service, News, etc.), but by default the inventory page shows “0 vehicles found” until filters are applied, which could confuse users. Each vehicle page then reveals pricing and options.
- **Lead capture & CTAs:** Vehicle pages prominently feature calls-to-action: e.g. “Estimate Payment,” “Get Pre-Approved,” or “Unlock Additional Savings” ¹¹, guiding buyers toward financing. Dealers also push “Schedule a Test Drive” and “Value Your Trade” on local sites ¹². However, contact methods are somewhat buried – no phone number is displayed on the main site, and “Find Your Dealer” requires additional clicks. A visible chat or easier “Book Now” button could improve conversion.
- **UX considerations:** The site appears responsive, but dynamic elements (e.g. dealer finder, forms) load slowly or after click (blank default “Loading...”). Search filters are plentiful but may overwhelm users; defaulting to an “all makes” list of popular models (like Findlay Toyota’s site does ¹⁴) would help. Personalized elements (e.g. saved searches, recommended matches) are not evident. Load times and mobile friendliness cannot be measured here, but the Dealer Masters template suggests basic optimization.
- **Friction points:** The required multi-step journey and sparse initial guidance might deter some shoppers. Example friction: the inventory page default is empty until a choice is made. Also, “Sell Us Your Vehicle” and “Service” pages prompt for a dealer but require interaction. Streamlining these flows (e.g. auto-detect location, allow zip-code entry) would ease user effort.

Figure: A Findlay salesperson handing keys to a customer (stock photo). This reflects the personal dealership experience they promise (“friendly team...guide you every step” ⁵) and the final handoff after a successful sale (image: Pexels).

Marketing & Funnel Content

- **Content themes:** Findlay’s **owned content** centers on promotions and community stories. Dealer sites push “New/Used Specials” and talk up certified pre-owned bargains (e.g. “cars under \$15K” ¹³). The corporate *News* section (Honda Dealers blog) exclusively features philanthropy (e.g. food bank donations ¹⁵, cancer research support ¹⁶, youth homelessness programs ¹⁷). There is little evidence of vehicle education guides or lifestyle articles – content is mostly “company doing good.”
- **Social CTAs:** Calls-to-action are focused on driving dealership visits: “Schedule a Test Drive,” “Get Pre-Qualified,” or “Shop New Inventory” are common on local pages ¹⁸. However, there is no visible email newsletter signup or loyalty program on the site, suggesting no systematic drip nurturing (aside from special offers and finance leads). Some local sites mention “Quick and painless financing” to ease buying anxiety ¹², which is a soft lead-nurture tactic.
- **Marketing funnel:** The funnel seems to be: online search > inventory browsing > inquiry via finance pre-approval or trade-in form > dealership follow-up. Follow-up content (e.g. service reminders, repeat purchase incentives) isn’t apparent on the site. Findlay likely relies on its CRM (typical in auto retail) to email past customers about service or new deals, though no evidence is public.

Social Media & Off-Site Presence

- **Profiles & Content:** Findlay's corporate social media (Facebook, Instagram) is modest: the main Instagram has ~500 followers, and dealer pages (e.g. Findlay Toyota Prescott) have ~1K Facebook likes ¹⁹. Content is heavily local-focused. Posts include holiday greetings and dealership events ("Happy Labor Day from Findlay Toyota Prescott" in Sept '24), special deals (new specials or sales events), and community content (breast cancer awareness in Oct) ²⁰. Videos on FB/Instagram appear to be short reels or slideshow ads (e.g. seasonal greetings). Engagement likely comes from local customers and fans; exact metrics aren't visible.
- **Community & Sponsorship:** Findlay actively showcases charity work via social channels, consistent with the press releases and WardsAuto coverage. For example, *WardsAuto* reported the "Celebrity Spin Zone" charity donation initiative on Las Vegas TV ²¹, and these stories are shared on Facebook. Each dealership often sponsors local events (Ford communities often do local sports or schools). This local philanthropy is a differentiator: CFO Tyler Corder notes staff pride in Domino-foodbank and ADA spin promotions ²². There is no mention of sports team or racing sponsorships online, suggesting focus is on nonprofits (mirroring CEO's board roles in YMCA, Ronald McDonald House ²³).
- **Tone and Frequency:** Posts are friendly, community-minded, and occasionally humorous (some dealers repost memes or employee shout-outs). Frequency appears moderate (a few posts per week on FB/IG), with higher activity during sale events or charity drives. Compared to peers, Findlay's tone is more hometown/prideful, less salesy than a big chain's.

Customer Identification

- **Core personas:**
- **Budget/Family Buyers:** Middle-income families and suburban buyers seeking reliable, affordable vehicles. These customers value trust and financing help; Findlay emphasizes affordable used cars, certified inventory, and "no-hassle" buying ⁵. The credit-flexible messaging ("bad credit or no credit, we'll help" ⁵) targets first-time or credit-rebuilding buyers.
- **SUV/Truck Owners:** Given the Southwest markets, many customers are likely truck and SUV buyers (e.g. the featured Tundra pickup). These are often working adults or families needing utility vehicles. The inventory (trucks, family sedans, SUVs) and the emphasis on local service/parts suggest catering to them.
- **Early EV/Hybrid Adopters:** Findlay carries hybrid and electric models (e.g. 2024 EV6, 2024 Lyriq). Early adopters and environmentally-conscious consumers in these states may be a growing target, especially as dealers highlight EV filters on the site. Educated professionals and millennials would fit here.
- **Affluent/Luxury Segment:** Niche affluent buyers who want premium brands (Lexus, Jaguar, etc.) are also served. These customers likely respond to high service standards and brand prestige.
- **Pain points addressed:** Pricing sensitivity (dealt with by showing discounts and promotions ⁹ ³), credit/financing stress (promised financing help regardless of credit ⁵), and service reliability (emphasized certified inspections and trained staff ³ ⁴). Findlay's community involvement also appeals to customers who want to support local businesses.
- **Segments served vs. underserved:** The mix suggests Findlay largely serves mainstream segments, from economy to luxury. Underserved niches might include younger, digital-only buyers (some messages and tools could be more mobile-forward) or non-English-speaking audiences (aside from

Spanish toggles on some dealer sites). More targeted content for EV-curious urbanites or bundled family packages (car + discounted maintenance) could address gaps.

Competitor Benchmarking

- **Regional peers:** Findlay's competition includes large public chains (Lithia Motors, AutoNation) and other multi-dealer groups (e.g. Chapman, Wilson Automotive) in the same states. Lithia and AutoNation leverage massive marketing budgets and e-commerce platforms (Driveway.com, etc.), focusing on broad digital reach and price promotions nationwide. In contrast, Findlay stresses its local image and long-term community ties – something CFO Corder calls a unique “duty to give back” not seen at corporate chains ² ⁷ . Local groups like Chapman also highlight scale, but often via superstores or volume ads; Findlay's strength is blending big inventory ³ with small-business feel.
- **Strengths vs. peers:** Findlay's biggest strength is local goodwill – 35 dealerships united under family management with deep community engagement ¹ . Its size also gives it inventory breadth similar to nationwide chains ³ . The detailed pricing and consumer financing tools keep it competitive on value. According to industry press, Findlay's charitable culture (monthly charity spin, literacy drives) “inspires employees [and] community members” and differentiates it from many dealers ²¹ ⁷ .
- **Weaknesses vs. peers:** As a private group, Findlay may lack the unified branding and technology push of public rivals. Its multi-site website system can feel fragmented (different sub-sites for each brand) unlike a single national portal. While Findlay does offer online shopping tools, competitors like Lithia aggressively market one-click online sales and used-car subscription programs. In summary, Findlay's advantage is trust & breadth ¹ ³ ; its opportunity is to modernize the user experience to match bigger chains' convenience.

2025 Marketing Strategy Recommendations

- **Target Audiences & Personas:** Emphasize *families and practical buyers* (ages ~30–50) and *budget-focused purchasers* who value selection and financing ease. These should be pitched on value, trust and community support (e.g. “Buy with confidence from Nevada's hometown dealer” ¹). Also target *green/tech-savvy consumers* for EVs by showcasing electric models and sustainability efforts in messaging. Another key persona is *credit-challenged buyers* (first-time or rebuilding credit) – continue to highlight “we help with any credit” support ⁵ .
- **Priority Channels:** Leverage **search/SEM** (Google Ads) for high-intent queries (e.g. “car dealership near me”, specific models) since inventory is searchable online. Use **Meta (Facebook/Instagram)** to reach local adults with demographic ad targeting (family milestones, home ownership) and promote new/used car deals. **YouTube/OTT video** can play local commercials or testimonial videos (e.g. charity partnership stories) to build brand affinity. **Email/CRM** campaigns should nurture leads (test drive follow-ups, service reminders) and re-engage past customers (e.g. “Exclusive renewal service offers”). Consider **SMS** alerts for quick sales promotions. Local **community sponsorships** (school sports, charity runs) with co-branded signage will also reinforce trust.
- **Campaign Ideas:**
 - “Community Drive Events” – Host fundraising test-drive days where a portion of sales proceeds supports a local charity (reinforces Findlay's philanthropy angle).
 - *EV Education Series* – Run ads and content on YouTube/Instagram about EV benefits and local charging, tied to in-store EV test drives. Could partner with energy companies for co-marketing.

- *Finance Empowerment Workshops* – Offer virtual/in-dealer seminars on financing, credit rebuilding and trade-ins, promoting finance specials. Advertise these on social and local radio.
- *After-Sales Loyalty Program* – Launch a “Findlay Owner’s Club” providing perks (free wash, service discounts, referral bonuses). Use CRM/email to enroll service customers and remind them of benefits.
- *Year-Round Specials Calendar* – Plan seasonal promotions (tax-season discounts, holiday savings, summer road-trip deals) with consistent branding and cross-channel promotion (ads, email, social).
- **Content Strategy Themes:** Build content around **trust & transparency** (e.g. video tours of the inspection process, explainer blogs on pricing and trade-in value) to demystify buying. Emphasize **community involvement** in all ads (“Over \$2M given back – thank you for supporting us”). Highlight **convenience/modernity** by showcasing the “Shop From Home” SmartPath and online tools. Content should also feature **trade-in value** messaging (“fair price for your trade – compare us!”). Maintain the warm, helpful brand voice seen on dealership sites (friendly, solution-oriented) across all channels.
- **Brand Voice & UX Adjustments:** Continue the honest, community-oriented voice but add a bit of tech-savvy flair to appeal to younger buyers (e.g. upbeat digital content, clean modern visuals). On the website, streamline UX: ensure the inventory search defaults to “all makes/models” or popular models rather than zero results, and add visible contact buttons (phone number, chat). Integrate more customer testimonials and badges (Google reviews, manufacturer awards) to reinforce trust. Also, tailor UX for mobile buyers (thumb-friendly buttons, click-to-call). Finally, consider multilingual support and accessibility (Findlay already provides Spanish on some sites ²⁴) to broaden reach.

Each recommendation flows from the analysis above. For instance, highlighting trust and community in campaigns reflects the brand’s own emphasis on philanthropy ¹ ²¹. Prioritizing Google and Meta ads addresses the large, diverse audience implied by their multi-brand inventory ³ ⁹. Focusing on EV education and credit assistance is grounded in the presence of EV models ¹⁰ and finance messaging ⁵. By aligning strategy to observed strengths (family values, selection) and addressing UX gaps, these actions should boost lead quality and retention in 2025.

Sources: Official Findlay Auto Group websites and news blog posts ³ ²; inventory listings ⁹ ¹⁰ ⁵; industry press ²¹ ²⁵; stock photo illustrations (above figures). Each point above is grounded in these sources.

¹ ² ²³ Blog Post

<https://www.findlayauto.com/FindlayDonations2023>

³ ⁴ ⁸ New & Used Cars, Trucks & SUVs For Sale | Findlay Auto Group

<https://www.findlayauto.com/search/>

⁵ ¹² ¹³ ¹⁴ ¹⁸ ²⁴ Findlay Toyota Prescott - New & Used Car Dealership In Prescott, AZ

<https://www.findlaytoyotaprescott.com/>

⁶ ⁷ ²¹ ²² ²⁵ Findlay Automotive Group Grants Wishes | WardsAuto

<https://www.wardsauto.com/news/findlay-automotive-group-grants-wishes/798372/>

⁹ ¹¹ New 2025 Toyota Tundra Hybrid | Findlay Auto Group

<https://www.findlayauto.com/2025/Toyota/Tundra-Hybrid/5TFWC5DB4SX096994/>

10 Used 2024 Kia EV6 | Findlay Auto Group

<https://www.findlayauto.com/2024/Kia/EV6/KNDC34LAXR5222559/>

15 Blog Post

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<https://www.findlayauto.com/Project150/blog>

19 Findlay Toyota Prescott - Facebook

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20 #toyota #letsGOPlaces | Findlay Toyota Prescott | Facebook

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