



Saskatoon Motor Products Finalist for the Marketing Award

Saskatoon Motor Products (SMP) has been in business since 1954. To defy the declining trend of new vehicle sales throughout North America, SMP launched a marketing strategy to distinguish the dealership and General Motors products from others in the Saskatoon market.



In 2008 SMP launched an aggressive marketing campaign. Radio and print advertisements supported the dealership's showroom activities and ongoing activities such as morning radio shows and "Test Drive Tuesday" were established. A major element in the advertising strategy was to co-ordinate with SMP's 'sister' dealership Mann-Northway, offering the same product at the same price at the same time.

During the 2008 focus period, sales volume increased 71% and SMP's Saskatoon GM market share also expanded, propelling it to the number one ranking in Saskatchewan. An extension of the marketing methods used in 2008 have been carried forward into 2009.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

