

MOBILE

Ferrari Maserati dealership taps mobile for added customer touch point

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By PETER FINOCCHIARO



Ferrari Maserati of Seattle is looking to make waves with a

promotional mobile application showcasing the Ferrari and Maserati brands.

The application is one of the first attempts by a car dealership to promote its inventory, and the first such initiative by a Ferrari Maserati affiliate. Applications are the latest handheld trend to catch on with car brands, which have been at the vanguard of mobile marketing efforts.

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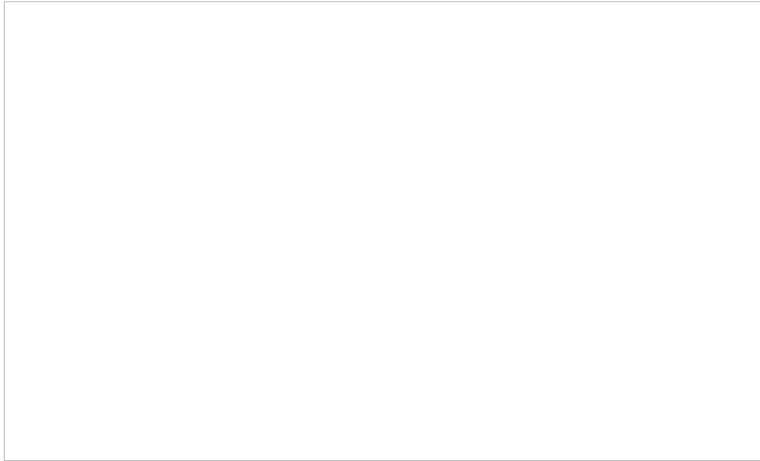
Luxury Daily

“I think the most fascinating aspect of the automotive industry’s use of mobile technology is how leading edge they have been,” said Brennan Hayden, vice president of [WDA Mobile Marketing](#), East Lansing, MI. “The major brands have been among the first to use

mobile advertising, mobile CRM and apps.

“Although it would seem in contrast to the criticism the industry comes under with regard to how they run their businesses, their very savvy use of mobile is no surprise when you look at how the industry has used the Internet as a whole, from the beginning.”

Here is a screen grab of the application:



After loading up the application, a widescreen video launches, showing a brief driver's-eye view of a car speeding along a race track, followed by a graphic logo for the Ferrari 458 Italia.

The application then loads an informational page that includes a letter to users from Roberto Perrina, director of sales and marketing for Ferrari Maserati of Seattle.

In the letter, Mr. Perrina said, “Our iPhone App is the first of its kind in the world and the first to display the same innovation and technological foresight that Ferrari and Maserati exhibit with each and every car they produce.

“It is the fusion of style, creativity and technology,” he said.

Clickable icons at the bottom of the screen allow users toggle between different types media content.

An inventory section allows the user to select for Ferrari, Maserati or Alfa Romeo and other brands and view the dealership's available inventory.

Scrolling down the page reveals several car listings, and each features a photo of the offered vehicle parked in the showroom, plus model and pricing information.

Potential customers can also use the inventory section to send the dealership contact information and any comments they might have.

Clicking on the “Video” icon generates a list of YouTube clips featuring testimonials and shots of various Ferrari models in action.

A photo section allows users to click on promotional photographs of several Ferrari models.

Users can also explore other features on the phone from the “More” icon, bringing up

contact information, dealership news and a calendar with relevant events listed, as well as news, video and photos relating to the Formula 1 professional racing league.

“[Automotive companies] have very successfully used the regular Web to support the shopping experience,” Mr. Hayden said. “And, not just the manufacturers, but the used car and even the auto parts industries have made very effective use of broadband.

“So, in mobile, I think we can expect the automotive industry to make maximum and early use of whatever useful customer touch points the mobile industry has to offer, provide the quality of the user experience is polished.”

Oren Michaels, founder and CEO of Mashery, San Francisco, came to Mobile Marketer's offices in New York and editorial assistant Peter Finocchiaro interviewed him on camera regarding the Ferrari application. Check out Mr. Michaels' video:

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