

INTERNET

## Bentley, Audi engage with New York Auto Show attendees via social media

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By ERIN SHEA

Luxury automakers are upping brand engagement through social media and mobile efforts that are aimed at attendees and enthusiasts at the New York Auto Show.

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Audi, Bentley Motors, Jaguar, Porsche, Mercedes-Benz and BMW are each using social media to engage show attendees and share information with those who are not present at the New York Auto Show March 29-April 7. As with all major auto shows, social media is vital to showcasing an automaker's models at the large event.

"Social media allows you to quickly communicate on a broad basis to those most interested," said Chris Ramey, president of [Affluent Insights](#), Miami. "It allows those who are unable to attend to be a part of the event."

"Creating communities driven by Twitter is a brilliant tactic to use for social media," he said. "Twitter is not just something you read and put up, it can be the core conversation of the event."

"It embraces engagement without attendance."

Social engagement

Some luxury automakers are engaging their followers and auto show attendees through social media platforms.

Audi is using Tagboard to display certain tweets from consumers on a large display screen near its vehicles at the show.



*Audi Tagboard display*

The automaker has been promoting the Tagboard through its Twitter and Facebook channels. Consumers can contribute to the Tagboard by using two hashtags - #Audi and #NYIAS - in their tweet.



*Audi tweet*

Also, Bentley is using hashtags to gain exposure for its new Flying Spur vehicle.

Each of the three Bentley vehicles on display has a hashtag on its license plate to remind attendees to use it on social media.



### *New Flying Spur*

In addition, Porsche used the hashtag #50Y911 to continue its celebration of 50 years of the 911 vehicle. It reminded attendees to use hashtag with a display at the event and through its Twitter feed.



### *Porsche tweet*

The 911 was a focal point of the Porsche display.



*Porsche display*

Staying connected

Other luxury automakers are making sure to spread the word about the auto show and their promotions through various social media platforms such as Twitter, Vine, Tumblr and Facebook.

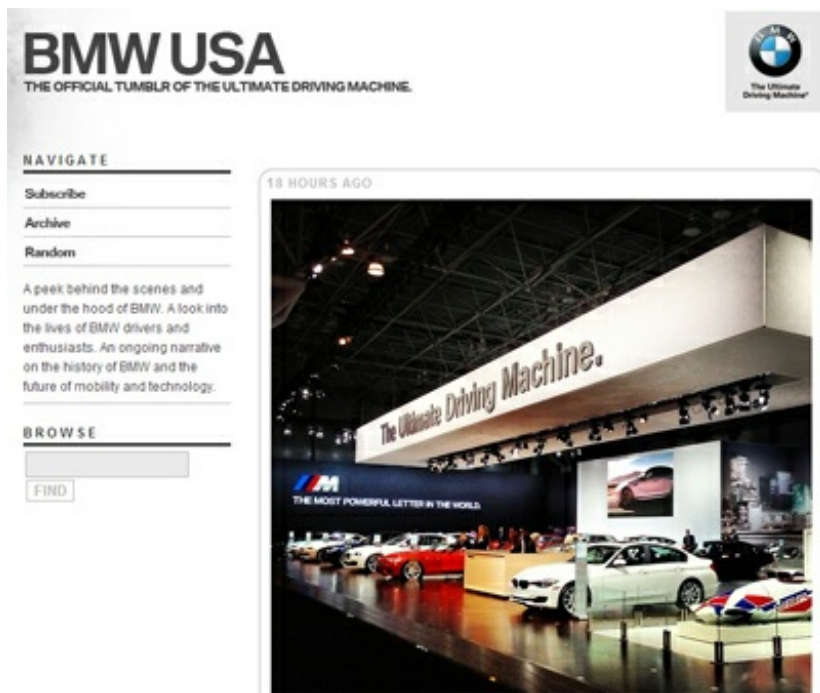
Rolls-Royce, Audi, BMW and Aston Martin have already posted Facebook images in albums and on their Timelines from the Auto Show.



*Rolls-Royce Facebook post*

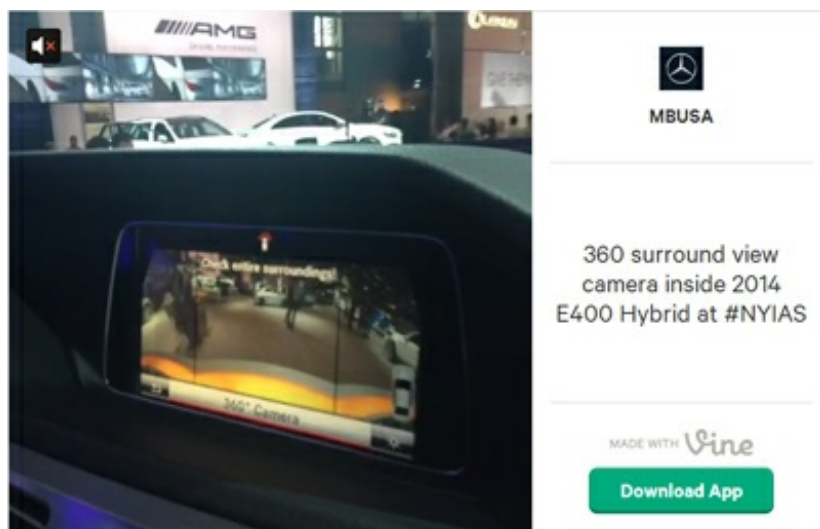
BMW has been posting its images from the auto show on its Tumblr account that is being spread around through the re-blogging of other Tumblr users.





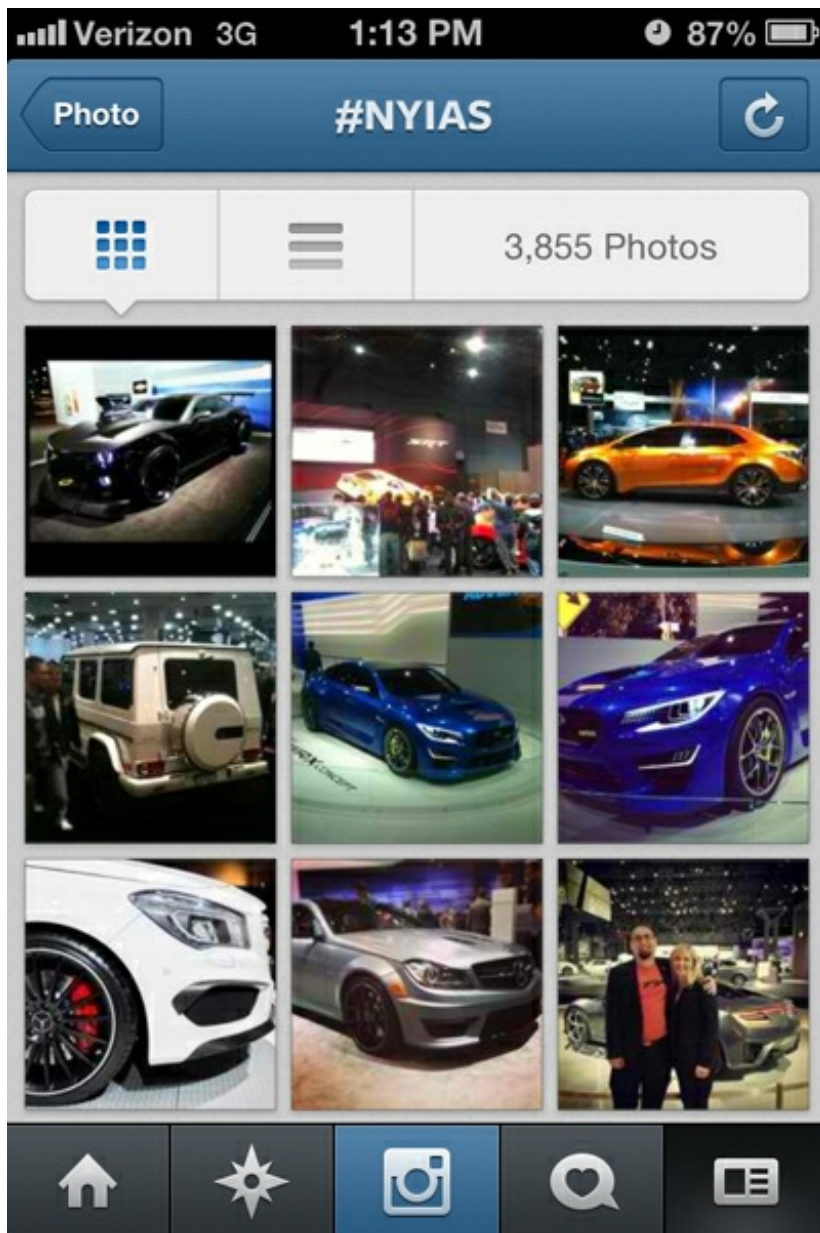
*BMW Tumblr post*

Both Jaguar and Mercedes are using Vine to give consumers a quick look at their new vehicles.



*Mercedes Vine video*

The auto show buzz is also growing on Instagram with approximately 3,800 photos tagged with the hashtag #NYIAS.



*#NYIAS on Instagram*

These social media posts can help to further grow the buzz for the automakers.

"By getting people to incorporate hashtags in their own tweets, it adds legs to an automaker's message," said Dave Rodgeron, senior management consultant of retail strategy and change at **IBM Canada**, Toronto.

"Another aspect is that a hashtag is like a digital bookmark across social media," he said.

"Incorporating in hashtags in traditional advertising is an effective way to mesh media and get the consumer to jump over to the virtual world to hear more about the message."

Below are photographs from the New York Auto Show.



*Rolls-Royce display*



*Jaguar vehicle*





*BMW display area*



*1964 911 Porsche*





*McLaren display area*



*Attendees gathered around Land Rover display*



*BMW iPad display*



*Lexus display area*



*Mercedes-Benz shows off Electric Drive*

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/vxV14C3xecA>

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