

EVENTS / CAUSES

## Jaguar Land Rover targets private club members through exclusive events

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By JOE MCCARTHY

Jaguar Land Rover is collaborating with private club operator ClubCorp to host a series of events throughout the United States to boost brand awareness among ClubCorp members.

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**Luxury Daily**

The "A Night of Luxury" events will give ClubCorp members an opportunity to drive the latest Jaguar and Land Rover models while enjoying other activities. Stoking new and old business connections with effusive evenings outside of a typical sales environment is an effective way to raise brand loyalty and boost sales.

"These type of events provide luxury brands with an opportunity to engage an audience in a casual environment," said Randy Kazmierski, vice president partner of marketing and sales at [ClubCorp](#), Dallas, TX.

"It allows potential clients and customers to interact with products and services without the pressures of the sales process," he said.

Up the curb

A Night of Luxury events will take place in Orange County, CA, Dallas, Washington, Atlanta and Pittsburgh.

Various ClubCorps clubs will provide guests with touch points ranging from food and wine to

fashion and real estate.



*Brookhaven Country Club, Dallas*

Each sponsor will have a display area for their products and services. Sponsors are likely to interact with one another and trade insights.

Guests can casually observe and test drive new Jaguar and Land Rover models, including the new Jaguar F-type. Product specialists will be on hand to provide details on each vehicle and answer questions.



*Jaguar F-type*

The relaxed environment may nudge consumers who are reluctant to deal with salespeople. Furthermore, the setting is likely to spur guests to test-drive vehicles they may never have looked at otherwise.

"With an average income of \$256,000 and an average net worth of \$2.2 million, the audience is highly desirable for luxury brands," Mr. Kazmierski said.

"By engaging with the audience through these events, brands have been essentially invited into this community of affluent, well-educated consumers," he said.

"Being a part of that community is key to building a relationship with potential buyers."

### Making connections

Multi-city tours can help luxury automakers promote vehicles by physically showing them off to consumers.

For instance, Bentley Motors pushed the U.S. reveal of its new Flying Spur model among best prospects in the British automaker's largest market by holding invitation-only events in three cities.

Bentley had partnered with American Express Publishing's Departures magazine to host a series of three "One Night Only" events in the United States, the first of which took place March 26 in New York. Select guests gathered to witness the unveiling of the Flying Spur, chat with craftsmen from the automaker's Crewe, England-based factory and watch a performance by singer-songwriter Solange Knowles ([see story](#)).

In addition, Italian automaker Maserati is teaming up with high-end audio specialist Bowers & Wilkins for the Seven Notes Tour to introduce the 805 Maserati Edition speakers and ignite global interest in the Quattroporte vehicle.

The automaker is traveling the globe to throw parties in honor of the Quattroporte and its partnership with Bowers & Wilkins. Transforming the engine's sounds into conceptual music and structuring the tour around this premise will likely attract a younger, nightlife-oriented crowd ([see story](#)).

However, narrowing a tour's scope to such a vetted crowd could help brands reach their target audience.

"These events allow members of ClubCorp Clubs to experience the latest models right in their own backyard," Mr. Kazmierski.

"In the past we've had members leave the event and drive directly to the local dealer and purchase a car," he said.

"During one test drive event, a member actually stopped by his house to ensure the car would fit in his garage."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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