



043 741 1061



info@carcityel.com



www.carcityel.co.za



To: Sarah Davis

We at Car City are honoured to be presented with this opportunity and are eager to grab it with both hands as it is something we hold in high regard. With over 20 years in the industry, we are passionate about what we do. Our directors, Brad & Royden, are hands on with every client.

Having a good working relationship with ABSA, as well as our in house F&I manager who previously worked for ABSA, has added immense value to our offering. The ability to use the P2P code will multiply that tenfold. We believe it will give us an industry edge, be a key part of trade and satisfy our clientele at Car City.

We understand the magnitude of this opportunity and will treat this with the utmost respect. We will hold all deals to the same high standard we pride ourselves on in the interests of ABSA, Car City and the clients.

We have consulted with our Digital Marketing Agency, Pixl Online Solutions, to build an aggressive and positive marketing strategy to initiate consistent, positive growth using the code.

Please see our proposed Marketing Strategy on the next page.

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Marketing Strategy

*Please note: All visual communications, design and copy will be subject to ABSA corporate identity guidelines where applicable.

Digital:

- P2P page added to our Website
- Search Engine Optimisation (SEO)
- Google Search Ads
- Social Media Content Schedule (Informative Content)
- Social Media Advertising

Traditional:

- Signage
- Print Media

Sincerely,

Royden Hart
Director

Brad Jones
Director