



LUXURY CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

Auto Palace Hungary is a group of luxury car retailers with three dealership locations across the country. With a long and superior history in the industry, Auto Palace is committed to being at the forefront of luxury auto retail. Their large Budapest location deals in Land Rover and Jaguar brands.



AutoPalace
Buda



AMBIENT SCENT SIGNIFICANTLY AND SUBCONSCIOUSLY INFLUENCES CONSUMER PERCEPTIONS OF A STORE'S ENVIRONMENTAL ATTRIBUTES

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THE CHALLENGE

How could Auto Palace improve the environment of their Budapest dealership to match the luxury of the brands they deal.

THE SOLUTION

In November of 2016 we partnered with Auto Palace Hungary to add ambient scenting to their showroom.

One AQ100 was set up in the room to diffuse "Boutique Noir" fragrance.



THE RESULTS

Since installing our fragrance services Auto Palace management and employees have noted the positive impact on the environment. Employees especially remark that the fragrance is "a really good choice" and elevates the showroom experience for shoppers.

HIGHLIGHTS

- "BOUTIQUE NOIR" SCENT WAS INTRODUCED TO ENHANCE THE BRAND
- SINCE INSTALLING OUR FRAGRANCE SERVICES AUTO PALACE MANAGEMENT AND EMPLOYEES HAVE NOTED THE POSITIVE IMPACT ON THE ENVIRONMENT

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