



LUXURY CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

Axess is a luxury car dealership in Port Louis, Mauritius specialising in Land Rover and Jaguar. The luxury car market is highly competitive.



axess



COMPLETE REDEVELOPMENT OF THE PHYSICAL EXPERIENCE AT THE DEALERSHIP.



*Dr. Ian Robertson
Global marketing BMW*

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THE CHALLENGE

How can Axess gain a competitive edge and drive sales in their luxury car dealership?

THE SOLUTION

In August of 2014, Axess decided to introduce our ambient scenting services.

An AQ550 diffusion appliance was wall mounted in the showroom. "Sensual Wood" fragrance was chosen for its luxury qualities.

THE RESULTS

By implementing an effective ambient scenting program in their showroom Axess has kept pace with the global trend of redeveloping the luxury car dealership experience. This gives them a competitive advantage in their highly competitive environment.

HIGHLIGHTS

- THE "SENSUAL WOOD" FRAGRANCE WAS CHOSEN FOR THE BRAND. AN AIRQ 550 DIFFUSION APPLIANCE WAS INSTALLED.
- AMBIENT SCENTING HAS BEEN PROVEN TO INCREASE DWELL TIME, IMPROVE BRAND EVALUATIONS, AND ULTIMATELY INCREASE SALES IN RETAIL ENVIRONMENTS.



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