



## LUXURY CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

BMW is an iconic luxury global automotive brand. Unfortunately BMW Austria was struggling with malodors in their showroom from the new cars in summer heat.



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



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### THE CHALLENGE

How to eliminate malodors and elevate the showroom environment to match the luxury brand identity?

### THE SOLUTION

In June of 2014, the BMW dealership in Kaprun, Austria decided to partner with us to provide ambient scenting services.

One AQ550 scent diffusion appliance was installed in the showroom of the dealership. "Mandarin Zest" fragrance was chosen for its malodor cancelling properties.

### THE RESULTS

Today customers at BMW Kaprun are no longer negatively influenced by malodors and their experience is positively enhanced by "Mandarin Zest" fragrance.

BMW Kaprun was so pleased with the effects of our ambient scenting that they signed a two year contract for scenting services.

### HIGHLIGHTS

- "MANDARIN ZEST" SCENT WAS INTRODUCED TO ENHANCE THE BRAND
- BMW KAPRUN WAS SO PLEASED WITH THE EFFECTS OF OUR AMBIENT SCENTING THAT THEY SIGNED A TWO YEAR CONTRACT FOR SCENTING SERVICES.

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