



## CAR DEALERSHIP INTRODUCES AMBIENT SCENTING INTO IT'S AUSTRIAN SHOWROOMS

Kaufmann is a Hyundai dealer in Austria. They were experiencing malodors in their showroom during high summer temperatures.



HYUNDAI



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

*Service Business*



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## THE CHALLENGE

How to maintain a pleasant showroom environment leading to increased dwell time and better customer experience?

## THE SOLUTION

Kaufmann chose to introduce our scenting services to combat their malodor issues before the next spring and summer seasons.

An AQ550 diffusion appliance was installed in the Kaufmann Hyundai showroom "Rainshower" fragrance was chosen to bring freshness into the retail environment.

## THE RESULTS

Today the Kaufmann Hyundai showroom is suffused with the airy pleasant aroma of "Rainshower" fragrance.

In today's luxury car industry, customers must spend an average of 1 hr 40 min in a dealership before they commit to buying. With our ambient scenting increasing their customer dwell time, Kaufmann has a significant advantage

## HIGHLIGHTS

- THE "RAINSHOWER" FRAGRANCE WAS CHOSEN FOR THE BRAND. AIRQ 550 DIFFUSION APPLIANCES WERE INSTALLED.
- AMBIENT SCENTING HAS BEEN PROVEN TO ELIMINATE MALODORS. CUSTOMERS LINGER LONGER IN ENVIRONMENTS WITH PLEASANT SCENTS.



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