

OBJECTIVES

Selling in accessories was an uncomfortable or unfamiliar part of the sales process for many dealers. Land Rover commissioned Freestyle to develop an effective way of presenting the range of Freelander 2 accessories and making it easier for customers to tailor the vehicle to their needs.



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SOLUTION

Our designers created a customisable 3D model of the Freelander 2 that can be rotated through 360 degrees to view the vehicle from all angles.

The Exterior and Interior Builder tools showcase the car's features, giving the customer the power to tailor the vehicle to their taste - changing paint colours, alloy wheels, seating styles and trims.

Using the Accessory Builder, the customer can view and add accessories to the model to create their ideal vehicle, based on seasonal or activity-based requirements such as off-road touring. The selected accessories are automatically formatted into a list that the customer can print off and give to their dealer.

RESULTS

The customisation tools have helped dealers to understand and up-sell the range of available accessories for the Freelander 2.

The Builder tools have become such an essential part of the sales process that Freestyle has been commissioned to roll them out across multiple global markets.

