

MARKETING NEWSLINE

D.P.	
SALES MGR.	
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SERVICE MGR.	



Parts Department

PA132/91
25 November 1991

Attn; Dealer Principal
Parts Manager
Service Manager

Ford / Champion Contest Prize Weekend

The weekend of 15-17 November saw the successful conclusion to this contest. The venue being the beautiful Bay of Islands.

The participants, - Dealership winners, accompanied by Champion and Ford hosts were treated to a weekend that will be fondly remembered by all for a long time.

The activities commenced with a tour of a Ford plant followed by a luncheon. The War Birds Dakota flight to Kerikeri, (Take off was delayed because of fouled (Non Champion) spark plugs!) was for many, a unique experience.

The Waitangi Hotel is certainly international class, the standard of luxury that deserving winners are entitled to.

The Friday evening meal and entertainment was provided on a Vintage Steam Train during a return journey between Opuia and Kawakawa. The hold up of the train by some bandits resulted in a hostage being taken, the ransom having to be paid at a quaint hotel in Kawakawa.

The following morning started with a substantial breakfast. At 8.00am (an hour considered too early by some!) the three Big Game fishing launches took the fishermen out in search of Marlin and a \$20,000 cash prize.

For most participants this was their first opportunity to appreciate the splendour of this world renown tourist location.

As it happened the reward of fish caught did not quite match the effort put in by the fishermen. Some crew members discovered they were not as good a sailor as they thought!. Seasickness, however did not dampen enthusiasm.

Prize giving and a superb barbeque meal followed the fishing. The Ford / Champion Big Game Fishing Trophy was jointly won by Matt Tweedie -Service Manager -Crichton Motors - Napier and David Tobin -Parts Manager -Team Hutchinson Ford -Christchurch These gentlemen were the most successful fishermen.

The following morning included, for those that wished, a leisurly stroll around the historic and picturesque Treaty House and grounds. The flight home was in perfect sunny conditions , providing fantastic sightseeing from 1500 feet. The City of Sails was viewed at its best.

This prize weekend, it is hoped will be an annual event. There is no doubting that Champion Spark Plug NZ Ltd appreciated the co-operation and effort put into this contest by the Ford Motor Company and dealers.

In addition to a general very healthy increase in spark plug sales volume and profits, this contest has been and will continue to provide the motivation to help all of us reach our rightful position in the spark plug market.

There are some very exciting prospects ahead for us at present, and not only in the spark plug market. Dealers recently have reported the potential they see has developed with the recent acquisition of one competitor by another. Apparently there is customer resistance to their business tactics and the excessive price increases which were passed on when the acquisition was made. While Lucas customers are expressing a desire to buy from alternate suppliers we suggest that Ford dealers make the most of this lucrative potential and become that supplier.

Finally, we at Ford wish to thank Champion Spark Plug NZ Ltd for their support of this contest and are sure dealers were equally appreciative. We look to a continued association and another sales contest in 1992.

Enclosed please find some photos of some of the weekend's highlights.

Yours faithfully,



Lionel Flashman.
Product Specialist.
Parts Department, Sales Office.

