

Parents Wanted

Uniting industry leaders to lessen the anxiety of being a new parent.



New Baby – New Purchases





Too much.

Too many brands.

Too many products.

Too little time.

Too much frustration.





Even more.

More money to spend.

More factors to consider.

More on the line.

More confusion.



Nissan has recently released an ad recognizing the car's role in the new parent experience.



...but such an ad is still just another voice to be heard.

There remains a huge opportunity for brands within this space to collaborate and collectively improve the shopping experience for new parents.



Why Volkswagen?





Enthusiast.

Whether they buy their Volkswagen because of safety, intuitive interiors, or the sporty whine of a turbocharger, Volkswagen customers are a story of constant loyalty and enthusiasm.

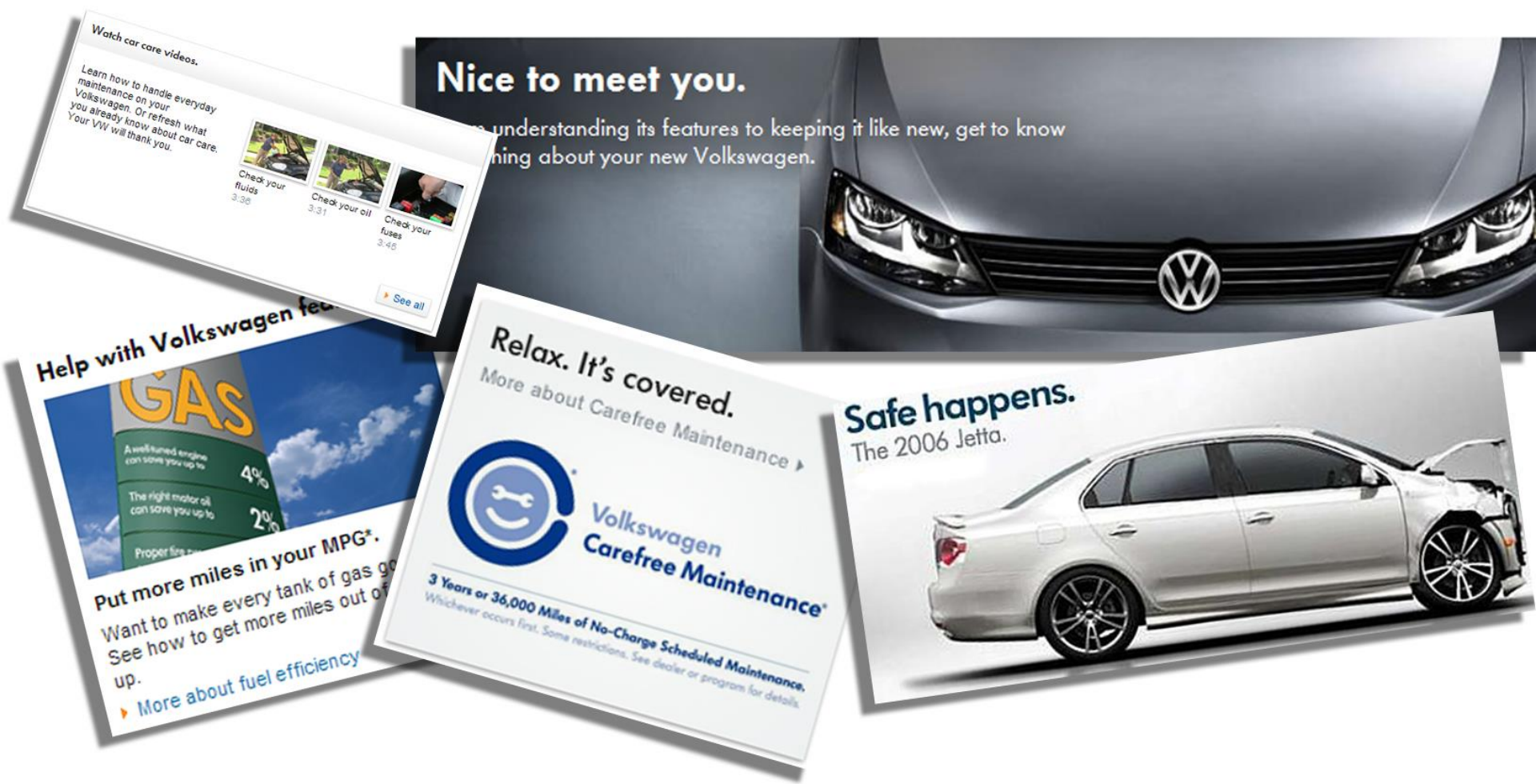




Priorities change. Enthusiasm does not.

Volkswagen owners would likely embrace the brand's further involvement in this life stage.





Nice to meet you.

Understanding its features to keeping it like new, get to know
 something about your new Volkswagen.

Guiding light.

Volkswagen always makes their customers feel as though they are not alone on the road of life. With this natural “motherly” connection, a natural next step would be to become more involved in child passenger safety.



The Scenario





The first family vehicle purchase can be a frustrating experience, as many factors combine to create what is often a disparity between what the consumer “wants” and what they feel that they “need.”





Most of the factors that drive the perception of what the family “needs” are either intangible or - in the case of an infant car seat - relate to an item that requires its own separate shopping trip/experience.





How can a new family be certain they are making the best decision for themselves and their new child?



The Solution



Improve the dealership experience...





evenflo



One stop shop.

Offering both items for sale together allows many of the questions regarding vehicle and child fit to be answered on the spot.





Be proud.

Consumers take pride in the interiors that Volkswagen takes pride in creating. Recognizing this pride by extending it to the families' little ones furthers that seemingly personal connection with the consumer.





Not every parent wants to be a Soccer Mom.

Consumers can have extra peace of mind knowing that their decision to purchase the car that they would rather have comes at no sacrifice to the safety of their newborn.



2011 CC Lux Limited

STANDARD FEATURES

PERFORMANCE/HANDLING

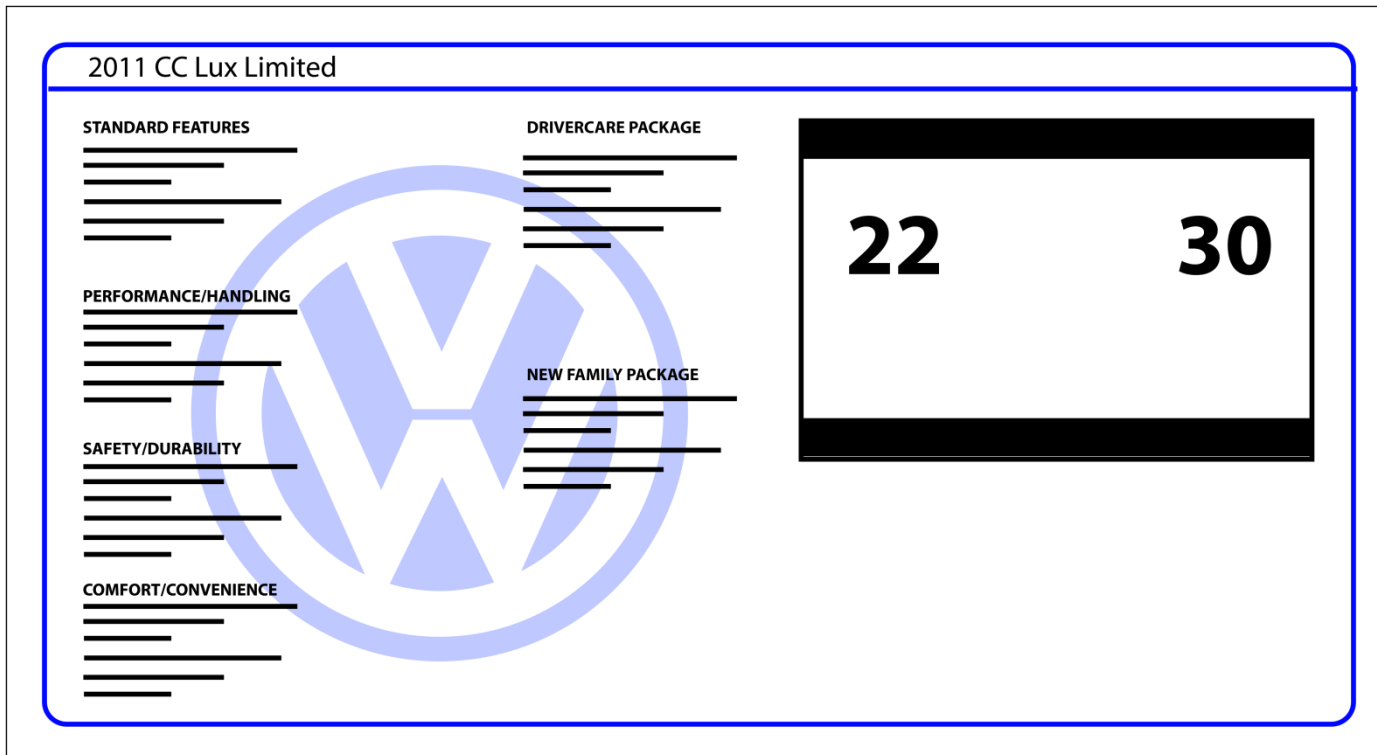
SAFETY/DURABILITY

COMFORT/CONVENIENCE

DRIVERCARE PACKAGE

NEW FAMILY PACKAGE

22 **30**



Loaded Options.

OEM child seats could be bundled as part of a “New Family Package” option set available for each vehicle, similar to “sport” and “cold weather” packages already available.

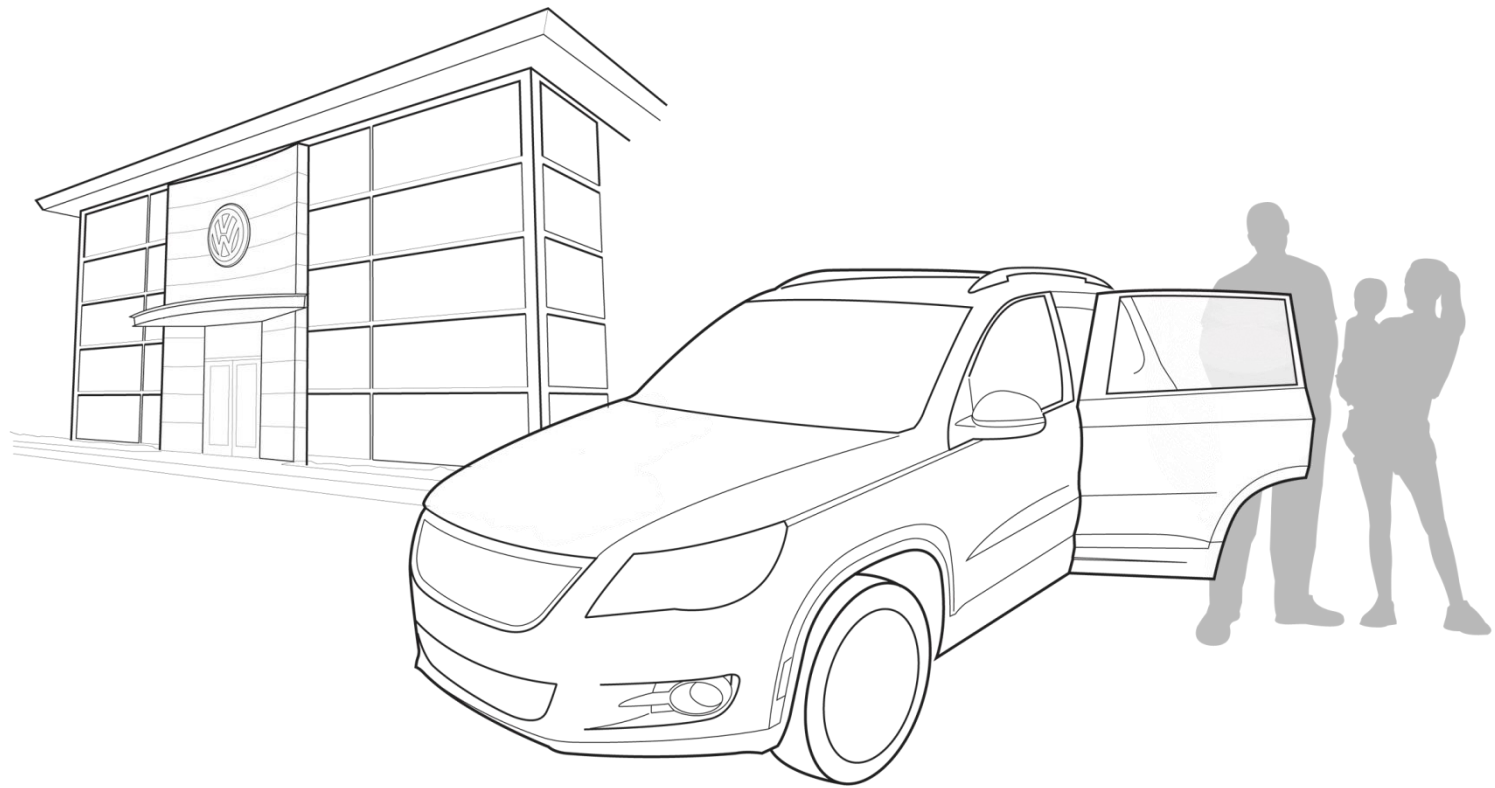




Everyone likes having money.

Reduce the impact of the purchase by allowing the cost to be rolled into the vehicle financing. This could potentially give some families the ability to have a nicer car seat than they otherwise would have selected.



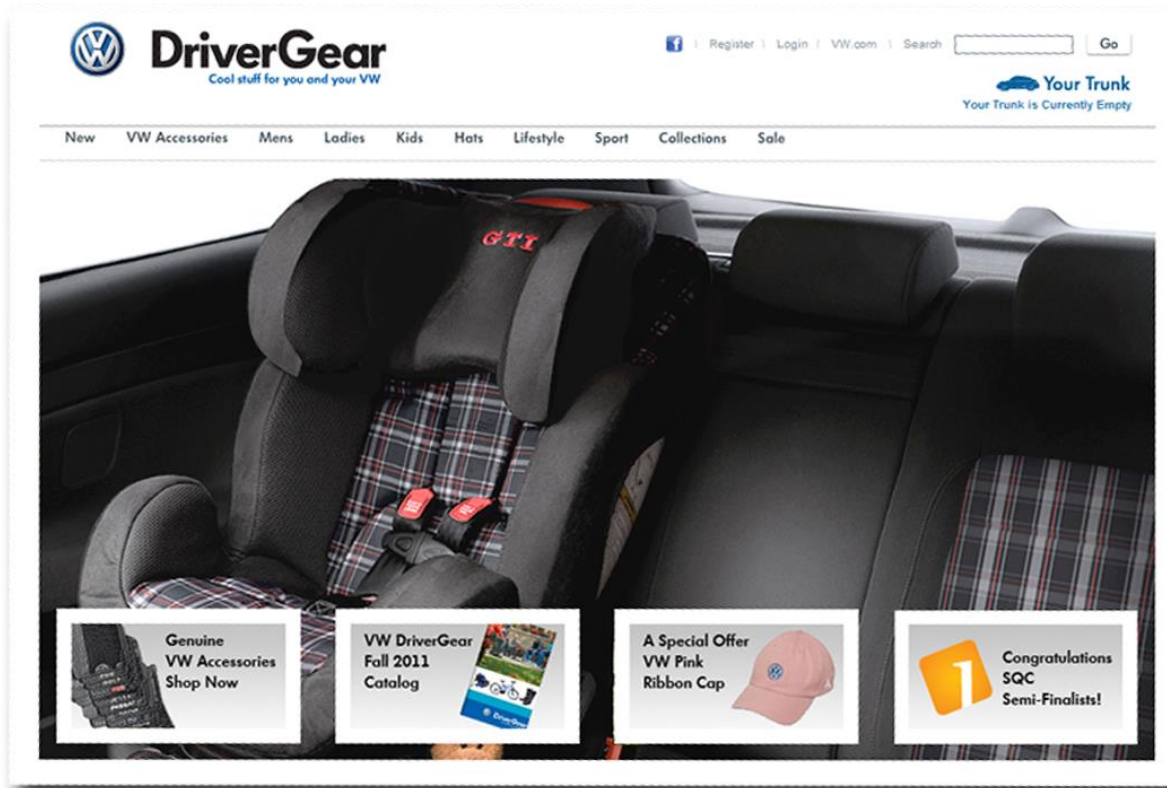


Hasslefree test drives.

Currently the child and child seat are a major frustration in the test drive experience.
Make them a feature.

Having vehicles at the dealership already equipped with the New Family Package would dramatically improve the test drive experience for both the customer and salesperson.





Cool Stuff.

OEM child seats could easily be added into the DriverGear lineup.





This safety brought to you by Volkswagen and Evenflo.

Becoming a larger part of the new family experience would be consistent with past and current campaigns focusing on safety and “family.”





Carefree child safety.

Routine vehicle maintenance becomes a routine car seat check. Service writers could bring the knowledge base of a CPS tech to a greater audience. Dealership staff could answer questions and even suggest when a new car seat purchase is necessary.





Why Evenflo?

Uniting industry leaders to lessen the anxiety of being a new parent.



**Getting the little things right is a big thing.
That's Das Auto.**



Let's get the little things right for the little ones.

