



Lexus

Dealership Network Case Studies


LEXUS

 pepperstone

LEXUS BIRMINGHAM: DAVID LLOYD LICHFIELD

Overview of Activity:

- Partnered with David Lloyd Lichfield to foster community-centric initiatives.
- Hosted an interactive event with Paralympian Lucy Shuker, promoting inclusion and inspiration
- Collaborated with RGK Wheelchairs, enhancing accessibility and inclusivity for members
- Ran an exclusive giveaway for David Lloyd members to win Davis Cup tickets

Key Benefits for the Club:

- Enhanced member experience with unique events, driving community engagement
- Increased access to resources and equipment (e.g., tennis balls) through sponsorship
- Built a more inclusive environment, attracting a diverse range of participants
- Significant member engagement through gifting of tickets and experiences to club members

The image displays two promotional materials. On the left is a social media post from the Facebook page 'rgkwheelchairs_uk'. The post is titled 'Wheelchair Tennis Experience Day' and lists several activities: taking part in wheelchair tennis, a Q&A session with a Paralympian, goodies and prizes, discounts, and an open participation policy. It also provides the location as David Lloyd Lichfield, WS14 0QP, and the time as 12:30pm - 4pm. Logos for LTA Tennis for Britain, RGK, and David Lloyd Clubs are visible, along with a sponsorship credit to Lexus Birmingham. On the right is a Facebook post from 'David Lloyd Lichfield' dated 2 September. It announces a 'Monday Giveaway' for members, offering a chance to win tickets to Davis Cup matches at the AO Arena in Manchester. The matches listed are Canada vs Argentina on Tuesday 10th September, Great Britain vs Finland on Wednesday 11th September, Great Britain vs Argentina on Friday 13th September, and Finland vs Argentina on Saturday 14th September. The post includes an image of four Lexus cars (silver, white, blue, and orange) parked on a tennis court, with the text 'Courtesy of LEXUS | BIRMINGHAM' below them.

LEXUS CHESTER: HOOLE TENNIS CLUB

Overview of Activity:

- Sponsored key club events and provided vital equipment for improved facilities (e.g., tennis balls, nets, windbreakers)
- Supported a 4-day tournament, incorporating interactive elements for enhanced member engagement
- Partnered with tennis influencers to elevate club profile and excitement

Key Benefits for the Club:

- Supported young talent and accessibility, creating a nurturing environment for future tennis stars
- Consistently enriched club activities, enhancing member satisfaction and retention.
- Explored sustainable improvements, positioning the club as a forward-thinking community leader



LEXUS BOLTON: MARKLAND HILL RACQUETS CLUB

Overview of Activity:

- Sponsored the Bolton League Tennis Tournament, invigorating the club's tournament scene
- Enhanced event vibrancy with interactive giveaways and community activities

Key Benefits for the Club:

- Energised club atmosphere with engaging events that foster community spirit
- Increased participation and enthusiasm through interactive elements and giveaways
- Strengthened ties with the LTA, enriching club reputation and opportunities



SNOWS GROUP: THORNDEN TENNIS CLUB AND REGIONAL CLUBS

Overview of Activity:

- Participated in annual finals day with added value through entertaining displays and refreshments
- Provided an LBX demonstrator vehicle for versatile use by multiple clubs, enhancing member experiences

Key Benefits:

- Enriched member experiences with exciting events and engaging activities
- Supported membership growth with attractive referral schemes and club partnerships
- Broadened impact through collaborative events, strengthening club community ties

