



Plush Toys for the Automotive Industry



Many car dealerships recognize that plush toys are important in helping them achieve a remarkable customer experience. A branded plush toy is kept for a number of years and so a dealership's brand and message are exposed and reinforced repeatedly. Hand out at community events or give to a child whose parents are visiting the dealership – has the added bonus of amusing the child while the parents make a car purchase!



Reduce the stress of car buying with a squeeze toy!
Create a custom squeeze toy specific to a dealership for a cost effective and fun give-away.



It is important for automotive repair shops to stand out from the competition and this company loves Dom, their cute "grease monkey" for client giveaways that help them stay top of mind. And their employees just love taking Dom home to their kids.

Buyers of luxury cars tend to be loyal and enthusiastic about the make of car they purchase and so many luxury car dealers offer merchandise that enables customers to show their loyalty with lifestyle gifts, that help maintain brand awareness and brand enhancement.

Lexus offered the choice of a "mum and baby" plush seal or hippo as an appreciation gift to buyers, knowing that this would be used for a long time, providing continued maximum exposure for their brand.

