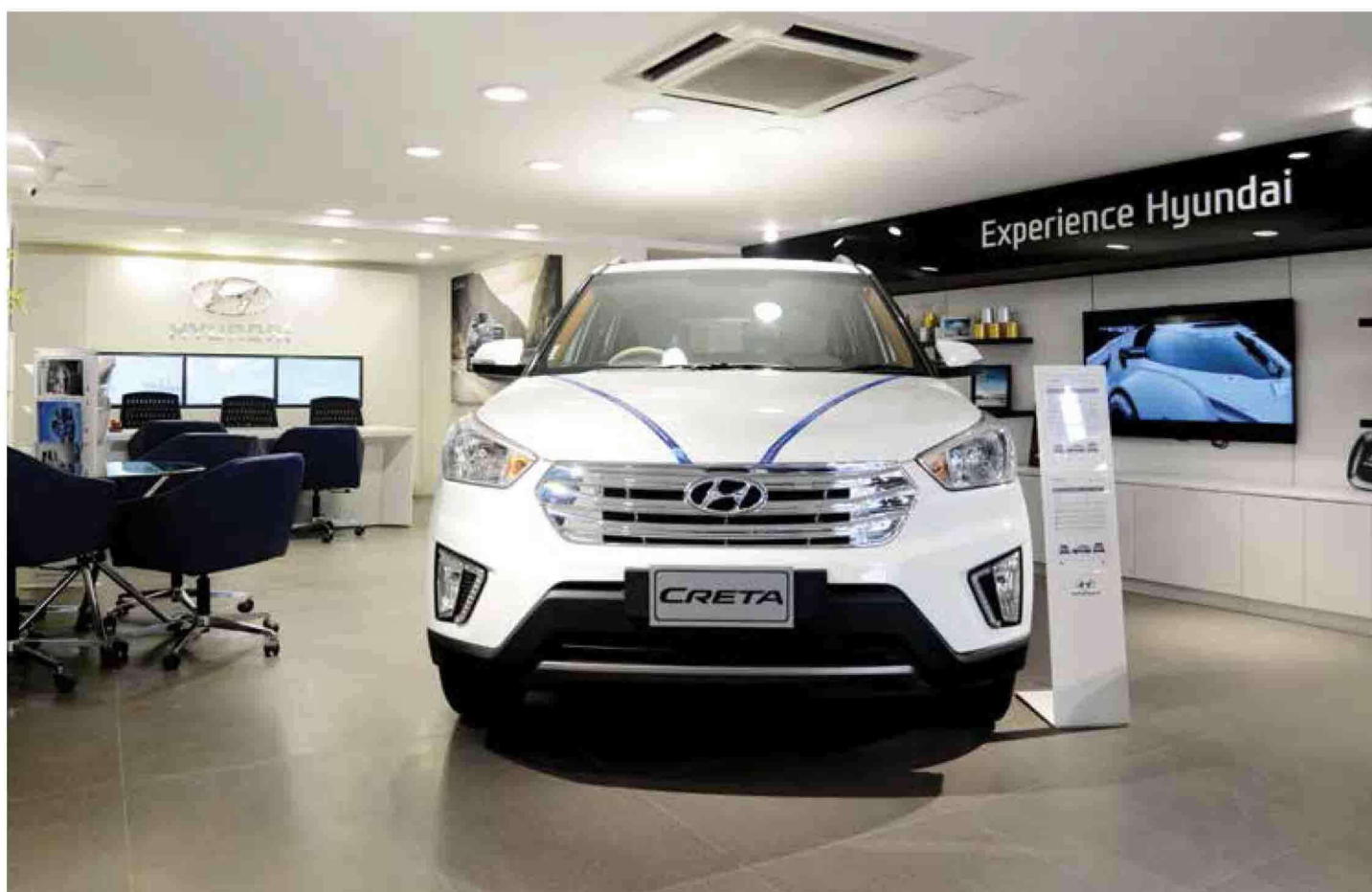


On Digital Wheels

Automobile major Hyundai's idea to comply with their Global Dealership Space Identity (GDSI) that encourages digital showroom design has worked well as a store concept that deals with today's space crunch in retail. Adding to that, the most advanced digital interface and clean-cut retail design cater to the new age consumers. VM&RD explores the latest dealership identity Unity Hyundai at Connaught Place, New Delhi.



The digital sales outlet is an extension of Hyundai Channel in India that reflects the current trends of the market.

The Digital Sales Outlet is strategically positioned and is an optimum sized Premium Experience showroom facility where majority of the elements are highlighted in the digital format. Puneet Anand, General Manager and Group Head – Marketing, Hyundai Motor India Limited, explained, "The digital sales outlet has display for 2-3 actual cars with digital contents being accessible for customers. Customer can also request for the test drive via online format. Being linked to the main dealership, the customers are able

to check the actual cars and also process the contract for purchasing the car."

Digital sales outlet also gave Hyundai advantages like bringing down the showroom development time to as less as 60 days and better enquiry tracking while positioning Hyundai as a modern premium brand and dishing out unique retail experience to customers.

The 1970 sq ft showroom, dedicating 1200 sq ft as main showroom area and 800 sq ft to lux level, uses white as its primary colour complied with GDSI with minimal

and strategic use of black. Various digital interfaces cause curiosity for customers – be it digital content guide at the main entrance or the digital kiosks around the length and breadth of the showroom to position brand identity and handle varied customer queries. Touch screens, colour chips, video promotions and specifications inundate the showroom. To keep up with the digital nature, Unity Hyundai used LED in a big way – at main fascia, entrance gate, wall panelling, reception brand wall etc.

Minimum number of display cars come with respective video content for better



Puneet Anand, General Manager and Group Head – Marketing, Hyundai Motor India Limited

understanding of most minor specification. Information tables are set for customers to search the model line-up and specification. The lifestyle collection is also showcased to provide emotional and attractive experience. Clean cut leatherite furniture adds to the minimal nature of the showroom while studio units are finished with simple wooden work.

“Through this and other digital showrooms, we have tried to add high definition of our brand with technology playing a huge role. We have given immense importance to sympathy, emotional and special experience and information exchange in a truly digital space,” added Anand.●

Satarupa Chakraborty

Flooring Tiles

Benaulim (HR Johnson)

Fixtures, graphics and others

Innocean Worldwide India

