

RISO Snapshot of Success

“It’s a stress-reducing machine. If you’re toying with the idea of buying one, just go to RISO and get one.”

Jeff Summers, Director of Marketing, Allen Samuels Auto Group



Allen Samuels Auto Group

What do a hailstorm, a car dealership, and a RISO HC [high-speed inkjet printer](#) have in common? Increased profits, if the car dealership is the Allen Samuels Auto Group.

Allen Samuels Auto Group is a thriving car dealership with twelve locations in the state of Texas. Like many car dealerships, Allen Samuels Auto Group not only sells cars and trucks, but also provides a variety of after-sales services including maintenance and body shop work.

Originally, Allen Samuels Auto Group relied on local newspapers as their primary source of advertising car sales and service. With advertising costs soaring, the Auto Group had to find a better way to reach customers. They found the answer at one of their own dealerships.

Jeff Summers was in charge of marketing for one Allen Samuels location, and this location set sales records for eight consecutive months by using direct mail to keep customers informed about special events and service promotions. Summers was promoted to Director of Marketing, with the directive to replicate his success at all 12 locations. He began looking for [production printers](#) that could handle the increased workload.

RISO was the obvious choice for Allen Samuels Auto Group. Summers explains, “When I went and looked at [the HC], I had to have it...It fit every aspect that I was looking to fill, it did it and it’s actually done better than that.”

For full color direct mailing campaigns and other [variable data](#) jobs, the HC cannot be beat, costing the dealership under a quarter to get a postcard to customers mail boxes. Summers can turn around a full color mailing in less than a day, making sure their message gets to the consumer before the competition has time to react. The direct mail campaign is very successful drawing in 30% more people at one seventieth the cost of the newspaper ads. Currently, Summers sends out 240,000 mailings a month, with plans of increasing his mailings to 500,000 a month.

A large percentage of dealer revenue comes from performing service on customer’s vehicles.

Outsourcing service reminders was costing

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Allen Samuels Auto Group \$64,000 a month. After switching to the HC [high-speed inkjet printer](#), not only did they save \$30,000 a month, they also attracted more service calls—and profit—due to the added color of the service reminders.

One of their most successful mailers was inspired by a hailstorm. While the storm was hitting the area, Summers was in his office using the HC to print 6,000 postcards advertising the dealership's

body shop services. The postcards reached customers in the affected areas the next day, before any other area car dealer could think about running a newspaper ad. “The phone banks locked up,” explains Summers. The body shop was booked for 6 months repairing cars damaged in the hailstorm. “We had to add staff,” Summers remembers. With over 870,000 pages printed in less than 7 months,

their HC runs around the clock at the beginning of each month to keep all twelve dealerships supplied. Summers explains, “It’s a stress reducing machine. If you’re toying with the idea of buying one, just go to RISO and get one.”
