



Driven By Excellence

Founded in 1984, Lomotion is a specialty car dealer offering sales, service and performance of Corvettes, BMWs and other special interest vehicles. When you see their cars in person you know that you are dealing with the high end of their market. Every car looks like a show car, but their sales and marketing materials did not have the same feel.

Re-Imagining The Brand

Lomotion's online image wasn't any different from most ordinary used car dealers. Their branding strategy was essentially non-existent. We created new visual and verbal branding that gave Lomotion's online viewers virtually the same experience looking at the cars on their website that they would get looking at the cars in their showroom.

We presented the Lomotion brand in a setting that had a look and feel that fits in with the branding of industry-leading luxury products. This positioned the brand further upscale for expansion in the current and future markets for their cars and service. Now their brand is instantly identifiable, memorable and better positioned to build long-term brand equity.

SERVICES PROVIDED

- :: Research
- :: Brand Strategy
- :: Logo Design
- :: Photography
- :: Website Design
- :: Signage
- :: Advertising
- :: Collateral
- :: Apparel
- :: Marketing Plan
- :: Marketing Presentation
- :: Custom Publishing



A car of value is a tangible product that gives you a physical as well as an emotional experience. That is what the Lomotion brand needs to convey—online and offline, virtually and in person.



THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE

224 OVEROCKER ROAD (RT 44)
POUGHKEEPSIE, NY 12603
845.471.5705 :: LomotionAuto.com

DRIVEN BY EXCELLENCE™

© 2013 LOMOTION. Photo by Frank Famularo



THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE

224 OVEROCKER ROAD (RT 44)
POUGHKEEPSIE, NY 12603
845.471.5705 :: LomotionAuto.com

DRIVEN BY EXCELLENCE™

© 2013 LOMOTION. Photo by Frank Famularo



THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE

224 OVEROCKER ROAD (RT 44)
POUGHKEEPSIE, NY 12603
845.471.5705 :: LomotionAuto.com

DRIVEN BY EXCELLENCE™

© 2013 LOMOTION. Photo by Frank Famularo

DRIVEN BY EXCELLENCE™

LOMOTION

SINCE 1984

CORVETTE :: BMW :: MERCEDES-BENZ :: PORSCHE :: LAMBORGHINI :: FERRARI :: AUDI :: CADILLAC

<p>SALES</p> <p>We have a spacious 3D car showroom with a full assortment of performance cars, special interest vehicles, and other certified pre-owned vehicles to satisfy all of your transportation needs. We also provide financing, warranties and vehicle appraisals.</p>	<p>PERFORMANCE</p> <p>E.C.U. Reprogramming (for all European vehicles) Tuning for GM vehicles (supported by EFI Live) Customizer/Robotics/Recalibration Professional Engine Building Supercharger/Turbocharger Installations Intake and Exhaust Systems Performance Clutches Performance Differential Set-ups Coolover System Set-ups Short Throw Shift Kits Nitrous Oxide Systems & Puffs</p>	<p>CUSTOMIZATION</p> <p>Vinyl Wrapping and Custom Graphics Custom Paint Work Painted Brake Calipers Body Kits Plated Wheels Designer Rims Chrome and Painted Grilles Truck Accessories Powder Coating</p>
<p>CONSIGNMENTS</p> <p>Having Lomotion sell your car on consignment gives you the advantage of having your car featured in the Hudson Valley's premier automotive showcases. Our experienced sales force can qualify the buyer, suggest insurance options, secure low rate financing, offer a warranty, settle trades, perform necessary repairs, and complete the sales transaction in a timely professional manner.</p> <p>And most importantly, we can get you the owner's YOUR price. All makes and models considered. No cost to the consignor if your vehicle does not sell after placement and consignment period has expired. No percentages. YOU set your reserve price.</p>	<p>DETAILING</p> <p>Award-Winning Car Show Preparation Winter Preparation Program Lithography Work Paint/Bodywork Reconditioning Interior Enhancement</p>	<p>PARTS AND SERVICE</p> <p>WE ONLY USE GENUINE OEM PARTS</p> <p>We service Corvettes, BMW, Audi, Mercedes, Porsche, Jaguar, Saab, Volvo, Race Cars, Muscle Cars. Special Interest, as well as your family cars. Daily driver vehicles are always welcome and receive the same attention to detail that we provide our specialty clients.</p>

THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE

COME BY AND VISIT OUR SHOWROOM AND TOUR OUR FACILITIES WHERE EVERY CAR IS TREATED LIKE A SHOW CAR.

JOHN LOMORIELLO

224 OVEROCKER ROAD (RT 44)
POUGHKEEPSIE, NY 12603
845.471.5705
John@LomotionAuto.com
LomotionAuto.com



Exclusive Sales Tools

Lomotion's new branding and sales tools are designed to elicit emotional responses and build customer loyalty. The emotional impact of a refined brand experience and highly-customized marketing tools (like custom published books for their most exclusive cars) helps the Lomotion salesperson to more easily qualify leads and maintain the highest margins.