



The Classic and Sportscar Centre's pop-up showroom in the great barn at Falmer Court has been a success, helping to forge new customer relations and sell vehicles.

SCENE

Success for dealer's 'pop-up' showroom

A classic specialist in Yorkshire has said that temporarily relocating to a site more than 300 miles away proved a hit with enthusiasts.

The Classic and Sportscar Centre swapped its base in Malton for Falmer Court on the outskirts of Brighton ahead of this year's Festival of Speed and hailed its pop-up showroom as a great success.

Classic and Sportscar Centre CEO James Szkiler told CCW: 'We sold a lovely TR5 to a new client from Sussex. He made it very clear that he would not travel to the north of England or buy unseen.

'We also had a client from Surrey view our XK150 and XK120 at the pop-up showroom and came up to Yorkshire to purchase an AC the following week. This showed us that

being in another part of the UK can generate incremental sales.

'We sell over 50 per cent unseen these days but this is a stark reminder that location does actually matter to some people. We sell around 25 classics per month retail – on average that's more than £900k per month of sales. This event showed that a satellite in the south could further strengthen our position in the market.'

The pop-up showroom is set up on the Monday after Classic and Sportscar Centre's Classic Car Festival. Attracting a huge variety of show cars and this year raising almost £10k for charity, the date for next year's Festival has been set for 28 June, with the pop-up showroom returning on the Monday to Friday.

■ classicandsportscar.ltd.uk