



# Midland Kia Stinger Drive Day

5th May 2019

STINGERS, STINGERS EVERYWHERE

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## Cavalcade of Kia Stingers

by Stephen B King (Sales Manager)

There were some concerns that rain would spoil our inaugural **Midland Kia Stinger Drive Day** planned for Sunday 5<sup>th</sup> of May 2019, but like the car itself, the weather was perfect.

Eighteen customer's cars, carrying over forty guests, arrived for a BBQ cooked breakfast of bacon, eggs, and sausages at the dealership while the stars of the show: the Stingers were lined up on the front grassed area. This was intended for envious passers by on Great Eastern Highway to ogle at on their way to church, McDonalds, or wherever they were heading. Lots of people slowed to see the remarkably colourful sight, though thankfully we didn't cause congestion being opposite Bunnings.

Everyone got to mingle and check out each other's modifications and personal touches that made each Stinger unique before the official welcome by Dealer Principal Laurent Vincent – who also gave out some free gifts to all participants. The model Stingers were eagerly snapped up by parents taking the opportunity to give their children their first (affordable) Stinger.

Next Rick Van Der Windt, Route Coordinator and driver of the lead car, outlined where we

were heading – a beautiful drive through the hills with a photo opportunity stop at Mundaring Weir, a run down the Gooseberry Hill Zig Zag before heading to Whiteman Park for lunch. The day finished with a visit to the Motor Museum.

Including our own demo models, twenty-one Stingers left in one of the most spectacular cavalcades ever. Other stunning Kia models along for the drive were the Turbo GT Picanto, Turbo GT Rio, the all new amazing GT Turbo Cerato and GT SUV's Sportage and Sorento.

It was a highlight for me to see the different colour Stingers parked in front of the Museum, and they drew quite a crowd of onlookers. For most dealers it is hard to have more than two or three GT's on display at any one time due to supply – and because they sell so well, so to see this many in one place at one time was an incredible sight to behold.

Midland Kia's Dealer Principal, Laurent thanked everyone for their efforts in making the day as spectacular success, and we hope for more Stinger owners to join us for future events.



### Yours truly at the BBQ, cooking up a storm for breakfast.

Stinger drivers and families are a hungry lot, but were well catered with a traditional cooked breakfast and coffee – no alcohol allowed though one or two guest looked like they could handle a champagne and orange juice – or two.



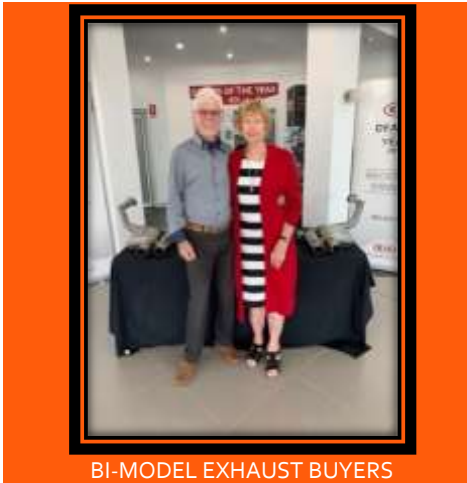
### DP Laurent Vincent about to be arrested for laughing too loud

Everyone enjoyed getting up close and personal with a police car – without being in bracelets on the back seat.

I've seen lots of cop cars in the past – some in my rear view mirror unfortunately, but none come close to the beautiful lines of the Stinger

It wasn't just the blistering performance made these cars an easy choice for the Police Department to buy; it was also the **5 star safety rating**.

Criminals better watch out – the Stingers are about.



BI-MODEL EXHAUST BUYERS



**The fast and (not so) furious Stinger.**

There are those (myself included) who believe the Stinger is just about motoring perfection. Dollar for dollar, there simply is nothing that comes within a bull's roar of it in features, performance, build quality or safety.

Others, as we saw on the drive, like to personalize their car, and some, modify it. Meet Grant Mackie, of Mack Track.

While Grant's car is still a 'street' car it has had something like \$50,000 of modifications done to it, mostly engineering, suspension, exhaust, and wheels. This car is a rocket, stunning, and lovingly adapted to not only go faster, but to deliver more safety for the increased power.

Special thanks to Grant and Susie for coming along and helping to make the day the huge success it was.



Jan and Bryan took advantage of the huge special saving of the bi-modal exhaust on the day to fit to their stunning Snow White Pearl GT

**Meet Josh and Meg (our newest Stinger owners)**



Josh only took delivery of his GT Stinger in Highchroma Red on Friday but couldn't wait to meet other owners and join us on the drive. I didn't see him stop smiling all day, thanks for coming Josh.

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**The Three Amigos**



From Left to right: Mike, Seth and Steve. Three guys who want to make your buying experience something special and proud winners of the Dealer of the Year Award for customer service.

From Picanto to Stinger, we passionately believe in being the best we can be for our customers.

**Meet our fabulous Service Experts**

John Martinet, and his team in the service department are a vital part of our business, and the ones at the coalface of us helping to win, and maintain, our Dealer of the Year status. We are proud to be nominated for servicing the Police Stinger fleet and have specially trained techs to do it – and they can service any make or model with the same care and attention. Service advisors Stacey and Nick are always available for help and information.

Some candid pics of our day



A Long Line of Stingers



No, oficer, we're not signing for a deal after hours – just eating breakfast.



No officer, I was not driving one handed.



A friendly place to buy your next car 😊



Taking the Zig-Zag like it was on rails



Not an undercover cop, its John, Stinger owner



Stingers in the (Whiteman) Park



Some of the visitors waiting for breaky



Bryan ran out of room for more badges 😊



Coordinator Rick with Jan and Bryan



I want one of those T-shirts, please.



And we're off for the drive



Lunch is served

Saving the best for last.

On behalf of all of us at Midland Kia we would like to thank everyone who came as our guest to the drive day and joined in the fun. Several people have called and emailed since to say thanks, and that they made new friends and had a ball – I know we did.

Being the 2019 Kia Dealer of the Year, our philosophy is to grow our business by giving the very best customer service we can, and have some fun along the way. Business is tough, but days like Sunday allow us a dealership to give something back to the most important people in the world to us – our customers.

In closing I saved the best pic for last. Anyone who knows our DP, Laurent, knows he is not only a 'good guy' to work for, with a great attitude, but that he loves taking pics. We had a helper on the day, Chris, who not only loves ALL things motor car related, but loves to be in pics..... so he photo bombed Laurent's selfie:



Thanks everyone, see you next time.