

# DIMO ORGANISES 'STAR EXPERIENCE' AT GALLE



To introduce the latest Mercedes-Benz range and create awareness about DIMO Premier, DIMO held an event in Galle named – 'Star Experience'. On the invitation of DIMO more than 120 customers, Mercedes-Benz enthusiasts and their spouses attended. The attendees included existing Mercedes-Benz owners, potential Mercedes-Benz owners and key opinion leaders in the Southern region.

The event also marked the first instance where the Mercedes-Benz GLA was displayed. Several other brand new vehicles were on display at the event as well, including the 2014 new C-Class, the 2014 new E-Class, the new CLA 4-door coupe, the new S-Class, the new 2015 Jeep Cherokee and the Jeep Wrangler Unlimited.

The invitees were made aware of the advantages of buying a Mercedes-Benz from DIMO, and the facilities available at DIMO800 – Mercedes-Benz Centre. DIMO also highlighted the benefits of working with the only authorised distributor for Mercedes-Benz vehicles in Sri Lanka. In particular they emphasised the benefits of this when buying a brand new vehicle, a pre-owned vehicle, doing servicing and repairs and even when buying genuine parts for a Mercedes-Benz. The event was a

one-of-a-kind experience for the invitees where they were able to improve their knowledge about Mercedes-Benz. DIMO also made arrangements to display a range of Mercedes-Benz accessories at the event, so that customers had the opportunity to purchase them and enhance their association with the three-pointed star.

DIMO was represented by Directors; Channa Weerawardena, Suresh Gooneratne and Sarath Algama, as well as Tharanga Gunawardena, Head of Mercedes-Benz Service, Rajeev Pandithage, Deputy General Manager-Mercedes-Benz Passenger Car Sales and Parts, and Dinesh Gunaratne, Manager-Mercedes-Benz Passenger Car Sales.

The event was organised by Team Mercedes-Benz along with the DIMO Matara Branch.