

World Championship Seller's Club for PEUGEOT and CITROËN Sellers

Essen, May 6th 2014 – For PEUGEOT and CITROËN sellers, the World Football Championship (World Cup) begins right now. In the so-called ClubFinance, the seller's club of the two French automobile manufacturers, the sellers can compete with each other in various sales areas. The Essen-based agency MEHRKANAL set up the portal, which is already being used by 2,456 sellers throughout Germany, all wrestling for the gold, silver and bronze medals.

On the occasion of the World Football Championship in Brazil, MEHRKANAL was commissioned by Banque PSA Finance to add another dimension to the Seller's Club for PEUGEOT and CITROËN sellers. True to the motto "Sports has the power to change the world", the sellers can compete in the various sales events of their car dealerships off the field as well in 2014. With top performances in customer acquisition and retention, they can reach the big finale at the end of the year. The agreements, which the sellers enter into for their customers via Banque PSA Finance, are then evaluated according to a defined system of points and added up by the system. The sellers are able to compete against each other in various categories such as original contracts, service agreements, new cars and demonstration cars, used cars, auto insurance or bank services.

ClubFinance has been in existence for ten years and serves as a useful tool for a diversified exchange among all of the participating sellers. Since 2004, new topics have been awaiting the PEUGEOT and CITROËN partners each year, which continuously motivate them with new performance incentives. By recognizing outstanding sales achievements, Banque PSA Finance not only rewards its sellers, but also increases the emotional attachment to the services and offerings of the bank with attractive premiums and distinctions.

Additional information on MEHRKANAL and the numerous options of web-based brand management can be found at www.mehrkanal.com or via e-mail at info@mehrkanal.com.

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