

# MANCHESTER DEALER INCENTIVE

## Objective

Incentivise dealer sales and networking.

## Background

Visit to the Tokyo factory near Derby had to be included in the programme.

## Highlights

Based in Manchester with football and classic car experiences.

## Programme

### DAY ONE

Morning arrival at Manchester - transfer to Old Trafford. Presentation lunch followed by stadium tour.

Group divided into two groups -  
Parked outside Old Trafford we had the team buses of Manchester United and Liverpool.  
Guests transferred to a 5-a-side football centre - named shirts waiting in each dressing room.  
Football training session and penalty shoot-out competition with the clubs' youth team goalkeepers.

### DAY TWO

30 classic sports cars parked outside the Lowry Hotel and the guests chose their car.  
Half went in the cars through the Peak District to the Toyota factory in Derby and half went by coach - a video of the football experience was played. The groups were reversed for the return journey. Luxury picnic at Tissington Hall with country pursuits in the grounds. Party with dinner in a swanky Manchester club.

### DAY THREE

Tour of Manchester and departures

## Cost

Accommodation in single rooms, all meals, drinks, transfers and activities - £1,700 per person

