

Volkswagen E-Lupo

The first car to be sold only through the internet

Volkswagen's Turkish partner, Dogus Otomotiv along with the parent company in Germany, Volkswagen AG, jointly decided to sell the Lupo brand only through the online channel in Turkey. Dogus Otomotiv has selected Netwise to develop the first online car retail site in Turkey.

Together with Netwise, Dogus Otomotiv has successfully launched the first online car retail site in Turkey while creating an online brand for Volkswagen Lupo. To date, Lupo is still sold only through the Internet in the Turkish market.



A two tier navigation system: see & buy

- The introductory pages allow the visitors to get to know the car and to experience its exteriors and interiors through 3D modelling.
- The e-commerce pages enable the potential Lupo owner to purchase the car in five simple steps with the SSL security.

Challenge:

- Create the first online car sales site in Turkey.
- Create a user-friendly, online purchasing interface.
- Develop an online brand identity for a Volkswagen model which does not exist in Turkey.
- Create a site that offers more than purchasing a car online; a personal and pleasurable experience.
- Develop an efficient inventory control and order tracking system for the client's sales team.

Solution:

- Developed usable, comprehensive site navigation.
- Used strategic navigation system guiding the users to either get to know the car or to purchase it online.
- A virtual showroom was developed, where the exteriors and interiors of the car can be viewed in 360 degrees. For the 3D visualization, IPIX technology was utilized.
- Developed a back-end system for Volkswagen team to be able to manage the stock fulfilment and the customer management system.

Result:

- Full-service solution replicates core values and familiar design of the Volkswagen brand.
- All cars in stock were sold within two weeks from the launch of the site. As of July 2001, 100 cars have been sold online.
- Netwise has created a first in the Turkish automotive industry.
- Featured at leading Turkish magazines and on national televisions.
- The site obtained the 'Project of the Month' award from Microsoft Turkey.