

Successful Marketing of New Haval H2 in Chile under Descending Trend of Automobile Market

In March, the COVID-19 widely spread in South America, and Chile quickly became one of the epicenters of the pandemic. Under the impact of the pandemic, the automobile market suffered a serious decline. Faced with severe survival challenges, the Chilean dealer Delco bucked the trend, overcame various difficulties and successfully promoted the marketing of new Haval H2.



As the first model that came into the Chilean market, Haval H2 has won a good reputation for its eye-catching design and rich configuration. Now, the successful marketing of new Haval H2 in Chile will further boost the development of Haval. Prior to this, the marketing of new Haval H6 in the Chilean market opened the upgrading of Haval in the local market.



Due to the influence of national social distancing policies, the comprehensive online operation is first implemented for Haval H2 from advertizing, pre-sale and training to marketing. Under the pandemic pressure, the Chilean dealer Delco promoted the online marketing of new Haval H2 through various channels and ways, and it will further build the brand image of comfort, safety and technology of Haval SUV.



The most outstanding highlight of the new Haval H2 is the addition of Carplay, which fully satisfies the actual needs of local consumers. In terms of appearance design, the new Haval H2 is of a new front face, with a front diamond grille matching the whole vehicle modeling lines, making the overall shape more fashionable and technological.

The online pre-sale activity of new Haval H2 starts from June 15. During the activity, the first 20 buyers can get a surprise gift set (including roof rack, luggage case and brand T-shirt) with only RMB 2000 Yuan deposit. What's more, the buyers during the activity can also participate in the next Haval Tour Experience free of charge to experience the beautiful natural scenery and the excellent handling performance of Haval under different road conditions at the same time.

Pre-sale / Press review

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During the social distancing period under the pandemic, Haval dealers innovated the marketing mode, transferred the traditional offline activities to online activities, and assigned more than 150 sales specialists to fully explain the selling points of Haval in detail. At the same time, they invited more than 50 mainstream media such as MTOline, Autocosmo, ChileAuto and Rutamotor to participate in the "cloud marketing" activity to show the vehicle performance and configuration to customers in the way of "cloud test drive", so as to maximize the advertising for the marketing of new Haval H2.

The Chilean dealer Delco said that since the Great Wall Motors entered the Chilean market in 2006, its brand and product quality have been highly recognized by consumers. The launch of new Haval H2 enriches the product lineup of Haval brand and will provide consumers with more choices.