



## Open2Europe launches new GEELY RAY car in the Algerian market

# Case Study

In 2009, the Chinese company **GEELY**, one of the largest car manufacturers in the world, chose Open2Europe to conduct a press communication programme for the launch of a very strategic new product : **GEELY RAY**, a compact and competitive city car, perfectly adapted to the Algerian market.

This launch was also an opportunity for **GEELY** to present their international development strategy (including Algeria) associated with a brand new logo, and to announce their acquisition project (since then completed) by Volvo, as well as their presence at the upcoming Algiers Auto Show.

The PR high point of this launch was a press conference organised in July 2009 in the **GEELY** showroom near Algiers, for which Open2Europe undertook the following tasks:

- The identification of the target press
- The definition of core press messages & drafting of the corporate presentation
- The media training of **GEELY** representatives and their Algerian distributor's spokespeople
- All the logistics relating to the press conference : catering, transfers, etc.
- The invitation and on-site supervision of journalists
- The drafting (in French and Arabic) of all the press documents: invitation, company profile, press releases...
- The management of product reviews for journalists
- The post-event follow-up



### Geely Ray launch / Key figures :

- § More than 50 journalists attended (incl. 35 at the press conference)
- § Almost 150 examples of media coverage (incl. 3 TV broadcasts)
- § Articles in 100% of the automotive and 80% of the national daily press
- § Initial stock of 400 RAY cars sold in only 3 months



**About GEELY ([www.geely.com](http://www.geely.com))**

With an asset value of 11 billion RMB, Geely has been recognised as one of China's top 500 companies for five years in a row, and one of China's top ten automobile makers for three years. Geely has vehicle and parts production sites in regions including Shanghai, Ningbo, Luqiao, Linhai, Xiangtan and Lanzhou. Geely is also considered the company which has shown the fastest growth and the most remarkable development over the last 50 years of car-making in China.

*"Thanks to Open2Europe, the launch of our Geely Ray resulted in excellent coverage in the Algerian trade and consumer press, which greatly improved our visibility and competitiveness in this market. We were positively impressed by the quality of the PR service provided, as were the Algerian journalists : as a result, Geely can now rely on strong and constructive relationships with key members of the local press for future product launches. The success of this first collaboration has led us to appoint Open2Europe to promote our brand and products on a long-term basis in the Algerian market".*

**Sandy Sun, Manager, Africa at GEELY**