

## **Brady Distributing and Play Time Toys Offer a Unique Marketing Option for Auto Dealer Showrooms**

*Brady Distributing, Inc. and Play Time Toys have partnered to offer a unique arcade gaming solution for auto dealerships striving to compete for consumers' dollars and loyalty. With the recent trend toward marketing driven upgrades for showrooms and service department waiting rooms, these leaders in the arcade gaming industry are offering unique solutions, including toy crane machines.*

Charlotte, North Carolina ([PRWEB](#)) January 03, 2013 -- [Brady Distributing, Inc.](#) and [Play Time Toys](#) have partnered to offer a unique arcade gaming solution for auto dealerships striving to compete for consumers' dollars and loyalty.

Auto dealership showrooms and service department waiting areas have been undergoing dramatic renovations over the last couple of years. Some dealership showrooms now offer gourmet coffee and complimentary Wi-Fi to business people, large screen televisions for the sports enthusiast all while lounging in designer furnishings. The thought is to change the image from a place you go every few years when you are buying a car, to a destination you are comfortable visiting several times a year for service appointments or to check out a new model. To meet this most recent trend, Brady Distributing and Play Time Toys are launching products designed to attract and appeal to waiting families and children.

“Plush toy cranes and other arcade gaming machines provide a fun factor that no other dealership upgrade can offer,” states Jon Brady, Vice President of Brady Distributing, Inc., “These products give children something entertaining to do while their parents are working with sales or service.” Brady goes on to say that many dealerships offer play tokens to potential buyers waiting on financing or as added value for services such as oil changes. “Arcade games appeal to all ages and demographics. You can't go wrong offering lighthearted fun to your customers.”

To launch this new family friendly promotion, dealerships are being offered special incentives such as free plush toys for each Plush Toy Crane Machine purchased. Brady and Play Time Toys have designed this turn-key marketing solution specifically to meet the needs of auto dealerships. For more information contact Christine Brennan, [CBrennan\(at\)BradyDist\(dot\)com](mailto:CBrennan(at)BradyDist(dot)com) or 704-357-6284.

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[About Brady Distributing Inc.](#) - Brady Distributing is the premier distributor of arcade games and vending machines in the United States. They strive to represent all major manufacturers in order to offer the hottest and most popular products, along with value-added expertise to their customers. Brady started in 1944 as a family-owned and operated business and remains that way today. The third generation ownership, along with a team of experienced professionals, is carrying on the tradition of premium service. Brady Distributing is headquartered in Charlotte N.C.

About [PlayTime Toys](#) - Play Time Toys , the Florida-based prize supplier, made its name in the trade first and

foremost as a savvy merchandise partner for crane and merchandise game operators. They continue to embrace all aspects of the amusement industry while growing their team and adapting to the increasingly competitive process of finding desirable high quality prizes at reasonable prices. Play Time Toys prides itself on the services provided to their customers, same day shipping and the largest variety of merchandise in the industry.



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