



NuCar Connection Awarded 100 Shopping Spree's for Customer Appreciation Day

Winners from NuCar's AutoAwards Club Members received \$150 each, with the chance to win an additional \$2500.

New Castle, DE (PRWEB) January 12, 2005 -- NuCar Connection, a New Castle and Middletown, Delaware, franchise auto dealer, awarded 100 customer shopping sprees, at the Christiana Mall, on Friday, January 7th. Members of NuCar's exclusive AutoAwards Club, were randomly chosen for NuCar's first Customer Appreciation Day of 2005.

NuCar AutoAwards Club Members were randomly chosen, after having entered on www.nucar.com. Two weeks later, a phone call from the AutoAwards Champion confirmed the lucky selection of 100 NuCar customers. Phone call after phone call, customers wanted to know the details, but the AutoAwards Champion held fast. "Congratulations for being chosen as one of our 100 Shopping Spree winners. Show up Friday, January 7th to find out what you've won. Thanks for buying your vehicles from NuCar Connection." Besides, what could everyone use two weeks after Christmas? That's right money.

NuCar Customers began arriving at 4pm, to register. The only detail waiting at that time was a glowing orange. "I just won a Shopping Spree from NuCar Connection." For an hour, 100 customers, with friends and family members in tow, registered for the event. WSTW personality Johnny B kept NuCar's customers entertained, while NuCar employees kept the customers on edge, with tantalizing comments and hints at what was about to come. The questions were endless about what was going to happen, how do you win the grand prize, can I have help, how much do I get, and am I going to win anything for sure? As the registration ended and the rules and regulations were explained to everyone, you could feel the excitement in the air, and see the anticipation among the customers. An H2 HUMMER was a center point of conversation, as were the Mazda RX8), Chevrolet SSR and KIA Sedona, all featured vehicles at the affair.

At 5pm sharp, to a sea of orange t-shirt wearing winners, NuCar announced the details of the Customer Appreciation Day prizes. Each customer received a \$150 Christiana Mall gift card, to be spent at their leisure and at the participating merchant of their choice. Most of the 100 customers wanted to know the catch but there wasn't one. The money was theirs to keep; however, it was immediately announced that there was a voluntary sub-contest, as part of the evening's activities.

To the individual who obtained the most receipts from individual stores within a 30 minute window, there was a \$2000 cash prize. A short hush followed by the ever-popular chorus of "oooh's and ahhh's". NuCar's customers quickly contemplated their options and scoped out their competition. It was obvious there was a mix of shopping-mall veterans and bewildered rookies. Plans to acquire the most receipts ranged from "mindless mayhem" to calculated methodology, with one customer stopping to pick up a calculator, to figure out how much to spend and at how many stores. The countdown to shopping began with a rush of orange in all directions and a parting of the way from the normal mall shoppers.

As the 30-minute window came to a close, scurrying customers made their way back to the registration area. Spoils from their adventure spilled out from numerous bags. Customers gathered anxiously, as the announcement was made with an amazing 25 receipts and having spent only \$109, Traci Powell was awarded her \$2000.



But the thrills didn't stop there. With Traci mentally wrestling between a practical and impulse item, the caring mother of two finally decided on the necessary kitchen appliances. As she made her announcement live on WSTW with Johnny B, NuCar had one last surprise. To ensure a happy ending for the family caretaker, NuCar announced an additional \$500 prize for Tracy, to be spent in 15 minutes. Shortly after clearing up a few tears, Traci was on her way to get a modest stereo and a couple stuffed bears for her adorable children. Traci Powell said it best on radio when she commented, "There's nothing like the feeling of a NuCar."

The past four NuCar Customer Appreciation Days involved summertime fun, with customers enjoying a Wilmington Blue Rocks baseball game. The 2003 show involved 2000 registered customers, with entertainment including a dunk tank, moon bounce, giant double slide, face painters, jugglers, stilt-walkers, clowns and more. To top that, the 2004 game was held in the exclusive VIP Picnic area, with free food and beverages, on-field contests and special visits from Rocky Bluewinkle.

How can you become a participant of NuCar's Customer Appreciation Day? It's simple. With the purchase of any vehicle from NuCar's two Chevrolet locations Mazda, Kia or even Preowned inventory, you're automatically enrolled into this exclusive club. And if you're a Light/ Medium Duty Commercial Buyer, we've got a customized Commercial Plus Club. The more points you have on your card, the better chance of getting invited to NuCar's Customer Appreciation Days. But even if you don't have \$1500 in points, you're still eligible for our FREE Monthly Club Specials, regular discounts in the Merchant Network and Connections Newsletter, with special contests and offers.

Visit www.nucar.com today, for more details on this exclusive membership and a listing of upcoming events.

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