NEXT

SUCCESS STORY

Don Hattan Ford

AUGUSTA, KANSAS



Put the latest offer in the driver's path

Inventory changes. Offers change. Don Hattan Ford needed its roadside message to change with them. A NEXT LED display at the Augusta dealership entrance gives the team a flexible way to promote vehicles, financing specials and sales events to passing drivers.

THE CHALLENGE

Keep pace with the showroom

Slow manual changes. Traditional lettering could not keep pace with daily inventory updates or flash sales.

One offer at a time. Static messages limited how many financing specials the dealership could promote.

A competitive roadside market. The dealership needed a stronger presence among nearby automotive businesses.

THE SOLUTION

Digital offers at the entrance

ONYX outdoor display. The display is positioned at the dealership entrance for visibility from the road.

Text, images and video. Digital content supports featured vehicles, branded graphics and sales promotions.

Instant or scheduled updates. Staff can change an offer immediately or plan campaigns in advance.

NEXT LED SIGNS | LET'S TALK ABOUT YOUR PROJECT

8805 E. 34th St. N., Wichita, KS 67226
888-359-9558 | nextledsigns.com

Don Hattan Ford

SUCCESS STORY

THE RESULTS

A sign that keeps marketing moving

Erika Maley describes NEXT digital billboards as a key part of marketing at Don Hattan Chevrolet and Ford, supported by responsive customer service.



More showroom interest

The dealership has seen increased foot traffic and inquiries as drivers notice current promotions and inventory messages.

Timely promotion changes

Flash sales, clearance events and financing offers can appear as soon as the dealership is ready to promote them.

Consistent brand visibility

Custom graphics give the dealership a professional roadside presence throughout the day.

Useful customer updates

Changes in hours, special events and other timely information can reach customers before they enter the lot.

Less manual work

Staff no longer need to change physical letters or print a replacement sign for every offer.

Responsive partnership

Maley highlights NEXT's responsiveness and its willingness to prioritize the dealership's needs.

"The ability to easily update messaging and showcase new offers each month is essential"

Erika Maley, Don Hattan Ford

NEXT LED SIGNS | LET'S TALK ABOUT YOUR PROJECT

8805 E. 34th St. N., Wichita, KS 67226
888-359-9558 | nextledsigns.com