

Breaffy House Resort, Castlebar Hosts 'Lap of Luxury' Volvo Test Drive Extravaganza

PRESS RELEASE

In the 'Lap of Luxury' was the resounding message for guests on October 12th as Breaffy House Resort Castlebar, Co. Mayo hosted the Kenny Galway Volvo Test Drive Event on its stunning 90-acre woodland estate. The buzz and excitement began early on Friday morning as the first range of luxury 2020 Volvo cars arrived on the grounds of Breaffy House Resort against a colourful display of flags, bunting and banners.

The event was organised by way of a joint collaborative marketing arrangement between Breaffy House Resort and Kenny Galway. Building on the success of previous Test Drive Events such as the Mercedes-Benz motorshow event in June of this year, Breaffy House Resort was delighted to extend a warm invitation to Kenny Galway to showcase their latest range on the magnificent 90-acre estate at 'Destination Breaffy'.

"We are absolutely delighted to be here today at the stunning 4 Star Breaffy House Resort for our Kenny Galway Volvo Test Drive Event" states Brian Kenny (Dealer Principal of Kenny Galway). "We are always looking at new ways to connect with our customers and when the invitation came from Breaffy House Resort to host the event on their beautiful 90-acre woodland estate, we were only too delighted to accept. Sometimes it is not only wise but necessary to take the customer out of the showroom floor environment and give them an alternative test drive experience. Being here at Breaffy House Resort today has not only met but exceeded our expectations in terms of enhancing our customer experience and providing us with the opportunity to increase our sales! A special thank you to General Manager Wilson Bird and all his team for making us all feel so welcome. We can't wait to comeback"

The Test drive event was a huge success and was attended by a host of Volvo brand enthusiasts and invited guests who got the opportunity to experience all the luxury, power and innovation of the award-winning Volvo range.

One of the main attractions on show was the stunning New Volvo S60. Each prospect was hand held by an amazing team of Volvo representatives who were on site to 'walk and talk' through every aspect of the Volvo purchasing process from best fit models based on mileage and user behaviour through to finance options and trade-in opportunities.

As Wilson Bird General Manager of Breaffy House Resort explains

"Consistent with our growth strategy to raise the profile of Breaffy House Resort through Brand Association, we are delighted to play host to such a wonderful commercial event and to be in the company of a market leading brand such as Volvo which oozes class and utter luxury"

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