Specification of Competency Standards
for the Automotive
Unit of Competency

Functional Area - Sales and Marketing

Title	Exhibit / Display vehicles
Code	111779L4
Range	This unit of competency is applicable to practitioners performing marketing and related duties in the automotive industry. They should be able to employ the techniques of display art and attend to the safety aspects to effectively display vehicles at showrooms/ exhibition venues according to organisational requirements to achieve sales purposes.
Level	4
Credit	3 *(For Reference Only)*
Competency	**Performance Requirements** 1. Knowledge (Setting of the venues for display of various vehicle types, including electrified vehicles) • Good understanding of the objectives of the setting of showrooms/exhibition venues, such as: ◦ Arousing customers' interests ◦ Stimulating customers' buying desires ◦ Bringing visual enjoyment to customers ◦ Establishing the image of the brand • Good understanding of the restrictions of the showrooms/exhibition venues. • Evaluation of the potential risks of the customers' misconduct / carelessness when experiencing the driving controls

	2. Performance (Display vehicles)
	• Employ the techniques of displaying vehicles, including electrified vehicles, such as:
	  ○ Go with the theme of display according to the requirements of vehicle manufacturers on the brand/product services and the characteristics of the commodities
	  ○ Colour matching
	  ○ Lighting design
	  ○ Decorations for the scene, etc.
	• Understand the theme of the vehicle show
	  ○ Commercialised
	  ○ Livelihood (activities, trend, etc.)
	  ○ Characterised
	  ○ Environmental protection
	• Communicate with the staff of the vehicle showrooms/exhibition venues/advertising companies and the managerial staff of the organisation, and give appropriate working instructions to subordinates after analysis and judgement to facilitate drafting a proposal for a vehicle show.
	• Participate in the entire preparation process of the show and the follow-up actions:
	  ○ Contact advertising companies and follow up on production issues
	  ○ Formulate proposals on vehicle shows
	  ○ Source materials/props etc., for vehicle shows
	• Effectively display vehicles to achieve sales goals.
	• Establish effective measures to prevent the occurrence of any incidents arising from customers' actions, and give clear instruction to the staff concerned for execution.

Assessment Criteria	The integrated outcome requirements of this unit of competency are that the assessee shall prove that he/she is: • Capable of mastering the techniques of vehicle exhibition and display, and instructing the drafting of the vehicle show proposal; • Capable of establishing effective measures and managing to prevent the occurrence of incidents arising from customers' misconduct / carelessness; and • Capable of understanding the image of the organisation and the orientation of consumers to facilitate effective exhibition and display of vehicles for achieving sales purposes.
Remark	(This UoC replaced 108600L4)