



Our sponsors add value, offer benefits – Meet Red Plum

The best event sponsors are the ones that are a good fit for our brand, and the profile of our customers – in this case the players who come to the Summer Festival. There seems little point in promoting the products of companies that our players or clubs are not remotely interested in. While many of our sponsors sought us out (rather than the other way around) the mix of services offered to members is quite varied – insurance, buying new and used cars, removals and storage, accommodation, promotional giftware and of course bridge books and a bridge bidding and play analyser. Our sponsors have plenty in common including service quality, competitive pricing and their commitment to having satisfied customers.

Red Plum Automotive at the Festival



Setting up at the Festival in 2017 – great display

2018 will be the third year Red Plum has been a major sponsor at the Summer Festival. One couldn't miss Red Plum's eye-catching display at the 2017 Festival with their excellent photographic montage which took a long time to assemble. But it was worth it! Red Plum has naming rights to the major Life Masters Teams Championship which is the most prestigious restricted teams tournament for players with less than 1000 masterpoints. Come check out their display at the Canberra Rex Hotel in 2018 and maybe win a prize.





Q&A with Red Plum's Genny Nielson

Q: Where did the name Red Plum and your logo come from?

A: The name came about because in the automotive industry the opposite of a lemon car is a plum! A plum car represents the best example of that make and model and our driver in the business is to ensure our customers only ever purchase the best car in the market. A red plum is seen as a desirable variety of the fruit. This was further developed in the design of the logo where you will notice we have a German Short Haired Pointer, which is a loyal hunting dog. Our aim is to hunt for the very best deal on behalf of the customer and that we will remain with them through the whole car buying journey and still be around to help them when they next need a car.



Q: I don't like negotiating with dealers when buying a car but the idea of getting someone else to do it seems a bit strange.

A: We think it is a really good idea for you to get out and look at the different makes and models that are in your price range and see what they feel like. Once you have more or less decided what sort of car you want and have to start negotiating with the dealer is where we really add value. We will spend some time talking with you to make sure we understand what car you are interested in. We explain to you how our service works and the work that we do on your behalf. If you are comfortable and happy to proceed the next step is to engage our service. We send you our terms and conditions so there is transparency for you in understanding what we do on your behalf. Once we receive your go-ahead we then go looking and take care of all the details in the car buying process. We can even organise to have a test drive if you want to do that.

Q: What does the service cost?

A: It doesn't cost you anything. It is basically the same system that you might be used to with hotel booking sites. The dealer pays for the service and **not you**.

Q: How do we get in contact?

A: You can either call us on (07) 3252 8865 or mobile 0410 772 472 or contact us through our website at www.redplumautomotive.com.au.



Red Plum testimonials

Val's Mazda 3



Val, a bridge player from Adelaide bought a Mazda 3 through Red Plum back in March 2017 based on a recommendation from the SA Bridge Assoc.

"A big thank you to Ben and the team at Red Plum for the dedicated and professional care given to assist my purchase of a new Mazda3. I was dreading dealing with car salesmen at the dealerships, so when the SA Bridge Club recommended Red Plum take care of the negotiation I thought I'd give them a try. I couldn't be happier with the outcome - they were easy to talk to, kept me informed throughout the process and were always available to answer my questions. I got the car I wanted at a great price, and will definitely be recommending Red Plum to my friends."

Audi Q7



Stephen and Annalise from NSW now find themselves behind the wheel of a new Audi Q7. What a nice drive the Q7 is, congratulations and thank you for trusting our service.

" A big thank you to Chris at Red Plum for making our recent Q7 purchase so quick and painless. Fantastic service with an excellent price for the car we were looking for. We are already recommending this service to our friends for good reason."

BMW 520d Touring



Paul from NSW just picked up his wife's new 520d Touring and shared his testimonial with us.

"Chris, we could not be happier.

The sourcing, advice and service provided by the Red Plum team and yourself were first class and saved me hours of time as well as finding us a great deal - which is important of course!

Happy to use you again in the future and recommend Red Plum to anyone who wants to have their next car bought for them by the most professional outfit in the space by a long shot."