

**Specification of Competency Standards for the Automotive Industry**  
**Unit of Competency**

1. Title	Display vehicles
2. Code	AUSDSA407A
3. Range	This unit of competency is applicable to practitioners performing marketing and related duties in the automotive industry. They should be capable to employ the techniques of display art to effectively display vehicles at showrooms/exhibition venues according to organisational requirements so as to achieve sales purpose.
4. Level	4
5. Credits	9(for reference only)
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Setting of the venues for display of vehicles</p> <ul style="list-style-type: none"> <li>◆ Understand the objectives of the setting of showrooms/exhibition venues, such as: <ul style="list-style-type: none"> <li>• Arouse customers' interests</li> <li>• Stimulate customers' buying desires</li> <li>• Bring visual enjoyment to customers</li> </ul> </li> <li>◆ Understand the restrictions of the showrooms/exhibition venues</li> </ul> <p>6.2 Display vehicles</p> <ul style="list-style-type: none"> <li>◆ Employ the techniques of displaying vehicles, such as: <ul style="list-style-type: none"> <li>• Go with the theme of display according to the requirements of vehicle manufacturers on the brand/product services and the characteristics of the commodities</li> <li>• Colour matching</li> <li>• Lighting design</li> <li>• Decorations for the scene, etc.</li> </ul> </li> <li>◆ Understand the theme of the vehicle show <ul style="list-style-type: none"> <li>• Commercialised</li> <li>• Livelihood (activities, trend, etc.)</li> <li>• Characterised</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◆ Communicate with the staff of the vehicle showrooms/exhibition venues/advertising companies and the managerial staff of the organisation; and capable to give appropriate working instructions to subordinates after analysis and judgement have been made so as to facilitate drafting a proposals of vehicle show</li> <li>◆ Participate in the entire preparation process of the show and take follow-up actions <ul style="list-style-type: none"> <li>• Contact advertising companies and follow up on production issues</li> <li>• Formulate proposals on vehicle shows</li> <li>• Source materials/props etc. for vehicle shows</li> </ul> </li> <li>◆ Effectively display vehicles so as to achieve sales purpose</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>(i) Capable to employ the techniques of vehicle show; and</li> <li>(ii) Capable to understand the image of the organisation and the orientation of consumers to effectively display vehicles so as to achieve sales purpose.</li> </ul>
8. Remarks	