

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

Functional Area - Sales and Marketing

Title	Exhibit / Display vehicles
Code	108600L4
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 to effectively display vehicles at showrooms/ exhibition venues according to organisational requirements to achieve sales purpose.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Setting of the venues for display of vehicles)</p> <ul style="list-style-type: none"> <li>• Good understand of the objectives of the setting of showrooms/exhibition venues, such as: <ul style="list-style-type: none"> <li>○ Arousing customers' interests</li> <li>○ Stimulating customers' buying desires</li> <li>○ Bringing visual enjoyment to customers</li> <li>○ Establishing the image of the brand</li> </ul> </li> <li>• Good understand of the restrictions of the showrooms/exhibition venues.</li> </ul> <p>2. Performance (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> <li>• 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 proposals of vehicle show.</li> <li>• Participate in the entire preparation process of the show and to 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>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the assessee shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of mastering the techniques of vehicle exhibition and display; and</li> <li>• Capable of understanding the image of the organisation and the orientation of consumers to facilitate effective exhibition and display vehicles so as to achieve sales purpose.</li> </ul>
Remark	