



BYD CASE STUDY

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## Building the BYD brand experience at Mystery Creek Fieldays

**Ateco Automotive is the distributor of several international vehicle brands across New Zealand, including Alfa Romeo, Jeep, Ram, and Fiat Professional. In 2022, Ateco introduced BYD, one of the world's leading electric vehicle manufacturers to the New Zealand market. Since then, BYD has established a dealer network of 14 locations nationwide, with Fieldays at Mystery Creek becoming a major annual event to showcase the brand.**

For the past three years, BYD has entrusted X-Site with the full build of their Mystery Creek Fieldays site. From the main marquee to custom display stands and signage, X-Site delivers everything needed to bring the brand to life. Rebecca, PR & Events Manager at Ateco Automotive, explained, "X-Site builds the whole site for us, from the marquee right through to stands to display the spec sheets for the cars - 95% of it comes from X-Site."



Inside the BYD marquee setup by X-Site at Mystery Creek Fieldays.

Rebecca highlighted X-Site's ability to problem-solve and deliver, no matter the challenge, "X-Site has never said no we can't do that. They always make it work for us no matter how big or weird our demands are. They also suggest changes or extra things we can do to make it look different from the year before."

Communication has been a standout strength in the partnership, Rebecca notes, "Their communication is probably number one - always available. If I can't get a hold of Hamish, he will usually get back to me within the hour." This reliability gave the BYD team confidence that their site would not only be completed on time but would also stand out year after year.

When it comes to what sets X-Site apart, Rebecca pointed to their depth of experience, "Their long-standing experience with how events roll and their experience across all different types of events puts them ahead of others. We're completely happy with their services."

**As BYD continues to grow in New Zealand, X-Site remains a trusted partner in creating a strong, engaging brand presence at the Mystery Creek Fieldays.**

Rebecca concluded, "The team and I at BYD are always happy to work with Hamish and his team. We find them very professional and great at what they do."



LET'S GET STARTED

Drop us a line

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