



# HOLDEN COLORADO ROX CASE STUDY

**Successful roadshow delivered through solid commitment and planning.**

**The Holden New Zealand brand requires little introduction to the majority of Kiwis, the first Holden assembled in New Zealand was back in 1957 and their range of cars, utes and SUV's have been a firm favourite for car enthusiasts since.**

Marc Warr, former National Marketing Manager for Holden New Zealand worked with Hamish and the team at X-Site on countless events throughout his 10+ year tenure with the company.

Just a few of the memorable events that he worked with X-Site on included car launches at Pukekohe racetracks and wineries, training days, product launches, Leadfoot festival, Fieldays, golf days and the Lake Taupo Cycle Challenge.

Arguably one of the most memorable was the launch and New Zealand road show of the Holden Colorado ROX which spanned more than six months. Released in 2019, the Colorado ROX concept was an off-road colossus, a self-titled 'super truck' custom built for New Zealand driving conditions and serious off-road terrain.

Holden launched the Colorado ROX in early June 2019 and set about showcasing the impressive feat in automotive

engineering by undertaking an epic road-trip throughout New Zealand. The Colorado ROX was introduced at the 2019 National Agricultural Fieldays, at which the X-Site team managed the Holden stand build and provided support throughout the event.

At the conclusion of the Fieldays Marc put his trust in Hamish and his team to deliver and set up the Colorado ROX at events and Holden branches around the country. The Colorado ROX towed an impressive custom built service trailer which was actually a portable BBQ and held various other event materials such as bean bags and tables.



Hamish and Brent Andrews – former Holden Sales Manager, with the Holden Colorado ROX during a visit to Brendan Foot Holden in Petone.





There were early morning starts a plenty during the lengthy road show.

Marc says,

*"Hamish pretty much set up the whole Colorado ROX road trip schedule. We built the truck, and he executed all the showcases and event's around New Zealand, he actually drove the ROX himself during most of the legs and if he couldn't, he would fly and meet the guys at the next event."*

The Colorado ROX was showcased at events up and down the country including: regional AMP shows, the Smallbone Holden 100 year celebration in Ashburton, Taupo Winter Festival, and a significant amount of Holden New Zealand branches. The X-Site team were a little sad to say goodbye to the ROX at the Wanaka A&P Show in March 2020.

On working with X-Site Marc is happy to share,

**“** The team at X-Site are hardworking, courteous and polite, you only have to ask them once. Hamish is happy to work with other suppliers, there's no egos involved, he genuinely just wants the best outcome for his clients and is passionate about delivering the absolute best result. **”**

For others looking to engage with X-Site on their next event he would say,

*"Give X-Site a call, they always make the time for their clients, even during busy times. You could easily think that you were their only client, their level of service is that personal."*



The ROX at its final event, the Wanaka A&P Show.



**LET'S GET STARTED**

*Drop us a line*

**0800 191 191**



**HAMILTON OFFICE**

5 Sharpe Road, Rukuhia Hamilton, 3282

**PALMERSTON NORTH OFFICE**

390 Rangitikei Street Palmerston North 4410

**CHRISTCHURCH OFFICE**

274 Main South Road, Hornby, Christchurch, 8042