



VIDEOLINK
AN AVI-SPL COMPANY



- Only publicly traded auto dealership company in Canada
- 68 franchised dealerships
- 4,200 employees

AutoCanada is a leading North American multi-location automobile dealership group, which operates 68 franchised dealerships. The group includes 4,200 employees across eight provinces in Canada, and 14 new dealerships in Illinois.

The result: *Successful live webcast announcing AutoCanada's acquisition of Chicago's Grossinger Auto Group.*

AutoCanada welcomes newly acquired dealership group with AVI-SPL/VideoLink produced webcast

Seamless production and live streaming service leads to successful webcast to new dealerships.

Challenge	Produce a live acquisition announcement video webcast
Solution	Work with AVI-SPL/VideoLink to produce a live event on-location in Chicago and webcast to newly acquired dealerships
Results	Successful live announcement and introduction to newly acquired dealerships
Product	AVI-SPL/VideoLink's video production and transmission services

"AVI-SPL and VideoLink took care of everything. In just a few short days, they were able to produce a successful webcast that warmly welcomed and entertained our new dealerships."

Shaun Guthrie
Vice President, Business Technology
AutoCanada

AutoCanada is Canada's only publicly traded multi-location automobile dealership group.



AutoCanada

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AutoCanada requires live video production services.

AutoCanada recently acquired the Grossinger Auto Group in Chicago, which includes 14 dealerships. The company sought an innovative and personal way to announce the ownership change to those who would be directly affected. AutoCanada's newly appointed Vice President of Business Technology, Shaun Guthrie, approached AVI-SPL in search of a quick solution. When AVI-SPL recognized AutoCanada's need for a high-quality, live webcast, AVI-SPL's broadcast video division, VideoLink, was their first call.

VideoLink sprang into action, quickly scoping and pricing the job. In just three days, VideoLink was on-location in Chicago, ready to shoot a live webcast at the Grossinger Auto Dealership.

VideoLink transmits a live video webcast from new dealership in Chicago.

Despite the fact that AutoCanada had never produced a live webcast before, everything went off without a hitch. Since VideoLink took care of every aspect of the production, both the CEO of AutoCanada and the newly appointed president of Grossinger Auto Group were able to generate the desired level of energy for the announcement and focus on their message.

Successful live webcast announces AutoCanada's acquisition of Grossinger Auto Group.

Not only was AutoCanada able to announce its newest acquisition through an innovative and effective medium, Guthrie was elated with the success of the live webcast, saying "This was a very important event for us and we were able to get our message out in a clear, concise and entertaining way. AVI-SPL and VideoLink took care of everything and made us look great on very short notice. We were able to deliver our message in the best possible way with very minimal effort on our part."

This production, which seemed daunting at first, only required a phone call and a few emails on the part of the client. VideoLink took care of all the rest – making the process smooth for AVI-SPL and AutoCanada. VideoLink provided everything, including on-site production, an onsite encoder, and four crew members. The webcast, which lasted nearly a half-hour, included graphics and shots from different Grossinger Auto Dealership sites.