

Motor World Launches Advertising Campaign to Reach More Used Car Buyers in Central Virginia

One of Central Virginia's premier used car dealerships has unveiled a campaign to reach more used car buyers.

MADISON HEIGHTS, VIRGINIA, UNITED STATES, September 28, 2020 /EINPresswire.com/ -- Representatives with [Motor World](#) announced today the official launch of its advertising campaign to reach more used car buyers in Central Virginia.



"We have six billboards now, we are on the radio with WJJS and WYYD local radio stations," said Joshua (Adam) Huffines, owner and spokesperson for Motor World, an award-winner in the 2019 Readers' Choice award for central Virginia's best used car dealership.

The launch of Motor World's advertising campaign could prove to have perfect timing. The advertising campaign comes on the heels of the company reaching a new sales milestone.

"We just reached \$4 million in sales for the year as of August 31, and we're on pace to reach \$6 million for the year," Huffines said. "We're truly blessed to reach this milestone."

In addition to launching a new advertising campaign and reaching a new sales milestone, Motor World was also nominated in August by News & Advance as a candidate for the 2020 Best Used Car Dealership Award in Central Virginia.

Motor World is Central Virginia's premier used car dealership. The company specializes in aggressively priced vehicles of all makes and models and takes great pride in its vehicles and their cleanliness, quality, and value.

But that's not all. In June, Motor World reached its 1,000th customer.

“We consider it an honor to serve each and every customer, and we are exceptionally pleased and excited to reach our 1,000th customer,” said Huffines.

In an effort to show customer appreciation of current and future customers, Motor World is now helping customers find affordable auto financing options in Madison Heights.

“Our finance center’s goal is to help you find the most affordable path towards driving home in your favorite pre-owned vehicle from our used car dealership,” said Huffines.

“We’ve taken care to ensure that all the vehicles on our lot in Madison Heights are high-quality models ready to go home today, and your financing solutions can help with that,” Huffines stressed, before adding that anyone needing financing can [apply for financing](#) today.

Huffines went on to point out that Motor World offers support from its finance experts and a variety of online financing tools to help customers get started so that they can stress less about diving into the process of securing an auto loan.

“Shopping for and financing your next vehicle doesn’t have to be a chore,” Huffines declared. “Let our finance center team of professionals take the worry and stress out of researching loans and interest rates. You can get started by filling out our finance application tools online, from the comfort of your own home. When you’re ready to take the next steps on your path to a great used vehicle, stop by and visit our showroom for a test drive and crunching numbers with our experts.”

For more information, please visit www.motorworldva.com/used-inventory/index.

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About Motor World

When you come to us in Madison Heights to see our selection of used models up close, you'll notice how our team is ready to cater our attention to your individual needs. The used Preowned models that we carry are high-value and priced affordably so you can make the most of your finances. We have a reputation for providing Lynchburg drivers with quality care, and we want you to be our next success story.

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