

McNally - Yuko marketing one pager

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Yuko Rental at McNally Motors — Marketing One-Pager (v3)

Prepared for: Martin McNally | Date: 28 June 2026

What Yuko Rental actually is

Yuko is Toyota Ireland's car-sharing and rental platform. There are two sides to it. Yuko Share is pay-by-the-hour on Dublin streets. Yuko Rental lets customers book a Toyota or Lexus from your dealership for a day, a week, or longer. The rental side is the one that matters for McNally Motors.

Customers download the Yuko app, sign up for free, and book a car from your dealership. They collect keys from your team on the day, drive, and return when they're done. Insurance is included. No contracts, no hidden charges. You set your own prices.

Why this is worth pushing right now

Most people in Longford and the Midlands don't know Yuko exists. It's marketed nationally but awareness outside Dublin is low. That's your gap. A family whose car is in for service, a farmer who needs a second vehicle for the week, someone whose insurance renewal is a month away and their NCT just failed. These are all people already in your orbit who'd rent a Toyota today if they knew they could.

You're not competing with Enterprise or Hertz. You're offering something those companies can't: a trusted local name, a Toyota they can try before they buy, and a face they already know behind the counter.

Social media: one post per week

Platform focus is Facebook and Instagram. Your audience is in Longford and the surrounding counties, and Facebook is where they are. Instagram works for younger buyers and visual content. Don't spread across TikTok or LinkedIn at this stage.

One Yuko post per week fits your content calendar without crowding out your core dealership content. Rotate through these four themes on a monthly cycle:

Week 1, "Did you know?" A short, direct awareness post. "Did you know you can rent a Toyota from us by the day? No contracts, insurance included. Download the Yuko app and book in two minutes." Use a photo of an actual car on your forecourt, not stock imagery.

Week 2, use-case story. Speak to a real situation your customers face. "Car in for service? Rent a Corolla for the day through Yuko and stay on the road." Or: "Need a bigger car for the weekend? Book a RAV4 from us through the app." One scenario per post. Keep them specific.

Week 3, staff video clip. A 30 to 60 second video of Martin or Pauric walking someone through how Yuko works. No script, no polish, just a quick phone recording. These tend to get more reach than designed graphics for local dealerships.

Week 4, try-before-you-buy. "Thinking about going hybrid? Rent a Corolla Hybrid for a weekend through Yuko and see how it fits your life." This positions Yuko Rental as a sales funnel, not just a service add-on.

Boosted posts: put €20 to €30 behind your best-performing Yuko post each month. Target a 30km radius around Longford. At that spend level you'll reach 5,000 to 10,000 people per boost. Ask customers when they collect how they heard about Yuko. That's your attribution.

Newspaper advertising

The Longford Leader is the first choice. It covers your core catchment and your customers read it. If budget allows, the Roscommon Herald and Westmeath Examiner extend reach into neighbouring counties without wasting spend on Dublin or national papers that won't convert.

A quarter-page ad works well. Keep it simple: a photo of a Toyota on your forecourt, the Yuko logo, three bullet points (rent by the day or week / insurance included / download the app), and your dealership name and phone number. Don't try to explain the whole service in the ad. The goal is to make people Google "Yuko rental Longford" or call you directly.

Run it fortnightly for the first two months, then drop to monthly. Front-load the spend while you're building awareness. A quarterly feature or advertorial ("McNally Motors now offers Toyota rental by the day") adds credibility beyond a standard ad.

Tie ads to moments when rental demand spikes: school holidays in July and August, bank holiday weekends, January when people are waiting on new-year insurance renewals.

Radio advertising

Shannonside FM is the station for Longford and the Midlands. Your audience listens to it daily. It's local, trusted, and affordable compared to national airtime.

A 30-second spot is enough. Structure it as problem, solution, call to action. Example script outline:

"Need a car for the week while yours is in for service? Or want to try a hybrid before you commit? McNally Motors in Longford now offers Toyota rental by the day or by the week through the Yuko app. Insurance is included, no contracts, no fuss. Call McNally Motors on 043 33 45621 or search Yuko rental on your phone."

Get Martin or Paul to voice the ad if the station allows it. A familiar local voice lands better than a generic station read in a market like Longford.

Book a two-week burst of 3 to 4 spots per day during drive time (7 to 9am, 5 to 7pm). That's when your audience is in the car and thinking about cars. Repeat the burst every 6 to 8 weeks. Budget roughly €800 to €1,200 per two-week burst on Shannonside. Confirm rates directly with their sales team.

Seasonal tie-ins follow the same logic as newspaper: school holidays, bank holidays, January insurance gap. A service-department angle works well on radio too: "Bringing your car in for a service? Ask us about renting a Toyota while it's with us."

Measuring what's working

Track three things monthly:

- Number of Yuko Rental bookings through your dealership
- How customers heard about it (ask at collection: "How did you find out about Yuko?")
- Which channel is producing the most enquiries: social, newspaper, or radio

After 90 days, you'll have enough data to know what's landing and what isn't. That's when we build the full roadmap and decide where to scale spend.

Recommended first 30 days

Week 1: First social post, a "Did you know?" with a photo of a car on your lot and the Yuko app QR code. Brief the newspaper ad copy for the Longford Leader (quarter-page, fortnightly run starting week 3).

Week 2: Staff video post for social. Contact Shannonside FM for rate card and book your first two-week radio burst starting week 3.

Week 3: Radio ads go live. First newspaper ad runs. Use-case post on social.

Week 4: Try-before-you-buy post on social. Boost the best-performing post from weeks 1 to 3. Review early enquiries and note where they're coming from.

Prepared by Thomas Kelly Agency for McNally Motors. June 2026.