

## NatMobile Comes to the DC Area as Part of Marketing Effort

Written by Maury Brown  
Thursday, 13 August 2009 19:05

---



**Truckin'. The Nationals join the Dodgers as clubs working to market tickets and merchandise directly to fans.**

Yesterday, [we reported on the Dodgers Ticket Truck, who had Snoop Dogg at the wheel](#) bringing tickets to the fans in communities in the Los Angeles area. And while this truck is far more “shiny new” as compared to the Dodgers’ “old-school” truck, the premise is the same: take your product to the streets. For the Dodgers, and here, the Washington Nationals, it’s the sale of game tickets and merchandise.

The Nats unveiled its new mobile marketing unit, The NatMobile, at Sunday’s game vs. the Arizona Diamondbacks. The interactive NatMobile is designed to reach out across the local regional area of “NatsTown” from the District of Columbia to Blacksburg, Va., to Ocean City, Md.

# NatMobile Comes to the DC Area as Part of Marketing Effort

Written by Maury Brown  
Thursday, 13 August 2009 19:05



Images courtesy Washington Nationals



[Follow Maury Brown on Twitter](#) [@TheBizofBaseball](#) [to get updates on the biz of baseball](#)  
[Follow The Biz of Baseball on Twitter](#) 