



MOBILE **ADVANTAGE**<sup>™</sup>  
*PartnerPower*

The logo features the words "MOBILE ADVANTAGE" in a bold, blue, sans-serif font, with a trademark symbol. Below it, "PartnerPower" is written in a green, italicized, sans-serif font, followed by three horizontal green lines of varying lengths.

Grow Together. Win Together

The background of the entire image is a composite of several elements: a dark silhouette of a world map, a close-up of two hands shaking in a firm grip, and several circular icons. These icons, connected by dotted lines, contain stylized human figures representing individuals or groups. The overall color palette is dominated by dark blues, greys, and a central warm orange glow from the hands.



# MOBILEADVANTAGE<sup>tm</sup>

*PartnerPower*

## A New, Scalable, High-impact Marketing Channel

Drives customer engagement and revenue growth for **automotive repair shops** and their **strategic partners** through direct-to-cell phone marketing with the **Mobile Advantage Experience™**.

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## Shops Enable Direct Brand Marketing

Brands can now bypass TCPA (Telephone Consumer Protection Act) limits on direct-to-phone marketing by tapping into opt-in programs run by partner shops.

### Unlock Direct Access to Consumers for the First Time



- ✓ **Pre-Existing Trust**  
Relationship built through trusted repair shops. 100% opt-in text messaging-- customers want to hear from their shop!
- ✓ **First-Mover Advantage**  
Manufacturers and distributors now have direct, permission-based access to consumers. No need for expensive media buys or third-party data.
- ✓ **Higher Engagement Rates**  
Text messages see open rates of 98%+, far surpassing traditional email

# Scalable, Growth Opportunity for Brands

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- Average Customers per Shop = 1,000
  - 10,000 Shops = 10,000,000 Vehicle Owner Contacts
  - Unlock Direct Access to Consumer's Cell Phones for First Time
  - Piggy-back on Existing Shop Consumer Relationships
  - ***You Sponsor the Connection. They Drive Your Sales Growth***
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# Mobile Advantage Technology

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To achieve its marketing objectives, **Mobile Advantage** utilizes three powerful technologies.

- Mobile Advantage App™ - *(Personalized Business Mobile App)*
  - Mobile Advantage Showcase™ - *(Mobile Business Digital Content)*
  - Mobile Advantage Digital Delivery™ – *(Multichannel Digital Delivery)*
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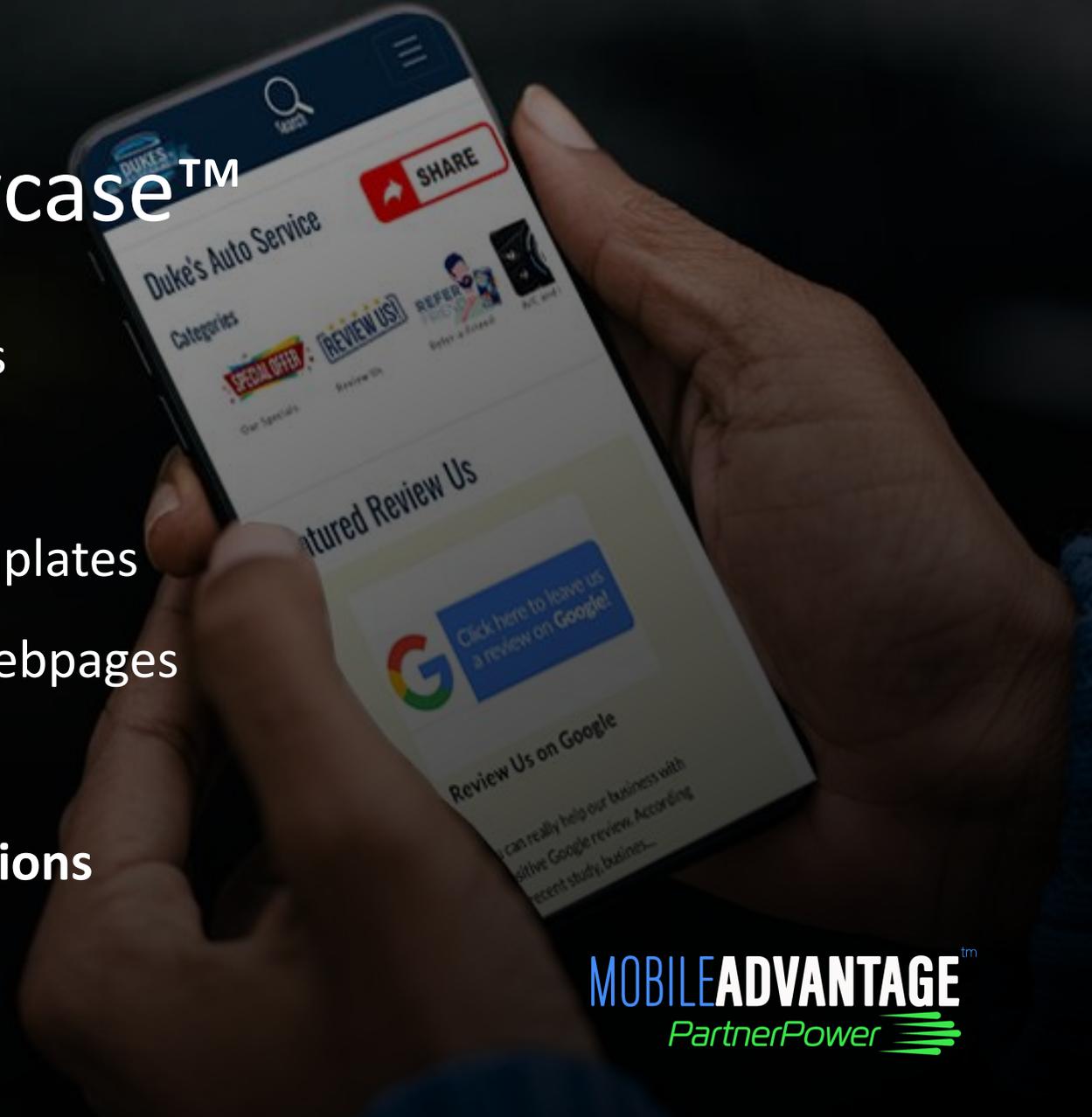
# Mobile Advantage App™

- Branded per Business
- Web-Based, No App Downloading
- Easy-to-Navigate User-Interface
- Category Customization & Prioritization

# Mobile Advantage Showcase™

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- Personalized Content per Your Business
  - Effectively Organized by Category
  - Built-in Learning Libraries Through Templates
  - Interacts with Existing Websites and Webpages
  - Self-Manageable Content
  - **Focused on Existing Customer Interactions**
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# Mobile Advantage Digital Delivery™

- QR Code Marketing
- Weblink Marketing - Existing Text Services, Websites, Social Media Posts, Email, etc.
- Text Delivery Service
- Drives Mobile Traffic to Mobile Advantage App & Showcase

# Repair Shop Benefits

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- Powerful, affordable marketing program that increases shop revenues
  - Access to extensive marketing resources and expertise
  - Improve customer loyalty, spending and referrals
  - Safeguards valuable existing customer relationships.
  - Proactive (“Push”) advertising keeps customers engaged
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# Sponsored Brand Benefits

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- Legal, Direct Mobile Access to Vehicle Owners
  - Immediate, Scalable, Consumer Interaction
  - Premium Product Visibility at Point of Service
  - Mutual Sales Growth with Sponsored Shops
  - ***NEW Exclusive Competitive Advantages***
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# KEY TO PROGRAM SUCCESS

## Strategic Partnership with Three Leading Industry Giants

- Tire Manufacturer(s) or Tire Distributor
- Replacement Parts Distributor
- Oil/Lubricant Manufacturer and/or Brand

Direct Access to Shops Nationwide!

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# Sponsored Categories\*

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- A/C & Heating
- Alignment
- Belts/Hoses
- Brakes/Accessories
- Charging/Starting/Battery
- Diagnostics
- Drivetrain
- Emissions
- Exhaust/Muffler
- Filters
- Financing
- Fluids/Additives
- Fuel System
- Lighting
- Oil/Lubricants
- Suspension
- Tires/Accessories
- Tools/Equipment
- Tune-up/Ignition

\*subject to change

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# Sponsors Help Shops Succeed and Help Themselves to Improved Sales & Profits.

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Mobile Advantage Is Designed to Grow a Shop's Customer Base, Increase Customer Loyalty, and Improve All Aspects of a Service Center Business

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# How the Program Works

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- Sponsors Provide Shop Referrals & Funding for Program Infrastructure
- Mobile Advantage Advisors Formalize Shop Relationships
- Mobile Advantage Advisors Provide Sponsor & Shop Training/Support
- Automated “Staggered” Quarterly Campaigns
- One Campaign Dedicated to Referral Marketing
- Real-time Dashboard Analytics for Shops/Sponsors

# Sponsored Shop Pricing

- \$79 per Month, No Contract (Suggested Retail @ \$149)
- \$295 One-Time Design & Setup (Regular Price @ \$495)

# Industry Sponsor Pricing / Rebates

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- 3 Exclusive Sponsor (Tire, Replacement Parts, or Oil/Lubricant)
  - \$15,000 per Month / No Contract / Sub-Sponsor Opportunities
  - Share 15% Subscriber Revenue Rebate
  - Guaranteed Showcase Category Ad Placements
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# Program Goals & Mission

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The Mobile Advantage PartnerPower Program is dedicated to helping thousands of automotive repair shops connect directly and effectively with vehicle owners through cutting-edge direct-to-cell phone marketing. Utilizing Mobile Advantage technology, we equip shops to engage millions of drivers with timely, customized mobile experiences that promote regular service visits and proactive vehicle care.

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