



MOBILE**ADVANTAGE**[™]
PartnerPower

Grow Together. Win Together



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™**.



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

- 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

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

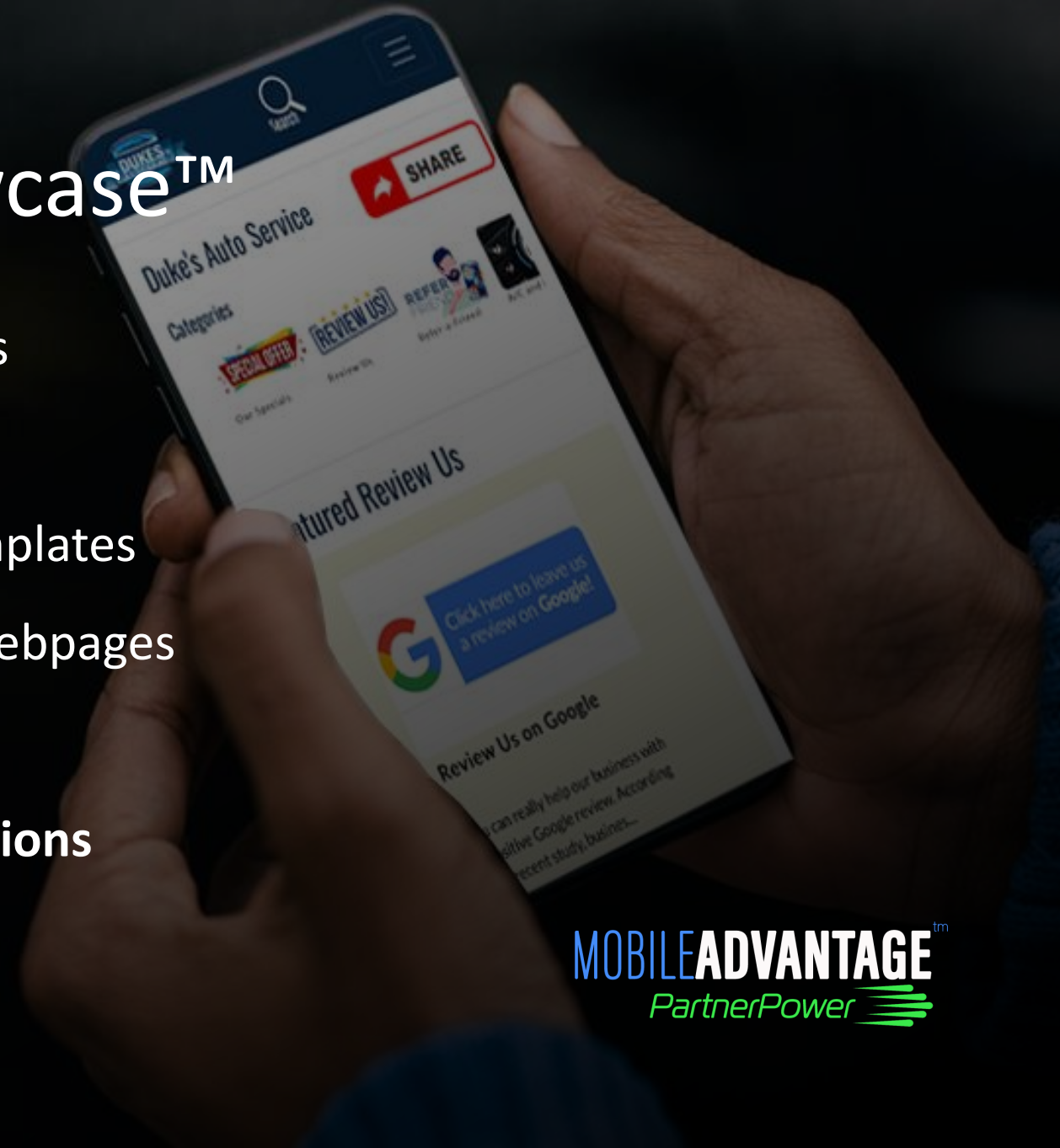
Scan for Sample



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Mobile Advantage Showcase™

- 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

- 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

- 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*

- 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
- Wheels

*subject to change

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

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

- 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
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Shop Pricing*

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

* Dependent on Sponsor Fees

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Industry Sponsor Pricing / Rebates

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

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.
