



Make Your Brand Stand Out

Dealership-wide Solutions

U.S. and Canada

Improve the consistency and power of your image to deliver a complete brand experience with Commercial Print solutions from Reynolds.

The Power of Color

Promote your dealership brand consistently on your lot, in your showroom, and in the service drive. Research shows that color can help:

- Capture attention.
- Enhance productivity.
- Improve communication.
- Boost sales.

Reynolds offers a variety of commercial printing, including greeting cards, flyers, brochures, maintenance books, and more! And quality is always high because we design and print all of your work in our own facilities.

Many of our Commercial Print solutions double as advertising tools by keeping your name and brand in front of your customers.

Make Every Contact Count

Full-color, automotive-themed thank you, anniversary, birthday, holiday, and blank greeting cards support your Customer Relationship Management (CRM) efforts, adding value to every customer experience. Reynolds can professionally design cards to include your dealership name, logo, and a custom verse in a variety of inks and colors. With custom-branded greeting cards, you always make the right impression.



Build Relationships

Postcards are ideal to send as follow-ups after service or as incentives to bring customers back after the sale. Postcards can be created with special promotions or coupons to encourage customers to return to your dealership. Whatever promotions you choose, you will remind customers of your value.



Commercial Print

Capture Repeat Business

Attracting customers is vital, but so is keeping them. According to a J.D. Power and Associates study, creating strong relationships with customers during the first few years of ownership significantly influences customer retention during the post-warranty period. Full-color Service Maintenance Books, which can be designed with custom graphics and layouts, help you attract and retain business:

- Guide your customers along the path to proper vehicle maintenance.
- Transition new vehicle sales into long-term, loyal service customers.
- Double as an advertising tool for your dealership.



Stand Out from the Crowd

Stand out from your competitors with Dealer Image. A photo of your business provides the background for an artist's rendering of your dealership, which can be added to any form you like. Build your professional image at every point of contact with your customers – on greeting cards, letters, or advertisements – to leave a lasting impression of your brand.



For more information on Commercial Print, please contact your Reynolds Document Consultant, call 800.344.0996 (US) / 800.247.9934 (Canada), or e-mail ids_mktg@reyrey.com.

 Reynolds
& Reynolds®

MAKING BUSINESS BETTER.