



Marketing on the Road

Sales and F&I Solutions

U.S. and Canada

License Plate Inserts and Frames

Promote your brand through long-term marketing and minimal investment by placing your image prominently on license plate inserts and frames.

Make a Lasting Impression

Maximize awareness of your dealership in a powerful and consistent way on your lot, in your showroom, in the service drive, and on the road every day with custom-branded license plate inserts and frames.

License Plate Inserts

Choose a branded license plate insert in one of four materials – polycoated board, polystyrene, polyethylene, or aluminum. Then finish your plate with a chrome (mirrored-look) finish, or use a transparent or glitter ink to make your logo really stand out.

- **Polycoated Board** is a weather-resistant material that will not flake or deteriorate in outdoor conditions. It is an economical choice for short-term plates.
- **Polystyrene** is more durable than polycoated board and is suitable for short-term use outside.
- **Polyethylene** is the most durable, outdoor plastic available and provides the best return on investment when the plate remains on a vehicle after leaving the dealership.
- **Aluminum** plates are the highest quality option for long-term exposure of your brand.



License Plate Frames

Choose from several options to find the branded frame that works best for you.

- **Black plastic frames** – 26 styles and 13 imprint colors, including matte and metallic colors. The color is applied to the frame by hot stamping rather than screen printing, providing a longer-lasting finish.
- **Hanging copy** – letters extend above, below, or off the side of the frame to add visual interest without obscuring information on the license plate.
- **Metal frames** – the top choice for luxury vehicles; metal frames complement the quality of the vehicle they are placed on.
- **Chrome-plated plastic frames** – provide the look of a metal frame at a lower price.
- **White plastic frames** – provide a sharp color contrast for dark logos or against dark license plate inserts and state license plates.

Dealership branding is about maintaining positive customer experiences long after the customer has left your showroom. Extend those positive experiences and create word-of-mouth marketing with branded license plate inserts and frames.



Black Plastic



Chrome-Plated Plastic



Metal



White Plastic

For more information on License Plate Inserts and Frames, please contact your Reynolds Document Consultant, call 800.344.0996 (U.S.) / 1.800.247.9934 (CN), or e-mail ids_mktg@reyrey.com.



MAKING BUSINESS BETTER.