

# Hang on to In-Vehicle Advertising

Parts and Service Solutions

U.S. and Canada

Combine your need for a dispatch system with in-vehicle advertising to maximize your marketing dollar and generate sales.

## Turn a Profit

PromoTAG™ transforms your current dispatch tag that ends up in the trash into an effective in-vehicle advertisement that generates cash. Use in-vehicle advertising to not only retain loyal service customers, but to also help retain customers for potential new car sales. PromoTAG looks professional, effectively delivers your message, and with the capacity to upsell, more than pays for itself.

## Sensible Solution

Make the most of advertising opportunities and cut back on potential waste with PromoTAG. Since PromoTAG includes a dispatch and key tag system, it's one advertisement that won't hurt your bottom line. Own the best advertising space on your lot – your customer's car!

## Flexible, Useful

With the versatility that PromoTAG provides, you can create a wide variety of offers and advertising campaigns. The customizable tags provide you the perfect opportunity to:

- Advertise special promotions, such as tire sales or discount tune-ups, for the service department.
- Team up with other departments to increase your dealership's overall sales and success.
- Sell advertising space to community businesses or collaborate on enticing campaigns with partner companies.



PromoTAG™



*“They say it’s the little things that make a big difference – well they’re right! We were trying to figure out how to increase business in our retail Detail Center and Body Shop. The answer was right in front of us – mirror tags. We took what was a plain tag with a dispatch number and made it an ad piece. Now every one of the 600 plus customers coming through our service department sees our shop in action on the tag. Awareness has improved dramatically and so has revenue. Best of all, it doesn’t cost us one incremental dime!”*

**John Kerekanich, Managing Partner  
Newberg Ford-Mercury  
Newberg, OR**

**For more information on PromoTAG, please contact your Reynolds Document Consultant, call 800.344.0996 (U.S.) or 1.800.247.9934 (CN), or e-mail [IDS\\_Mktg@reyrey.com](mailto:IDS_Mktg@reyrey.com).**



**PromoTAG™**