

# Automotive Focal Points

## Why focus on the Automotive Market?

It's not hard to figure out that this is a bad time to be an automaker or auto dealer. But did you know that good times are rolling for many repair shops, parts stores and tire dealers? And these businesses actually have money to promote themselves! You might be surprised to hear that auto dealerships and industrial vehicle distributors may be increasing their promotional products purchases while they spend significantly less on mass-media advertising. A value-priced pen with a logo, message and phone number is likely to gain exposure in a much more affordable manner than a television ad.

Paper♥Mate®

Sharpie®

## Proven Sellers in the Automotive Market

Paper♥Mate® Profile® Gel



Gel Pen: \$1.90(A) • 100 Units

Paper♥Mate® InkJoy



Hybrid Ink Pen: \$0.83(A) • 300 Units

Paper♥Mate® InkJoy



Retractable Gel Ink Pen: \$3.51(A) • 100 Units

Sharpie® SGEL



Gel Pen: \$2.22(A) • 200 Units

Sharpie® ROLLER



Rollerball: \$3.52(A) • 200 Units

Sharpie® TANK HIGHLIGHTER



Tank Highlighter: \$3.01(A) • 200 Units

Sharpie® FINE RETRACTABLE



Retractable Permanent Marker: \$3.37(A) • 200 Units

## Promotional Ideas for the Automotive Market

- **"Top of Mind" Giveaway**—When the consumer has many choices and competition is strong (e.g. car accessory stores in larger cities), an imprinted pen can serve as a constant reminder of who to call.
- **Consumer Retention**—Giveaways at auto repair and maintenance shops for loyal customers.
- **Profit Improvement Initiative**—Focus consumers on higher-margin items ("Use only genuine parts!").
- **Part of a Repeat Business Push**—A repair shop hands out affordable pens imprinted with "We Appreciate Your Business".
- **Gift For Large Purchase** —A quality imprinted pen for customers who buy 4 new tires, for example.
- **Grand Openings or Special Sales Events**— To drive traffic and as a take-home reminder.