

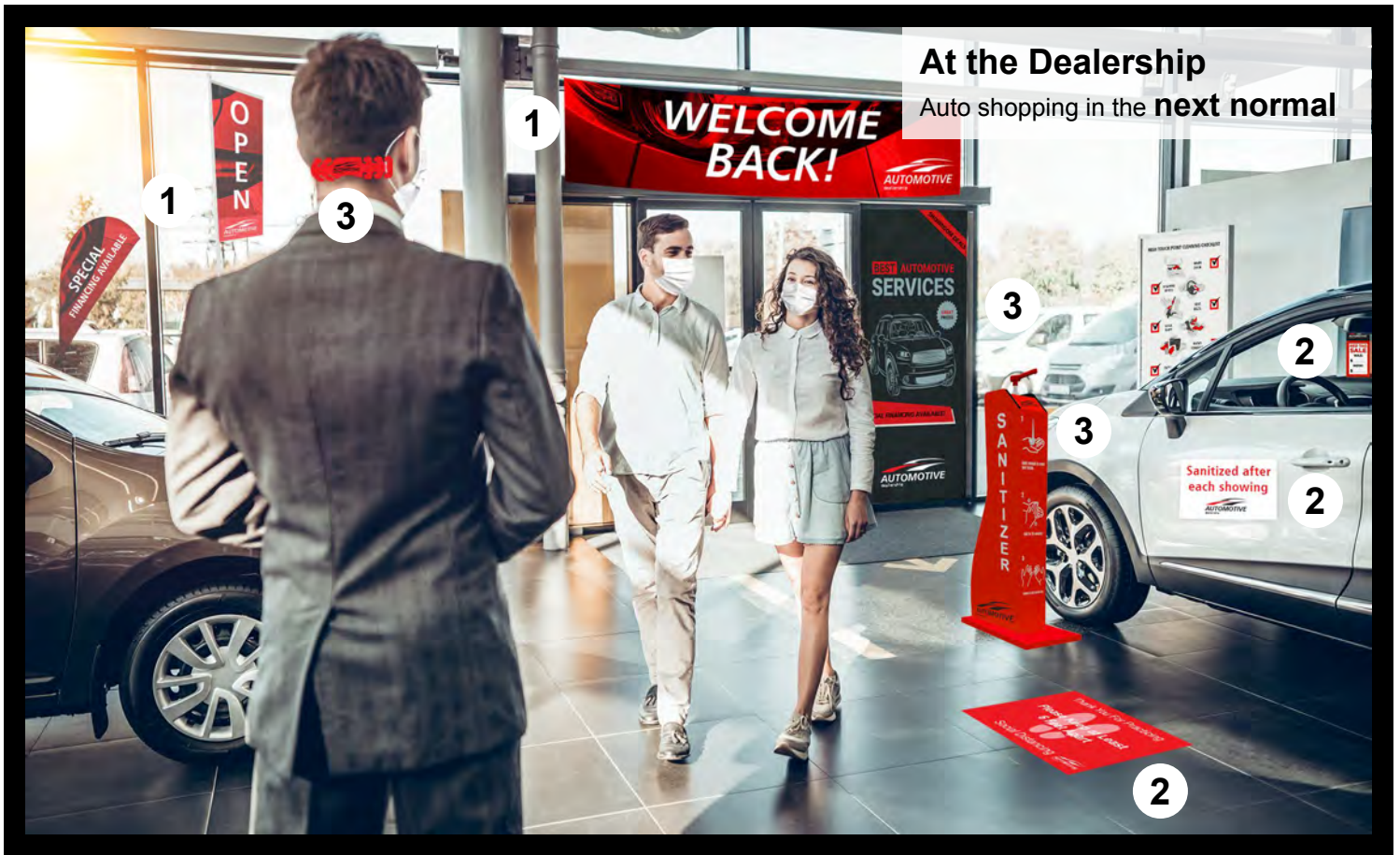


# BACK TO CAR SHOPPING

Automobile Sales and Rental in the **Next Normal**

**QRG**

QUALITY-RESOURCE.COM



**At the Dealership**  
Auto shopping in the **next normal**

## 1 | GET NOTICED

Informing shoppers you are safe and open for business is the first, most important step to take. Large-scale signage and banners get the attention needed.

- Outdoor mesh banners tolerate windy conditions
- Fabric sale signs grab attention with color and movement

## WALK-IN SHOPPERS

2 | More than half of shoppers begin their auto search online but walk-in traffic is still the most common first contact with a dealership. It's important to have clear directions to guide shoppers upon entry.

- Floor decals show foot traffic direction and queues
- Retractable banners advertise special manufacturer financing incentives
- Listing auto features on car magnets and pricing on mirror hangers reduces face-to-face interaction
- Lapel labels stating "We're happy to see you but no handshakes, please" keep policies in the open

## CUSTOMER AND EMPLOYEE SAFETY

3 | Dealerships are full of high-touch areas. Cleaning surfaces regularly and promoting safety standards are needed to avoid virus spread and the perception of it.

- Window decals on entry doors inform of safety measures implemented
- Place sanitizer stations in high touch areas
- Branded mask hooks offer relief from elastics and show dedication to safety

## SERVICE & REPAIR

### SERVICE FORMS

Auto service is an essential function where it is important to document the steps.

- Service forms can document completed work
- Communicate service needed with pass/fail Post-it® Note checklist



### STEERING WHEEL TAG

Indicate enhanced sanitary service that was performed.

- Easy to loop and secure on steering wheel
- Can be recycled after use



### LABELS

Whether easy-to-remove or durable stock, labels inform and improve workflow.

- Oil change service reminders
- Label parts with barcodes for easy inventory





## Online Auto Shopping

The reality of the **next normal**

### 4 | MARKETING REMOTELY

The majority of shoppers use a third-party site while searching for a vehicle. It's important to get your brand in front of them so they choose you for their purchase.

- Send postcards with enhanced finishes to get attention and highlight your brand
- Add a QR code linked to a video with model features and rep contact info
- Mail brochures with special financing rates or promoting the used car selections

### 5 | CONTACTLESS DELIVERY

With paperwork completed online, the only thing left is the delivery and final signature. Complete the process with some additional assurances.

- A safety seal on the door indicates the car has been sanitized just for them
- Place financing, warranty and title information in a branded folder presented on delivery
- Include a sanitary cello-wrapped logo pen for that final signature

### 6 | IT'S THE LITTLE THINGS

Contactless auto shopping shouldn't feel impersonal. Make customers feel special with the extra touches.

- Present the keys with a glitter hang tag attached to the key chain for some pizzazz
- Send a personalized thank-you note and include a logo mug when the sale is final

## AUTO RENTALS

### ACRYLIC PARTITION

Although many rental transactions will occur online, there will be a need for in person transactions.

- Acrylic partitions create a barrier between employees and customers during paperwork and key pick-up

### SAFETY SEAL

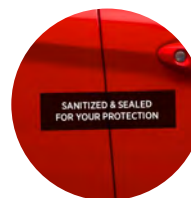
Give peace of mind that the vehicle was cleaned and sanitized before use.

- Safety seals on doors
- Low cost and disposable

### Post-it® Notes

Use disposable Post-it® Notes to indicate sanitizing process.

- Post a checklist of high-touch areas assured to be clean



# BACK TO CAR SHOPPING

## Product Listing

### Large-Scale Signage & Fixtures

Product	Description	Popular Sizes	Typical Quantities
Banners	Durable and mesh, full color	24" x 48" to 36" x 96"	1 - 1,500+
Sail Signs "Feather Flags"	1- or 2-sided indoor or outdoor signs with ground spike or cross base with water ballast	6½' to 15' height	1 - 150
Window & Wall Decals	Translucent and repositionable, full color, easy application and removal, multiple sizes	8½" x 11" to 24" x 36"	1 - 500+
Floor Decals	8 mil. textured vinyl. Can be applied to challenging surfaces such as carpet, tile, concrete, wood, stone, metal, glass and painted surfaces	12" x 18" 24" x 24"	1 - 1,000
Retractable Banners	8 mil. plastic polypropylene Retractor Stand: Silver aluminum retractor with shock-corded poles	80" x 33⅓"	1 - 250+
Hand Sanitizer Stations	Includes stand, dispenser and sanitizer liquid	15"w x 38¼"h x 18"d	10 - 100
Acrylic Partitions	Bent foot or slot foot	30" x 36"	1 - 50+

### Small-Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Car Magnets	Full color printing, 30 mil, white magnet	8" x 18" to 24" x 24"	1 - 50+
Labels & Window Clings Rear View	1-3 or full color, indoor, outdoor labels and repositionable clings	1½" x 1" to 5" x 7"	250 - 10,000+
Mirror Hangers	Full color, double or single sided, variable text options, full bleed <i>*Available in the durable synthetic stock - yes, it can be disinfected</i>	3½" x 8½"	50 - 1,000+
Disposable Mask Hooks	16pt. stock, available blank or full color printed	8¼" x 2¼"	250 - 10,000
Service Forms	1 color or full color options for 2-part or 3-part forms	8½" x 11"	100 - 5,000
Steering Wheel Tag	Full color, die cut 14pt. or 16pt. semi-gloss C1S or 120# white silk	Die cut	250 - 5,000
Folders	24-hour production time, 1-2 pockets, 1, 2 or full color, foil, and embossing options	Standard or legal	50 - 5,000+
Postcards	Full color with raised spot gloss or raised foil, 1 or 2 sided 14pt. or 16pt., C2S stocks	4" x 6" or 5" x 7"	100 - 10,000
Brochures	Full color, multiple fold styles various stocks available including synthetic	8½" x 11"	50 - 1,000+
Safety Seal	Full color or spot color, removable white polyolefin UV varnish and vertical perforation <i>standard design or custom available</i>	10" x 2½" <i>other sizes available</i>	10 - 1,000+ custom starting at 250
Black Accent Flare Mug	5 color choices for interior 1 color imprint matches interior	16 oz.	36 - 576+
Cello-Wrapped Pens	Multiple colors, styles and imprint options available blue or black ink	One size	50 - 10,000+
Glitter Hang Tags	Full color, 1 or 2 sided, ⅛" hole on top center 13pt. or 16pt. crystal white glitter stock <i>Also available in Extra Thick</i>	5 sizes or 8 shapes	50 - 1,000
Thank-You Notes	Full color or spot color, panel or fold-over styles various stocks available	Multiple sizes	500 - 1,000
Post-it® Notes	Long and short run options, full color or spot color, cube printing	3" x 3" to 10" x 6"	8 - 5,000+ packs <i>300-610 sheets per pack</i>