

VEHICLE

ACCESSORIZATION:

THE FAST TRACK TO GREATER PROFITS



Question:

Is Your Dealership
Capturing Accessory
Sales and Profits?

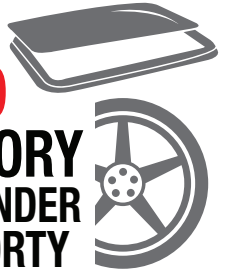
AUTOMOTIVE ACCESSORIES ARE A

\$53
BILLION
MARKET

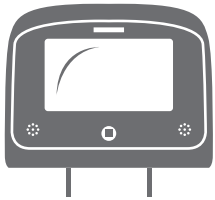


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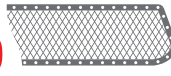
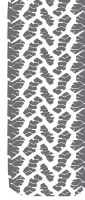
OF ACCESSORY
BUYERS ARE UNDER
THE AGE OF FORTY



44% OF NEW-
VEHICLE BUYERS
PLAN TO
ACCESSORIZE



ONLY **39%**
OF NEW-VEHICLE BUYERS
ARE OFFERED
ACCESSORIES
BY THE DEALER



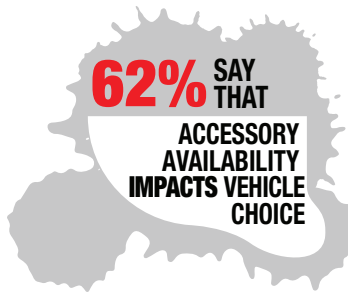
DEALERS
CAPTURE
ONLY **13%** OF THE
ACCESSORY MARKET



45% ARE MORE
LIKELY TO BUY AN
ACCESSORIED VEHICLE
IF THEY SEE ONE AT
THE DEALER



62% SAY THAT
ACCESSORY
AVAILABILITY
IMPACTS VEHICLE
CHOICE



Contact Us.

We are the experts.
Let us help you
build an accessory
program to boost
sales and profits.

How we can help:



PRO
PROFESSIONAL RESTYLERS
ORGANIZATION

We are a proud
SEMA/PRO-Member Restyler.

ACCESSORIZING: EIGHT WAYS TO ACCELERATE SALES



1. GENERATE SHOWROOM EXCITEMENT

Your customers don't just buy cars and trucks. They buy accessories, too—to the tune of \$51 billion a year. By adding restyling sizzle, you pique customer interest and boost traffic all year long. The more traffic you bring in, the more vehicles your customers drive out—and the more your profits add up!

2. CREATE DEALERSHIP DISTINCTION

Stylized vehicles, showcased in outdoor displays or as showroom focal points, build a strong dealership identity and appeal to image-conscious buyers. That's because motorists do stop and spend at dealerships that prominently display accessorized vehicles.

3. TAP INTO HOT, NEW MARKETS

Accessorizing attracts a broad range of buyers, from young adults and senior citizens to automotive enthusiasts and mainstream consumers. Buyers looking for vehicles that are more lifestyle-compatible, more personalized and more fun to drive. A sure-fire way to increase market share and attract new buyers of all ages.

4. BROADEN INVENTORY

One-of-a-kind, special-edition models can't be "shopped" at other dealerships. Accessorized vehicles transform in-stock units into exciting new models, turn entry-level and mid-level vehicles into lower cost, upscale look-alikes—and position your dealership as a market leader.

5. SPEED INVENTORY TURNS

Inventory turns are essential to improved profit ratios. Accessorized vehicles—be they upfitted with appearance or performance enhancements, specialty wheels and tires, interior upgrades or mobile electronics—are customer-pleasing attention-getters that generate faster sales for greater profit.

6. STIMULATE IMPULSE PURCHASES

There's a vast array of accessories, easy styling solutions to spark customer interest. When the casual shopper singles out the "right one," chances are it will be a restyled gem that stands tall on the showroom floor. That's all it takes to spur your customer into buying action.

7. GAIN A COMPETITIVE ADVANTAGE

Excitement. That's what customers experience when they purchase or lease a restyled car, truck or SUV. By making your vehicles unique, you enhance your customers' ownership experience. A proven method to increase customer satisfaction, build repeat business and set your dealership apart from the competition.

8. JUMP-START SALES AND PROFITS

Accessorizing enhances gross profit margins and deal-making leverage, and offers money-making opportunities throughout the dealership. By consistently featuring accessorized vehicles, you'll generate more sales at the high-profit end. Which is precisely where you want to be.