

Taking The Complexity Out Of Car Care

Why Automotive Businesses Need Digital Signage
and How it Helps Them Connect With Customers

How Digital Signage Affects The Automotive Industry

10 Foot Wave's Digital Signage can be found in over 6,000 new car dealerships, independent repair shops, and quick lube centers across North America. Since 2009, we've participated in several case studies to better understand how targeted messaging at the point of purchase adds real value to the bottom line.

National Retail Repair Chain (12-Week Study)

- Total revenue increased 21%
- 100% of test stores had greater total revenue and transactions
- 91% of stores had greater fuel system cleaning sales

Independent Repair Facility (4-Week Study)

- Brand specific tires sales increased 24%
- Wiper blade sales increased by 79%
- Sales of cabin air filters increased by 114%

Quick Lube Study (12-Week Study)

- Full synthetic oil changes increased by 39%
- Oil change club card sign ups increased by 28%
- Headlight refinishing service increased by 138%

New Car Dealership (8-Week Study)

- Accessory sales increased by 85%
- Extended service warranty sales increased by 36%
- Lifetime alignment sales increased by 43%
- Shocks/struts sales increased by 22%

Why You Need It

- Affordable and easy to use
- Quick return on investment
- Engage customers
- Reinforce brand image
- Upsell products and services
- Market directly to customers
- Save on print costs
- Decrease perceived wait time
- Replace cable and competitor ads

Does Digital Signage Work?

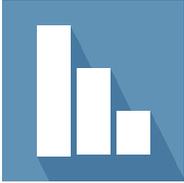
Every minute spent by a customer in an auto repair shop, dealership service drive, or waiting lounge is an opportunity to engage and upsell. For the waiting customer, vehicle maintenance is top of mind, but many dealers fail to take advantage of this opportunity.



20% Average Savings Compared To Print Advertising



The presence of Digital Signage can reduce perceived wait time by as much as 40%



70% of people over the age of 12 view digital displays every month (181 million people)

33% more sales compared to print

19% of people who saw an ad on a screen made an unplanned purchase



4 out of 5 brands experienced an increase of up to 33% in add on sales



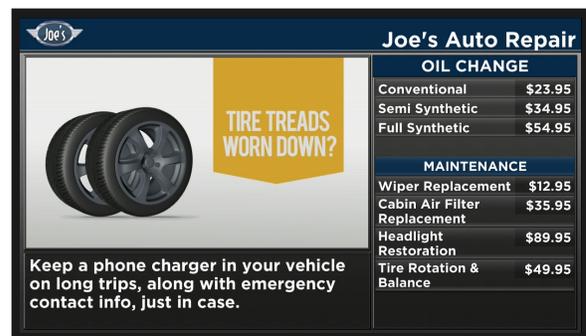
Digital Signage has a higher recall rate (52%) than TV (32%), billboards (30%), radio (27%), magazines (21%), and online banners (3%)



Service Menu Board

Display service and pricing behind your counter, while playing animations that explain the importance and value of car maintenance.

- Engage, educate, and upsell your customers at the point of sale
- Remind your customers of the importance of preventive maintenance & service intervals
- Highlight technician certifications (ASE)
- Feature information about high margin services
- Easily schedule promotions with expiration dates

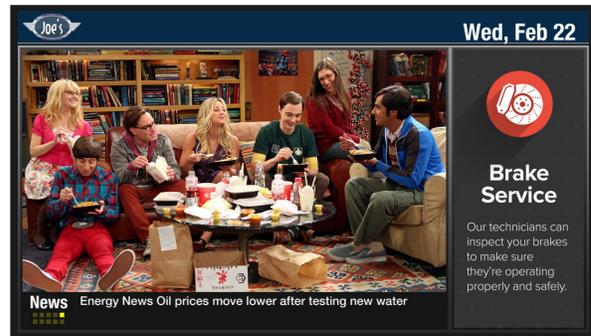




Waiting Room TV

Remove offensive content and competitor ads from your waiting area, and educate and upsell customers with our custom Waiting Room TV service.

- Replace cable with our *'Jerry Springer Free'* entertainment package
- 8-10 hours of unique short form content with both weekly and monthly updates
- Same popular content as seen on TV mixed with messages about your shop services
- Add service videos that detail the importance and benefits of preventative maintenance





Vehicle on Demand

Our most popular feature is included free with any service and helps explain complicated car repairs to customers with easy to understand visuals.

- Over 50 easy to understand service videos take the complexity out of car care
- Establishes a personal connection through a one-on-one experience



- Display on any screen or device
- Email videos for 'drop off' customer explanation and approval
- Included with any service

Automotive Content Library

Creating a playlist that explains your service while promoting the products you use or sell couldn't be easier with our robust automotive content library. Whether it's for Menu Board or Waiting Room TV, we have the content to help you create a compelling playlist.



Automotive Library



Spokesperson Library



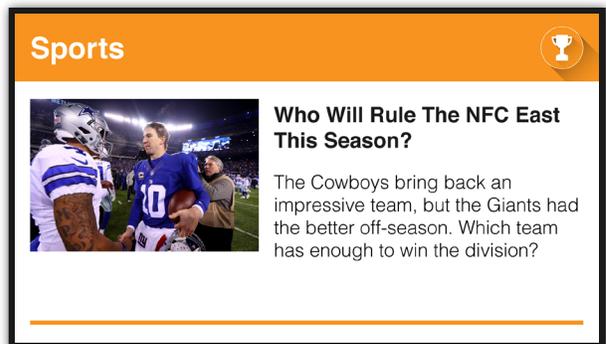
Tire & Service Library



Aftermarket Library



Custom Template Library



General Purpose Library

Our Customers Love It

We are running the menu board program in four locations and are extremely pleased with the results. Not only does this program add to the professional appearance in our stores with terrific service videos, auto service menus and promotional graphics, but we have the flexibility to change messages across all locations immediately. Our service managers love their vehicle on demand feature, which is an awesome animated tool to show customers the specifics of their vehicle.

Gary Rice
Raben Tire, 19 Locations
Goodyear TSN Service Center

10 Foot Wave is the best partner I work with. Their Digital Signage solutions are easy to use and include a wide variety of industry content. New Jiffy Lube content automatically appears so I don't have to worry about that part. Customers are continually asking about services I offer like cabin air filters and other maintenance items. The Vehicle On Demand tool and mobile app allows us to easily explain recommended services to our customers. Their solutions more than cover the cost due to increased ticket sales.

D. Dragan Dabizljevic
Jiffy Lube Iowa

How To Get Started

If you're interested in getting started with 10 Foot Wave's Digital Signage in your shop, contact us today to schedule a behind the scene's demo of our products in action.