



## PRODUCT FEATURE

# On The Road



**Quality, innovative and dependable products...**  
**Featuring a single must-have product for every automotive & trucking professional...**



### Auto Manual Holder (6064)

Auto owners dream organizer! Fits perfectly in glove box for quick and easy referencing. Holds proof of insurance, maintenance records, manuals and sales business cards. Great as a congratulatory gift for new truck or car owners!

- Two sizes to choose from!

**AS LOW AS \$ .74 (C)**

## Case History:

### Auto Manual Holder (6064)

#### **Objective:**

An auto dealership wanted to provide its maintenance department customers with a token of appreciation and an incentive for repeat business.

#### **Strategy:**

The dealership decided to utilize the Auto Manual Holder (#6064). The dealership's name, logo, product lines, address and telephone number were hotstamped on the product.

The maintenance department put the receipts for all work performed into the holder and gave it to the customer when the services were paid for. In addition, the dealership placed their business card in one of the provided pockets on the closure flap PLUS a discount coupon for the next recommended vehicle service.

The service department recommended the customer put their manual holder in their glovebox and use it to keep track of all maintenance records because the workers would be checking their holder for any coupons on their next visit.

#### **Results:**

The dealership continues to re-order the product and has done so several times because of the enormous goodwill generated by their service department. Customer loyalty has gone through the roof resulting in a substantial increase of basic car care revenue since the beginning of the promotion.