

AutoWay Ford of St. Petersburg

PRESENTS

Vehicle Wraps & Graphics



On The Road to Success There's a Ford

with Your Name On It!

Everyday you'll notice more vehicles with graphics. It's not just the big companies that advertise on their vehicles anymore. Small Business Owners and the self-employed, such as Lawyers, Real Estate Agents, Handymen, Boat Detailers, Cleaners and even you will benefit from adding your advertising and branding message to your own vehicles.

WHY? Because recent studies conducted by **The American Trucking Association** prove that vehicle graphics generate millions of visual impressions annually for **EACH VEHICLE**. The same studies also show that 75% of subjects developed an impression about a company from the graphics on their vehicle, and 29% would actually base a buying decision based on those impressions.

The average delivery truck generates
16 million
visual impressions each year

96% of respondents noticed words and pictures on trucks.

98% of respondents said that Vehicle Graphics created a positive image for the company.

96% of respondents said Vehicle Graphics had more impact than billboards.

Utilizing the space on existing delivery vans and trucks, you can turn the space into moving billboards with a much lower cost per impression (CPM) than any other form of advertising and with much better results.

RY&P, the largest U.S. advertising agency for the travel industry, confirmed the findings in their recent study the statistics detailed at left. Based on these facts, it's no wonder that vehicle graphic sales continue to grow even in the current market downturn.

The Autoway Ford Vehicle Graphics program, now makes it easier for you to deliver your Brand and Message along with your goods and services, because we can include your Vehicle Graphics into your purchase as part of your monthly payment.

From a Great Design to a Great Wrap... **We do it all!**

Our visual graphics marketing team is here to help you every step of the way. We will provide you with as much or as little assistance as you need. Using state-of-the-art CAD design templates we will bring your design requirement to life and show you exactly how your vehicle will look, for your approval, before we print. And best of all, up to 5 hours of art design are provided FREE!

All our vehicle graphics and wraps are produced using the highest quality materials and the latest print technologies to ensure the best finish and longest lasting graphics on the market today. UV protected inks and UV protective laminates reduce fading for up to 7 years.

Once your design is created and printed, our Factory Trained install team will ensure a flawless installation and back it up with dealer based service and warranty. It's just that simple!

To learn more about our wraps & graphics, please visit our web site at: **www.FordVehicleGraphics.com**

