

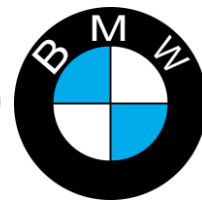
Automobile Dealerships

Sales Tool for Negotiations with Built-In Promotion

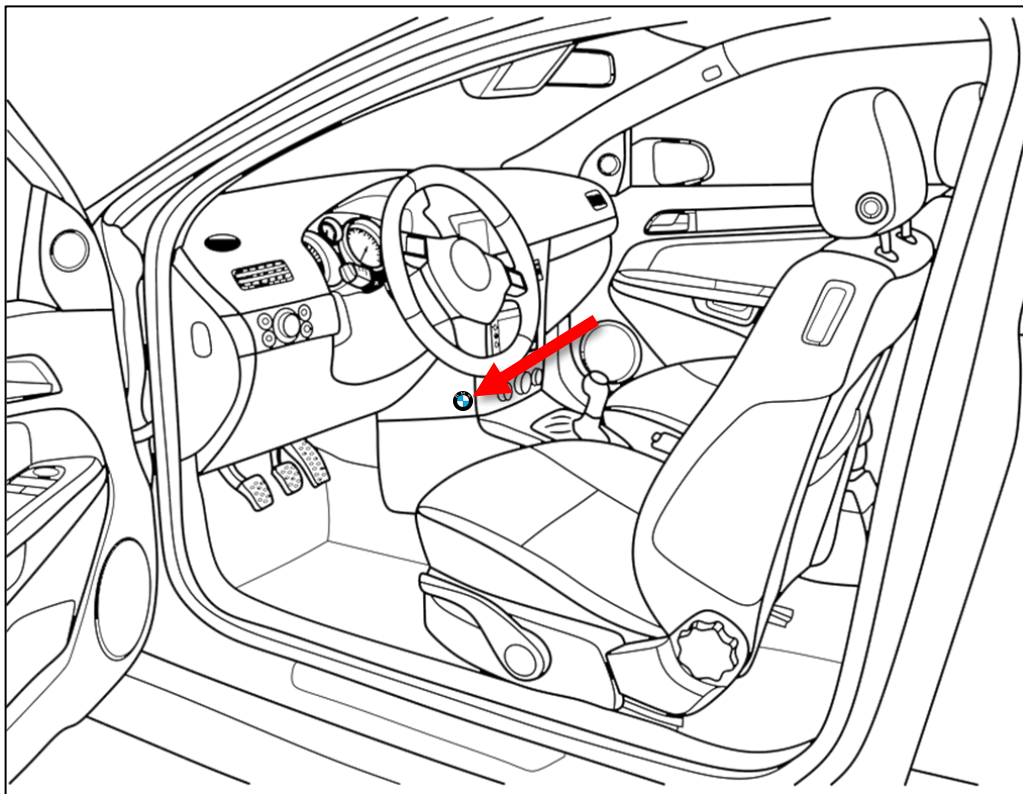
Display Dealership Name Inside The Vehicle

Value to Car Dealership

- Physical & Digital Promotional Branding
- Positive Sentiment to Key Demographic
- Helpful Negotiation Tool



Example NFC Coins 1" x 1"



Car dealerships peel and strategically place the fully branded Guardian TND Car Smart Chip into their cars. The 1" x 1" Chips are Industrial PVC with 3M Bonding and designed to work for more than 10 years with average daily usage. No battery or complex installation required.

Combined with the Guardian TND Smart Safety Keychain, the Car Smart Chip becomes a powerful negotiating tool for the new dynamics the automobile industry is facing.

Sell it. Give it. Use it as incentive for the customer to buy a warranty or the vehicle.
See back of this sheet for more...



Smart Safety Car Chip



Smart Safety Keychain



Market Opportunity for Distributors

National Automobile Dealers Association (NADA) - 2021

- U.S. dealerships sold 14.9 million vehicles
- Total dealership sales \$1.18 trillion

Who are the biggest buyers of this massive market?

According to Forbes magazine, “Women buy 62 percent of all new cars sold in the U.S. and influence more than 85 percent of all car purchases.”

www.forbes.com/sites/jennifernewman/2019/05/30/its-true-women-really-do-shop-more-for-cars

Because of this, car dealerships have started changing the way they sell, what they sell, and how they negotiate.

Car dealerships need tools that appeal to their biggest buyers - WOMEN! Since safety and security are top priorities for women, Guardian TND helps the dealer appeal to this core demographic.

Instead of talking about undercoating, paint protection or new floor mats to incentivize closing a sale, dealers can offer a fully branded and seamlessly integrated Guardian TND Smart Safety capability into the car. Lifetime free service is included.

Guardian TND's Smart Car Safety Chip also provides constant dealership branding and promotion that is dynamic and significantly more influential than a branded license plate frame. Guardian TND influences the car owner for years to come with daily exposure, as well as their family and friends.

Car dealerships are desperate to find ways to sell to women as their core demographic. Guardian TND can help dealerships close deals, increase loyalty and promote their name.