INDUSTRY PRESENTATION / AUTOMOTIVE & DEALERSHIPS

LET THEM TAKE THE CAR THEY LOVE HOME. ON A CARD.

A model-specific dealership gift turns a showroom impression into useful physical advertising that can stay on the customer’s desk.

SHOWROOM → EVERYDAY REMINDER → NEXT STEP



01 / WHY SHOWROOM LEAFLETS ARE SO EASILY FORGOTTEN

THE TEST DRIVE ENDS.
THE DECISION IS NOT OVER.

A customer sees the car, takes a printed brochure, then goes home to compare models and talk with family.

ORDINARY SALES LEAFLET

VISIT → READ → FILE OR DISCARD

After the showroom visit, a brochure competes with dozens of other messages.

HOLDERCARD

CHOSEN MODEL → USE → REMEMBER

A useful object gives the particular car a chance to stay in view.

This is a practical alternative to a disposable handout. Retention and sales impact need to be measured.

02 / THE MODEL-SPECIFIC ADVERTISING OBJECT

NOT ANY CAR.
THE ONE THEY CHOSE.

Print the exact car model and dealership identity on a flat branded card. It folds into a smartphone stand.



FLAT / SELECTED MODEL + DEALER



FOLDED / PHONE SUPPORT

Photos show real HOLDERCARD products. Specific automotive artwork must be approved by the dealership; these photos are not a claim of a new car-brand commission.

03 / TURN INTEREST INTO A PERSONAL HANDOUT

A SALES CONVERSATION THAT LEAVES WITH THEM.

The consultant offers the card for the model the customer admired — not a generic leaflet about the entire catalogue.

NOTICE	Ask which model caught their eye.
PERSONALISE	Hand over that model’s design.
CONTINUE	QR opens its official details or test drive.



04 / WHAT HAPPENS AFTER THE SHOWROOM

THE CUSTOMER LEAVES.
THE CAR STAYS IN SIGHT.

A photograph on a useful stand can keep the original impression close while a buyer compares options and talks to people they trust.

01 **AT THE SHOWROOM**

The chosen model leaves as a gift.

02 **AT HOME WITH FAMILY**

“Look — this is the one I want.”

03 **A DECISION OR A QUESTION**

QR opens the exact model or test-drive form.



For existing owners, a separate campaign can link to service booking. Choose one main QR action per card.

05 / WHY THIS IS NOT ANOTHER DEALERSHIP BROCHURE

ADVERTISING WITH A REASON TO STAY ON THE DESK.

A brochure can be forgotten after one reading. HOLDERCARD gives the printed message a useful second purpose.

LESS REASON TO THROW AWAY

Practical use may help the model-specific image avoid immediate disposal.

MORE OPPORTUNITIES TO NOTICE

If retained, the branded car can reappear during daily phone use.

A DIRECT FOLLOW-UP ROUTE

QR opens verified model information or a booking form.

PERSONAL HANDOUT → POSSIBLE RETENTION → REPEATED MODEL VISIBILITY

06 / DOCUMENTED DEALERSHIP WORK — NO INVENTED RESULTS

NOT A HYPOTHETICAL DEALERSHIP USE CASE.

The article describes model-specific HOLDERCARD designs and archived dealership work. Documentation is not proof of attributed vehicle sales.

TOYOTA AUTOART

Archived production briefs for 400 and 500 cards, with renewed ordering activity in 2021.

TOYOTA ARTCITY

Historical campaign documentation spanning 2019–2020, with designs for different vehicles.

CUSTOMER FEEDBACK

The source article reports customers showing their chosen model to family and friends.

DEALERSHIP PROJECTS, NOT CORPORATE TOYOTA MOTOR ENDORSEMENT OR PROVEN SALES LIFT.

The article cites ~15% sales growth during one project; attribution to HOLDERCARD is unverified and is not used as a promise.

07 / APPROVED UKRAINIAN CORPORATE PRICE REFERENCE

PERSONALISE BY MODEL.
SCALE ACROSS THE NETWORK.

Approved Ukrainian corporate prices in EUR per branded card. Prices for other markets are quoted separately.

TRIAL / SMALL DEALERSHIP		
QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

DEALERSHIP GROUP / NETWORK		
QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / QUOTED AFTER CONFIRMING FACTORY CAPACITY AND TERMS

Ukraine rates approved 26 Oct 2026. Shipping, applicable tax, artwork approvals and delivery are agreed separately.

08 / A TESTABLE DEALERSHIP PILOT

FIVE CAR MODELS.
ONE CLEAR MEASUREMENT PLAN.

Illustrative pilot: 500 cards, with 100 for each of five featured models. Total €275 at the approved Ukraine reference rate.

01

TARGETED DISTRIBUTION

Record the model shown and cards handed out.

02

A USEFUL QR DESTINATION

Link to verified specifications or test drive.

03

MEASURE REAL SIGNALS

Count qualified requests; survey card reuse.

A QR SCAN IS NOT A CAR SALE. HISTORICAL GROWTH IS NOT EVIDENCE OF CAUSATION.

09 / DESIGN YOUR DEALERSHIP CAMPAIGN

YOUR CARS.
ADVERTISING THEY MAY KEEP.

Give buyers the model they actually want to remember — as a useful advertising medium that can travel home after the showroom.

UKRAINE EXAMPLE: 1,000 BRANDED CARDS / €440

Agree exact model images and usage rights, dealerships, QR destination, sample, quantities and delivery before printing.

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