



"PUT YOUR MESSAGE IN MOTION!"

What Do The Experts Say?

Research Shows:

- 91% of people notice and retain words and pictures on fleet vehicles.
- 75% of those people said they formed a favorable impression of the company when vehicle graphics were used.
- 96% of the current American population travels in a car every week.
- 35% of heavy commuters come from household earnings of \$75,000+, compared to 23% for the U.S. average income profile.
- People with heavy mileage and long commutes are more difficult to reach with traditional media types.
- Vehicle Wraps can garner up to 8.3 million views per year in a city of 50,000.
- Full color advertisements receive 38% more readers than their black and white counterparts.

Reviews:

- "The cost of advertising over the life of the vehicle wrap is a miniscule amount." Spectrum Media Group
- "Consumers that are reached repeatedly with a message, show higher advertiser awareness, brand recall and purchase behavior." Arbitron Inc.
- "Vehicle Wraps give you more marketing exposure than with one costly billboard." American Trucking Association
- "Vehicle advertising generates between 30,000 and 70,000 daily impressions". Transportation Advertising Council
- "When billboard viewers are shopping for a product or service, retention of that product or service advertised raises to an impressive and effective 85% retention rate." Market Intelligence Media Research