

Market Your Car Inc.

Product Information Kit



Outdoor & Vehicle Marketing Experts

We know how to use other people's vehicles to market your business.



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Product Information Kit



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1. What's So Good About These MYC Guys?

First of all, thank you

You've taken time out of your day to review us and learn more about our work. Thank you, we appreciate that.

Questions and Answers, with MYC

Q: How are you any different from the others?

A: All of our clients are welcome to visit us, relax and join us for a coffee, tea, a can of pop/ juice. You can also take tour of our shop. We treat you like close friends and family.

Q: Do you do your own printing?

A: Yes, we print on large format Mimaki printers (64" and 54" wide).

In fact we print as slow as possible, in one direction only and at the highest resolution.

Q: The slowest! Why would you do that?

A: It sounds counter-productive, but it produces a significantly higher quality print. We believe that it is more important to spend the time printing once than to mis-represent you.

Q: What about the one direction only - what does that mean?

A: When the printer applies the ink, it travels along the material from left to right, then it goes back across the material to its starting point, from right to left. This process repeats: left to right, right to left, until the print is finished. During this process we can choose whether or not to print in both directions, cutting the print time in half. We choose not to do that.

Q: That sounds like a big slow-down. Again, why do things at this pace?

A: As with most things, you can't have speed and quality at the same time. If we print in both directions, the ink will be applied in such a way as to create blurred lines. Applying it in one direction only ensures that the lines are as clear and sharp as possible.

It always comes down to representing your business as well as you would. If that means taking our time, then that's what we do.

Q: OK, what about the materials you use...?

A: We really like 3M for their unmatched quality and warranties against material failure. 3M warranties range from 1 to 7 years, depending on the type and application. It is comforting for MYC to install high quality material, with strong warranties, because we don't have to worry about giving our customers an uncertain product.

Q: What about you – does MYC have warranties too?

A: Absolutely! We warranty all of our installations. A bad wrap/installation is bad for you, and bad for us. If we make a mistake we will correct it. It is as simple as that.

Q: Do your installations take longer too, like your printing?

A: Yes and no. We could work fast, but we don't want to risk making mistakes or committing oversights that result from rushing or a lack of patience. The bottom line is that we are creating marketing tools for your business – it absolutely must be done right, or no one is satisfied. Attention to detail is paramount at MYC.

At the same time, however, our skill and experience enable us to work with certainty, which is eliminates certain factors that would slow others down.

Q: This all sounds very good, but what about design work – can you help me with that?

A: There is always a graphic designer on-site at MYC. We can help you with the entire design, or simply prepare your existing designs for print. We're quite good in this department.

Q: How do I know that I can trust you?

A: We don't want you to feel like that's a decision that you have to make. The pages in this kit will briefly outline what we have actually done – every photo in here is our work, and every client has been happy with our product and commitment to great customer service. You can go ahead and give them a call if you like, we don't mind.

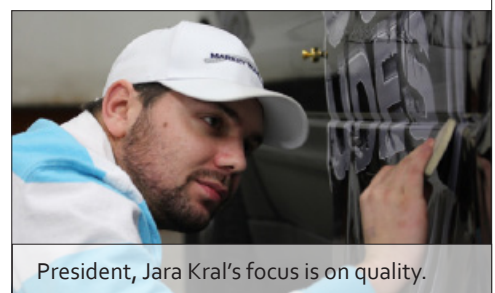
If there is anything else that you would like to ask us, you are more than welcome to call, email or visit us – anytime.



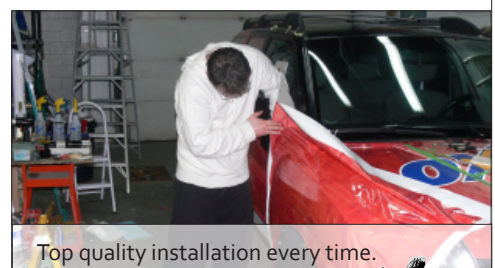
Happy customers: Gourmet Bitches.



MYC is trusted with expensive projects.



President, Jara Kral's focus is on quality.



Top quality installation every time.



2. Vehicle Wraps & Mobile Advertising: Commercial

Commercial Wraps

- Cars



Budd's BMW. Full Wrap: \$2,200



Cheese Boutique. Full Wrap: \$2,000



Car Pages. Full Wrap: \$2,900

- Vans



The Food Dudes. 3/4 Wrap, No Roof: \$2,900



Prairie Girl Bakery. Full Wrap, No Roof: \$3,300

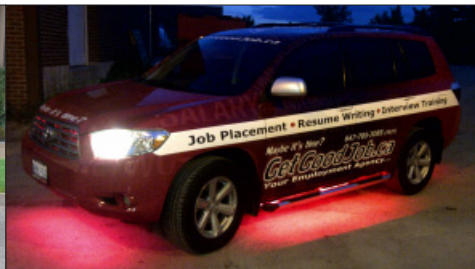


Car Pages. Full Wrap, No Windows: \$3,400

- SUVs



The Food Dudes. Full Wrap + Roof: \$3,800



GetGoodJob.ca. Full Wrap, No Windows: \$3,200



Car Pages. Full Wrap: \$3,400

- Trucks



Elite Skills Hockey. Partial Wrap: \$975



Continental Cosmetics. 16' Box Wrap: \$3,300



DEC Express. 20' Box & Cab Wrap: \$6,200



2. Vehicle Wraps & Mobile Advertising: Commercial

Commercial Wraps (con't)

- Trucks & Trailers



DEC Express. Full Truck & Trailer Wraps: \$3,500



GFL. Fleet Branding. Call for pricing.



GEARS Bike Shop. Full Truck & Trailer Wraps: \$6,400



Grasshopper Lawn Care. Full Trailer Wrap: \$3,900



Gourmet Gringos. Full Wrap: \$5,500



Sikorski Sausages. Full Truck Wraps. Call for pricing.



Enviro Paving. Full Trailer Wrap: \$4,200



Enviro Paving. 24' Truck Wrap + Minor Body Work: \$7,300



My Free RSP. Full RV Wrap + LED Installation: \$9,000

- Watercraft & Motorcycles



Full Boat Wrap + Decals on the Motor: \$3,000



Budd's BMW. Bike Wrap: \$1,100



2. Vehicle Wraps & Mobile Advertising: 3rd Party

3rd Party Vehicle Marketing Program / Get Paid to Drive Program

- Oxford Learning generates massive brand recognition using other people's cars.



Privately owned/driven 2009 Smart ForTwo



Privately owned/driven 2008 Toyota Matrix



Privately owned/driven 2007 Volkswagon Beetle

- These are all privately owned vehicles driven by people who are not employed by Oxford Learning.



Privately owned/driven 2005 Pontiac Grand Am



Privately owned/driven 2006 Toyota Matrix



Privately owned/driven 2005 Nissan Pathfinder

- MYC pays the owners to drive their own cars, and they absolutely are in love with the program.



Privately owned/driven 2004 Mitsubishi Lancer



Privately owned/driven 2004 Mitsubishi Endeavor



Privately owned/driven 2010 Subaru Impreza

- Oxford learning is so pleased with the 3rd Party program that it will soon be mandatory for all franchisees to participate.



Privately owned/driven 2006 Chrysler PT Cruiser



Privately owned vehicles & their happy drivers!



Privately owned/driven 2008 Dodge Magnum



2. Vehicle Wraps & Mobile Advertising: Custom

Custom Wraps

- Colour & Texture Changes



Dodge Charger SRT8. Changed to Matte Black: \$4,000



GMC G1500. Changed to Matte Black: \$3,500



Bentley Continental GT. Changed to Matte Gray: \$5,000



Honda Element. Changed to Matte Military Green: \$4,000



Lamborghini Gallardo. Carbon Fiber Accents: \$600



Maybach Continental GT 57s. Full Wrap: \$1,400

- Decals & Striping



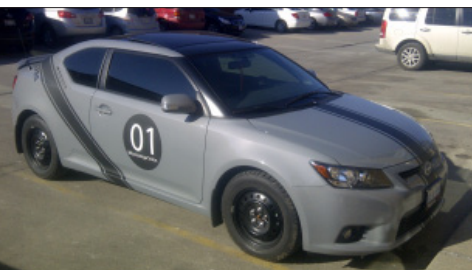
BMW M3. Custom M3 Striping: \$500



Mustang GT. Racing Stripes: \$700



Audi R8. Carbon Fiber Accents: \$500



Scion TC. Sport Striping: \$600



Porsche 944. Racing Stripes: \$700



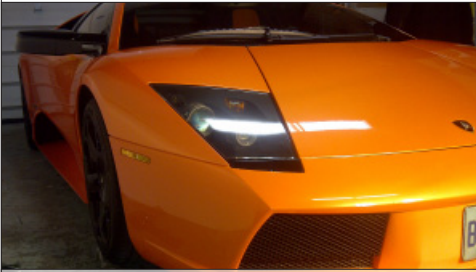
Honda S2000. Carbon Fiber Hood: \$350



2. Vehicle Wraps & Mobile Advertising: Specialty Vinyls

Specialty Vinyls

- 3M PPF (Paint Protection Film)



Hood & F. Bumper: \$700



Hood, Bumper, Fenders & Mirror: \$800



Hood, Bumper, Fenders, Mirrors & Door Handles: \$900

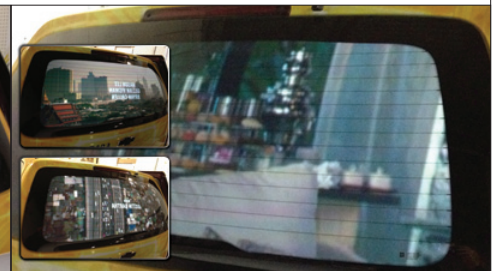
- Vikuiti™ RPF (Rear Projection Film)



Vikuiti™ RPF in action, playing a video.



Vikuiti™ RPF (Installation Only): \$3,000



Vikuiti™ RPF + Projection System: Call for pricing

- Light Tinting



Lamborghini Gallardo. Headlight Tinting: \$150/pair



Cadillac CTS. Headlight Tinting: \$150/pair



Nissan Altima. Headlight Tinting: \$150/pair



Hyundai Genesis. Taillight Tinting: \$150/pair



Hyundai Genesis. Taillight Tinting: \$150/pair



Mazda CX-7. Taillight Tinting: \$150/pair



3. Trade Show & Display Systems

Trade Show & Display Systems

- Media Walls



Great Canadian Bagel. Various Wall Units: \$60 - \$300



The Food Dudes Media Wall: \$4,500



My Free RSP Media Wall (in progress): \$4,500

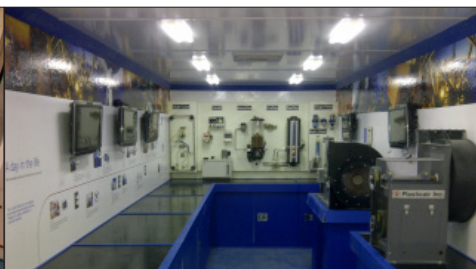
- Booth Exhibits



Sam Yusuf. Banner. Call for pricing.



Event Signage Installation. Call for pricing.



SKF Mobile Solutions Vehicle (interior). Call for pricing.

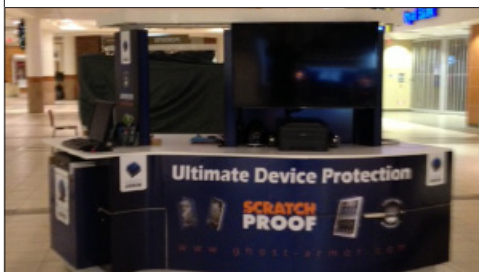
- Panel Displays



Pristine Auto Detailing 3-panel folding display package: \$100/each



- Kiosks



Ghost Armour. Brampton Kiosk: \$2,100



Ghost Armour. Meadowvale Kiosk: \$1,400



Ghost Armour. Scarborough Kiosk: \$1,900



3. Trade Show & Display Systems

Trade Show & Display Systems

- Banner Stands & Pop-Up Displays



33"x80" Roll-up display stands are a fast and efficient way to communicate at any location or brand any event.



They collapse into a neat little package with carrying case, and can be tucked away in the smallest of cars. Banner stands start at \$200 each.

- Canvases & Digital Wallpaper



The Food Dudes. Multiple Sized & Framed Canvases.

The Food Dudes. Multiple Sized & Framed Canvases.

The Food Dudes. Installed/Mounted Canvases.



The Food Dudes. Multiple Sized & Framed Canvases.

10'x10' Digital Wallpaper at the MYC office.

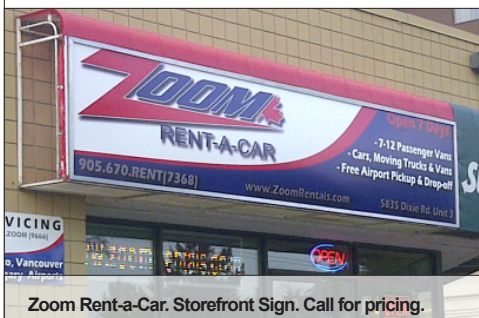
Framed Canvas Engagement Photo.



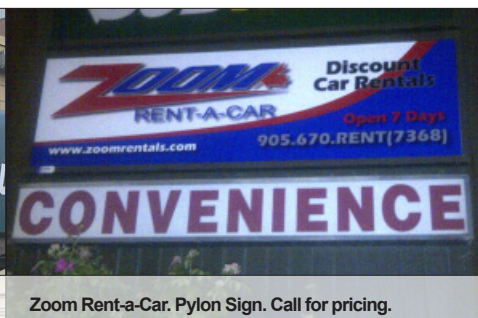
4. Signage

Storefronts, Signboxes & Pylon Signs

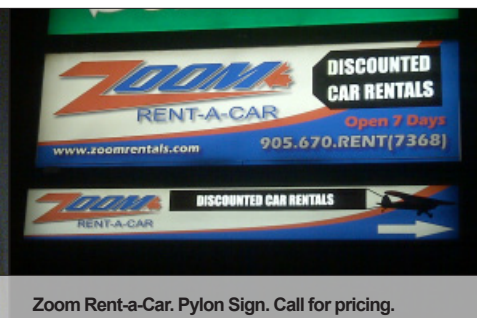
- Storefronts, Signboxes & Pylon Signs



Zoom Rent-a-Car. Storefront Sign. Call for pricing.



Zoom Rent-a-Car. Pylon Sign. Call for pricing.



Zoom Rent-a-Car. Pylon Sign. Call for pricing.



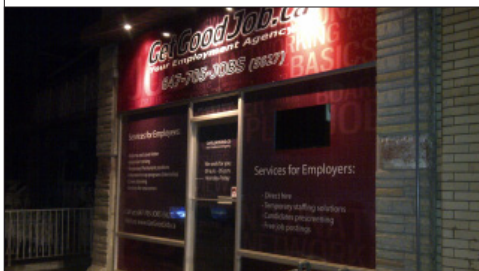
K9 Couture. Storefront Sign: \$5,000



Boom Breakfast. Reflective & Translucent: \$5,000



Boom Breakfast. Reflective & Translucent: \$1,500



GetGoodJob.ca. Translucent Window Vinyl. Call.



Sikorski Sausages. Display Labels. Call for pricing.



Mississauga Toyota. Banner. Call for pricing.



Throne Nightclub. Storefront, Matte Black Windows + Canopies + Illuminated Signage. Call for pricing.





5. Miscellaneous Wraps

Miscellaneous Wraps

- Windows & Branding



Bloke & 4th. Matte Black Window + Cutting.



Bloke & 4th. Tinted Fridges & Bottle Displays.



Bloke & 4th. Matte Black Glass Doors + Cutting.

- Laptops, Tablets & Cell Phones



MacBook & iPhone. Matching Carbon Fiber Wrap: \$225

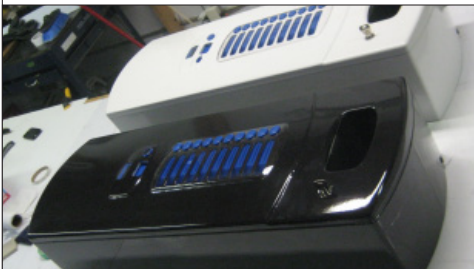


Acer Laptop. Carbon Fiber Wrap: \$150



MYC Blackberry Playbook. Reflective Sticker

- Vending Machines



RJM Vending. Vending Machine Wrap: \$395/ea

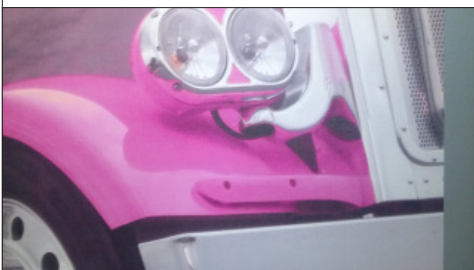


RJM Vending. Vending Machine Wrap: \$395/ea



RJM Vending. Vending Machine Wrap: \$395/ea

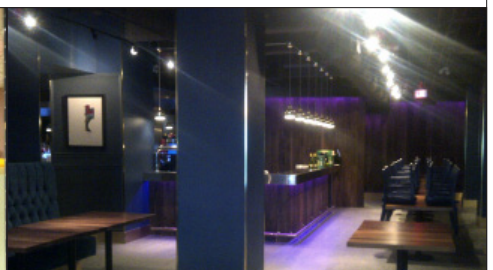
- Miscellaneous



Diesel Wax. Digital Wallpaper: \$10/sq.ft.



Boom Breakfast. Wall Wrap: \$1,400



Bloke & 4th. Walls & Light Tinting.



6. Contact MYC and Get Noticed

Get in Touch with MYC

Online & Social Media

www.marketyourcar.com

www.fb.com/marketyourcar

youtube.com/user/MarketYourCar

ca.linkedin.com/company/market-your-car-inc.

Your MYC Account Manager

Lance Daoust

e: sales@marketyourcar.com

c: 1 (416) 473-4947

Phone & Email

Toronto, ON (Head Office)

p: 1 (416) 907-3579

f: 1 (888) 428-8541

toronto@marketyourcar.com

London, ON

519.913.1896

london@marketyourcar.com

Vancouver, BC

604.628.7166

vancouver@marketyourcar.com

Calgary, MB

403.770.2442

calgary@marketyourcar.com

Mailing Address

HO: Market Your Car Inc.

1146 Westport Cres., Unit 2

Mississauga ON L15T 1G1



Contact: Lance Daoust, Market Your Car Inc., 1146 Westport Cres, Unit 2, Mississauga ON, L5T 1G1

Tel: 416-907-3579, Email: sales@marketyourcar.com, Web: www.marketyourcar.com, fb.com/marketyourcar

