

**Jack Gear**  
jackgear.com

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

*For More Information, Contact:*

**David Swan**  
CPI Marketing Services  
734.451.7900 x 427  
dswan@cusotmprograms.com

**Ronald Margulis**  
RAM Communications  
908.232.3230  
ron@rampr.com

### **JACK GEAR RELEASES SMART NEW DEALERSHIP MERCHANDISING MATERIALS:**

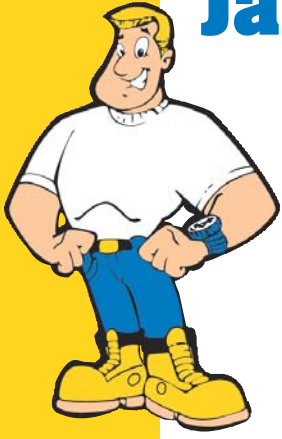
***Aftermarket Accessories Sales Promotion Program Features Innovative POP Systems with Improved Functionality, Increased Durability Plus a Hot New Look!***

**Canton, Michigan (December 5, 2003):** Jack Gear, the Accessory Personalization System program which promotes the sales of OEM and aftermarket accessories, is pleased to unveil the new, enhanced versions of their dealer-personalized point-of-purchase merchandising materials.

"We developed our new dealership point-of-purchase materials with several key factors in mind," noted Dave Karras, Production Manager, Jack Gear. "Being user-friendly was most important. The page-based version of our Vehicle Personalization Station had to be very easy to update since the dealers would be updating the content themselves," explained Karras. The new station showcases up to 18 vehicles and up to 105 products and features acrylic pages to house slip sheets with accessory photos, specs and price data. Pages do not need to be removed from the display unit nor do they require tools to access the graphics. "Jack Gear dealers update their point-of-purchase displays with new personalized graphics up to 4 times per year, and so we designed the new pages to be quickly and easily updated without any tedious labor required," Karras added.

"Next, the Electronic Vehicle Personalization Station kiosk had to be totally intuitive so that the consumer and dealer staff would be able to use it easily and to its fullest potential." The display unit showcases an unlimited number of vehicles and accessory products, includes a 17" touch-screen LCD monitor, credit card reader (enabling consumers to actually purchase directly via the system, transmitting orders automatically to distributors for 24-hour delivery,) and an inkjet printer so consumers and/or dealer staff can print out specs plus pricing from the Generate A Quote™ feature, which provides consumers with out-the-door pricing – based on manufacturer or distributor prices, dealer markups & labor. "We designed the kiosk to contain all of the dealer's offerings on an internal hard disk, so it's not reliant on a high-speed internet connection to operate. It updates itself with new products and prices every night, and can do so over a regular modem connection."

- MORE -



# Jack Gear

jackgear.com

"Finally, all POP materials were designed to aesthetically convey an exciting accessory message and be durable enough to handle typical dealer traffic," concluded Karras. The Jack Gear Vehicle Personalization Stations and Sales Consultant Guides utilize rugged, handsome powder-coated tubular steel and fiberboard construction and are fashioned with the look of a brush grille guard.

For more information about Jack Gear and Jack Gear POP materials, please visit [www.jackgear.com](http://www.jackgear.com) or call 888-261-7878.

###

***Jack Gear's Accessory Personalization System (APS) is used by OEM and aftermarket manufacturers to sell vehicle accessory products. Version 1.0 of the system was originally developed in 1999; the APS software is currently at version 3.0 and boasts a user base of over 2,000 dealerships. For more information, visit [www.jackgear.com](http://www.jackgear.com).***

***CPI Marketing Services is a full-service marketing communications company that specializes in the design and implementation of custom B-to-B-to-C (Business to Business to Consumer) programs and promotional campaigns. CPI's unique approach produces quantifiable results that benefit every organization in the supply chain. Additional information can be found at [www.jackgear.com](http://www.jackgear.com) or [www.customprograms.com](http://www.customprograms.com)***