

Timeless, classic comfort -
the new BMW 5 series
from Ron Miller Cars Ltd.



The new BMW M5 series
Take a test drive at
Ron Miller Cars Ltd.



Car manufacturers produce advertising campaigns world-wide, in which their dealers must be included.

With VivaIP®, the dealer can create individual advertisements with a keystroke in the Manufacturer's CI, without coming into contact with the data.

Applications for VivaIP in the Car Industry

The Manufacturer's problem

The advertising departments of car manufacturers have a huge organisational and logistical problem to solve: they must develop advertising campaigns and make them available to their dealer network. These ads are then generally extended by the dealer with individual data and prepared for local newspapers.

The actual problem for the manufacturer exists in the output of his advertisements in the form of film or data, since he does not know if the dealer will change these ads to fit to his Corporate Identity (CI).

So that a dealer for example in the introduction of a new model does not damage the general layout of the ad, the manufacturer gives generous guidelines as to how the corresponding information (e.g. dealer's name, dates, prices, etc.) should be entered. The manufacturer can however never be certain if his guidelines will be followed correctly.

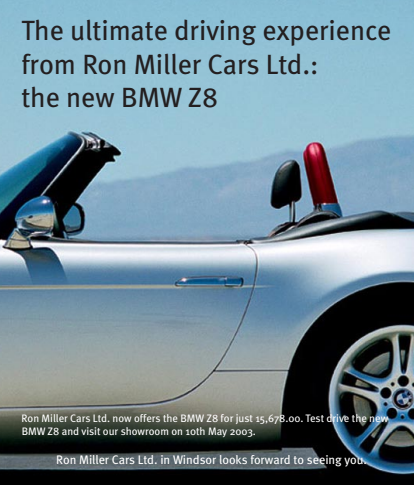
The Dealer's Problem

As also in every field, dealers should concentrate on straightforward selling and not have to concern themselves with layout guidelines. Insofar as the dealer does not carry out the personalising of his ads himself, he will entrust this task to an agency. In both cases costs arise for the dealer. Additionally it can take hours or even days before the required results are available.

The solution with VivaIP

VivaIP solves the above problems in an amazingly simple way. The manufacturer uses VivaIP to create advertising templates, in which the fields for the dealer's personal data are already pre-defined. These templates are stored on an Internetserver.

Through a simple HTML page, in which the manufacturer has pre-defined the entry fields for the dealer and the ads, the data are entered by the dealer on-line and the motif or template is selected. At a keystroke VivaIP creates the personalised ad in real time. The dealer sees the result immediately and can download a PDF file for his local newspaper.



The ultimate driving experience from Ron Miller Cars Ltd.: the new BMW Z8

Ron Miller Cars Ltd. now offers the BMW Z8 for just 15,678.00. Test drive the new BMW Z8 and visit our showroom on 10th May 2003.

Ron Miller Cars Ltd. in Windsor looks forward to seeing you.

Car Advertisement

Now you can create your own individual personalised dealer's advertisement for the introduction of a new model.

In the entry fields you can enter the name of the model, the dealer's name, the address, date of the special action and the price. Then click the button »Create Advertisement now«. The ad will now be calculated in real time and displayed as a JPEG in a separate window.

Model name:	BMW 5 series	
Picture:		
Dealer's name:	Ron Miller Cars Ltd.	
Address:	120 Clarendon Road	
	SL4 3RS	Windsor
Date of action:	10th May 2003	
Special price:	15,678.00	Inclusive of plates

Create Advertisement now

The VivaIP-Technology links up the interests of all concerned by offering the manufacturer additional security and drastically reducing the dealer's costs. Test VivaIP® yourself in the Internet now!

The Advantages

The application of VivaIP in the car industry offers a mass of advantages, just some of which are shown in our example:

- The manufacturer's CI cannot be changed and will be 100% retained
- No despatch of film or proofs
- No despatch of fonts, logos or even pictures to the dealer
- Available immediately
- Real time creation and direct checking of the result
- No software necessary for the dealer
- No training time
- Enormous cost-saving for the dealer

The VivaIP® technology brings together the interests of the manufacturer and the dealers by offering additional security and reducing costs.

Do you want to try it out?

If you want to test the advantages of the VivaIP technology yourself, you can do this in the Internet under:

<http://www.viva-ip.net/car-ad>.

Just click the advertisement picture of your choice, enter a name for your new car, enter a price and a dealer name. With a mouseclick on the »create« button an ad with the data you entered will be calculated and displayed.

Although the example in the Internet is very impressive, this is just a small application example. With VivaIP you can also create complete digital advertisement modules or personalised manuals!

If you have further questions regarding VivaIP® and its application, please do not hesitate to contact us or visit us on the Internet under www.viva-ip.net.

Dealer

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