

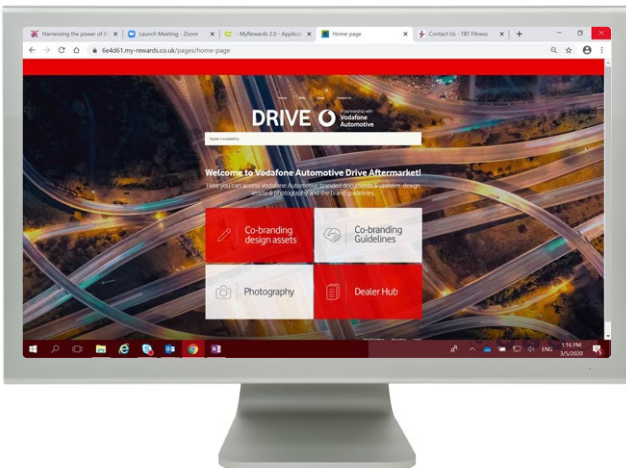


'Create and Grow' with the Vodafone Automotive **DRIVE** tool

How to get the most out of it for your business - it couldn't be simpler.

Why use Vodafone Automotive Drive?

- **Generate leads and engage more Customers** with Vodafone Automotive marketing materials and collateral
- **Give your marketing the co-branded edge** with Vodafone Automotive logos and images
- **Create an impact** using the Vodafone Automotive brand and messaging in your own marketing
- **Be confident** that you know that you're representing the Vodafone Automotive brand alongside your own in the right way
- **Save time with your 'virtual marketing manager'** and other resources available in one place



How to use the tool

- 1 Click here to register to use the Vodafone Automotive Drive Programme
- 2 Receive access to the programme digital tool
- 3 Explore the 4 sections of the new digital tool, including:
 - **Co-branding design assets**
pre-approved digital content
 - **Photography**
product images and descriptions
 - **Co-branding guidelines**
How to work with Vodafone Automotive's brand alongside your own in the right way
 - **Dealer Hub**
Various other Dealer content (updated on an ongoing basis)
- 4 Plus at the top of the page, you'll find links to contact the tool query support team through 'Contact Us', 'FAQ's' and 'Store' (online purchasing and managing finance accounts)
- 5 Download content from the tool
- 5 Use these in your sales conversations with your end customers to drive awareness, interest and demand for your business!

If you wish to provide any feedback please contact your sales representative.