

## Built By Dealers for Dealers

Other companies offer services and technologies to handle vehicle security and lot management. Even some of the OEMs you franchise with will offer some solutions — but they charge you for it. Further, the OEM will put their brand name on any app or service alert — not yours. That means all of the hard work you put into selling a car and building your brand is for naught. The OEM will remind your customers that they can go anywhere for service and parts.

Ikon, on the other hand, doesn't put any brand name but yours on the app or service reminders. Ikon works behind the scenes to help you bring those customers back time and again. You want them coming into your franchise for service, not your competitor across town. Ikon gives you patented SMS Smart Marketing to engage your customers with your brand. And Ikon backs it up with real dealer support whenever you need it.

Ikon was built by dealers for dealers. We aren't a Silicon Valley startup looking to profit from your hard-won customer data. We offer solutions to help you run your business right and keep running it right for years to come.

Ikon is here to help you succeed at no cost to you. With proven, revenue-growing results and a dealer-focused approach, we are here to make your business better.

