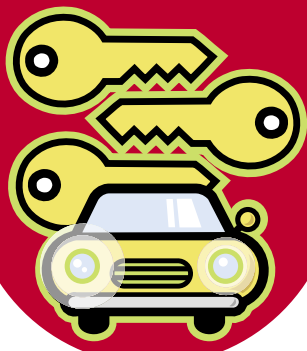


increase lot traffic AUTO DEALERS



We all know the goal—increase your “ups.” Promotions are the best way to get potential customers off the couch and onto the lot. Tag your next radio, television or print ad with the chance to WIN a new car. When someone wins, we’ll pay full retail!

Auto Lotto

You’ve never seen anything like this before! Auto Lotto gives you increased traffic to your website, a database of potential customers qualified by their motivation to buy, and a steady stream of traffic at your dealership. All for pennies a head!

Conditional Rebates

This is a great way to support your local team and pad your pockets at the same time. Offer a large rebate on all purchases during the promotion if your local team wins the big game, hits a grand slam, scores a defensive touchdown—you name it. You can use any team and any condition! Your dealership will show its support, your customers will cheer on the team and Odds On will write the check.

Dice Roll

Set up a small casino area in your showroom. Advertise the chance to stop by your store and win fabulous prizes and huge discounts on a lease or purchase simply for rollin’ them bones. Odds On will customize a set of 1”, 4” or 8” dice for your promotion. C-H-E-V-Y, V-O-L-V-O, H-U-M-M-E-R, etc., the possibilities are endless. And best of all, we’ll pay the tab when someone beats the odds.

Frisbee Toss

Tag an advertising campaign with the chance to “fly away with a brand new car”. Bring back all customers who have purchased vehicles at the end of the promotion period. Draw or qualify your lucky finalists for a shot at tossing a Frisbee through a template and they can walk away with a 100% rebate check.

Lucky Car or Truck

Imagine the motivation to buy when you advertise that a certain number of cars and trucks on your lot are secretly tagged as “lucky.” If someone is fortunate enough to buy a “lucky” one, they win a year’s worth of payments or the car itself. Odds On will foot the bill, of course.

Lucky Guess Card Contests

Lure customers to your lot with the chance to guess the number of ping-pong balls in a car, pennies in the bed of a truck or jellybeans in a jar. This promotion fits into any promotional theme and is a sure fire way to increase traffic.



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Lucky Envelopes

This promotion makes your showroom look like Fort Knox. Fill the room with Lucky Envelopes inserted into Money Bags provided by Odds On and register everyone making a good faith offer for the chance to select a bag of their choice at the conclusion of the sale. Every envelope is a winner, but a few Lucky Envelopes are worth thousands of dollars off the purchase price—paid in full by Odds On of course. Think this will close a deal or two?

Odometer Match

Advertise the opportunity to WIN a new car with every trade in. When people stop by to strike a deal, enter the trade-in's odometer reading into our number verification unit. If the reading matches the preselected number, your customer drives home in a new car and Odds On will write you a check!

Paper Airplane Toss

Tag an advertising campaign with the chance to "fly away with a new car." Bring back all customers who have purchased vehicles at the end of the promotion period. Draw or qualify your lucky finalists for a shot at launching a paper airplane through a template and if they have the touch they'll walk away with a 100% rebate check.

Prediction Contests

Offer the chance to win a new car or truck for stopping by your dealership and predicting the top five finishers in this week's NASCAR race, the winners of the Country Music Awards or the closing of the Dow. Use whatever event appeals to your audience. Don't forget to sell them a car or two while they're there.

Prize Vault

Use the Prize Vault to lure customers to your lot for the chance to crack the code and win great prizes and huge discounts off the price of a new car or truck. Put the keys in the Plexiglas vault and let people try to crack the code and WIN. Odds On will program the vault with offers and discounts guaranteed to increase your "ups". And, if someone guesses the preselected number, the vault will open, your customer wins the prize, and Odds On writes you the check.

Putting for Payments

Great for Masters or U.S. Open week. It's simple, make a good faith offer and a putt or two, and win thousands of dollars off the lease or purchase price. Odds On has all the supplies necessary to run this promotion and all the cash ready to pay if Tiger shows up on your lot.

Scratch & Win Cards

Old reliable! For pennies a head you can advertise the chance to win up to \$1,000,000 just by stopping by your dealership and scratching off 5 to 6 symbols. These scratch cards will give customers the opportunity to win the prize, and you the opportunity to sell cars!

Second Chance Lotto

Millions of people purchase lottery tickets everyday. Offer them a second chance to win simply for stopping by your showroom. Odds On will draw new numbers and insure the prize; your job is to sell'em while they're there.



SEE NEXT PAGE FOR MORE IDEAS >>



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Serial Number Match

Within your advertising, invite people to stop by your lot and match their Social Security or drivers license number to the serial number of a large check. If the last five to seven digits match, they win the car and Odds On will cash you out!

Sports Contests

Lure all the ex-jocks in the area to your lot by offering a skills contest with huge prizes and discounts off the purchase price of a new car or truck. Simply make an offer, give your best Joe Montana, Michael Jordan or Wayne Gretzky impersonation, and walk away a winner. Odds On will help you with all the details and insure you against any unexpected Hall of Famers.

Super 7's Slot Machine

Run a Vegas-style promotion at your dealership. Advertise the chance to stop in and pull the handle to win fabulous prizes and discounts towards the lease or purchase of a new car or truck. Odds On will customize a program using the Super 7's Slot Machine to achieve your goals!

Video Scratch & Win

Video Scratch & Win is a great way to motivate buyers. Simply advertise the chance to uncover huge discounts with every good faith offer. Customers control their own destiny by selecting six spots on the video grid. For example, offer a \$500 discount for one correct selection, \$750 for two, \$1000 for three, \$1,500 for four, \$2,000 for five, and a FREE car for six. You set the discounts and frequency for up to five correct selections and Odds On picks up the tab for six!

VIN Number Match

Within your advertising, invite people to stop by your lot to match their Social Security or driver's license number to the Vehicle Identification Number of a new car. If the last five to seven digits match, they win the car and Odds On will cash you out!

Weather Promotions

Your sales will skyrocket with a promotion centered on the weather. Run a sale advertising a \$5,000 rebate for all cars purchased during the promotion if it snows on Christmas Day. Or, give a year's worth of payments to the first 100 buyers if it reaches 100 degrees on July 4th. The possibilities are endless!

Zoom Ball

Zoom Ball is an ideal way to incentivize customers to make an offer and close the deal. Before they even hit the lot, give them the chance to play Zoom Ball for huge discounts off their potential lease or purchase price. \$1,000 off for four orange balls, a year's worth of payments for five orange balls, or how about a FREE car or truck for six. Talk about incentive to buy! Don't worry—Odds On takes all the risk while you sell all the cars!



Premiums start as low as \$500.

Call today for a free, no-obligation quote.

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