

# Customized Sales Handouts

4"

Compliments of



**Personal Assistant**

## The Ultimate Driving Companion

### What is [Your Dealer Name] Personal Assistant?

[Your Dealer Name] Personal Assistant gives you access to an entire team of professional personal assistants! You receive instant and easy access to whatever information you need. From simple tasks such as weather, phone numbers and making reservations to driving directions and traffic conditions, we do it all! Once registered, simply call our toll-free number from your cellphone, and you will be personally greeted by your own [Your Dealer Name] Personal Assistant.

### GET INSTANT AND EASY ACCESS TO WHATEVER YOU NEED:

- Directory Assistance
- Weather Forecasts
- Dining Suggestions
- Dining Reservations
- City Guides
- Driving Directions
- Movie Times/Reviews
- Price Comparisons
- Online Purchasing
- Consumer Product Reviews
- Travel Arrangements
- General Trivia
- Schedule Reminders
- Sport Scores/Stats
- Stock Market Information
- Emergency Assistance

*...and Anything Else You Can Imagine!*

### HOW DO I GET PERSONAL ASSISTANCE?

When you purchase a vehicle from [Your Dealer Name], you will receive an immediate text message and/or email welcoming you to the personal assistance service. Your "Welcome" message will give you the toll-free number to dial. Simply dial our toll-free number at anytime from the phone number you registered. You will be greeted by name and your requests will be taken care of by your team of personal assistants.

*Always There  
Anything • Anytime • Anywhere®*



**What do I get?**

You will receive 1,000 minutes of [Your Dealer Name] Personal Assistance for an entire year with your vehicle purchase. You can then call and get Anything, Anytime, Anywhere!®

**How can I get more?**

You may upgrade your service to 2 full years for only \$299.00 at the time of purchase.

**How about my friends and family?**

You may purchase additional companion plans for anyone you choose for only \$299.00 per year. Giving access to our team of professional personal assistants to your friends and family members is the perfect gift.



*Always There  
Anything • Anytime • Anywhere®*



9"

## Double-Sided Window Sticker

5"



This vehicle comes fully equipped with  
[Your Dealer Name] Personal Assistant



Personal Assistant

8"

Includes 24-hour access to a live team of  
personal assistants for 1,000 minutes over an entire year



Always There  
*Anything • Anytime • Anywhere*


powered by  
**MyStar**



## Additional Marketing Materials



**Personal Assistant Activation Form**

Powered by 


PREFIX:  MR.  MRS.  MS.  DR.

First name \_\_\_\_\_

Last name \_\_\_\_\_

(     )  
Phone number to register with Personal Assistant

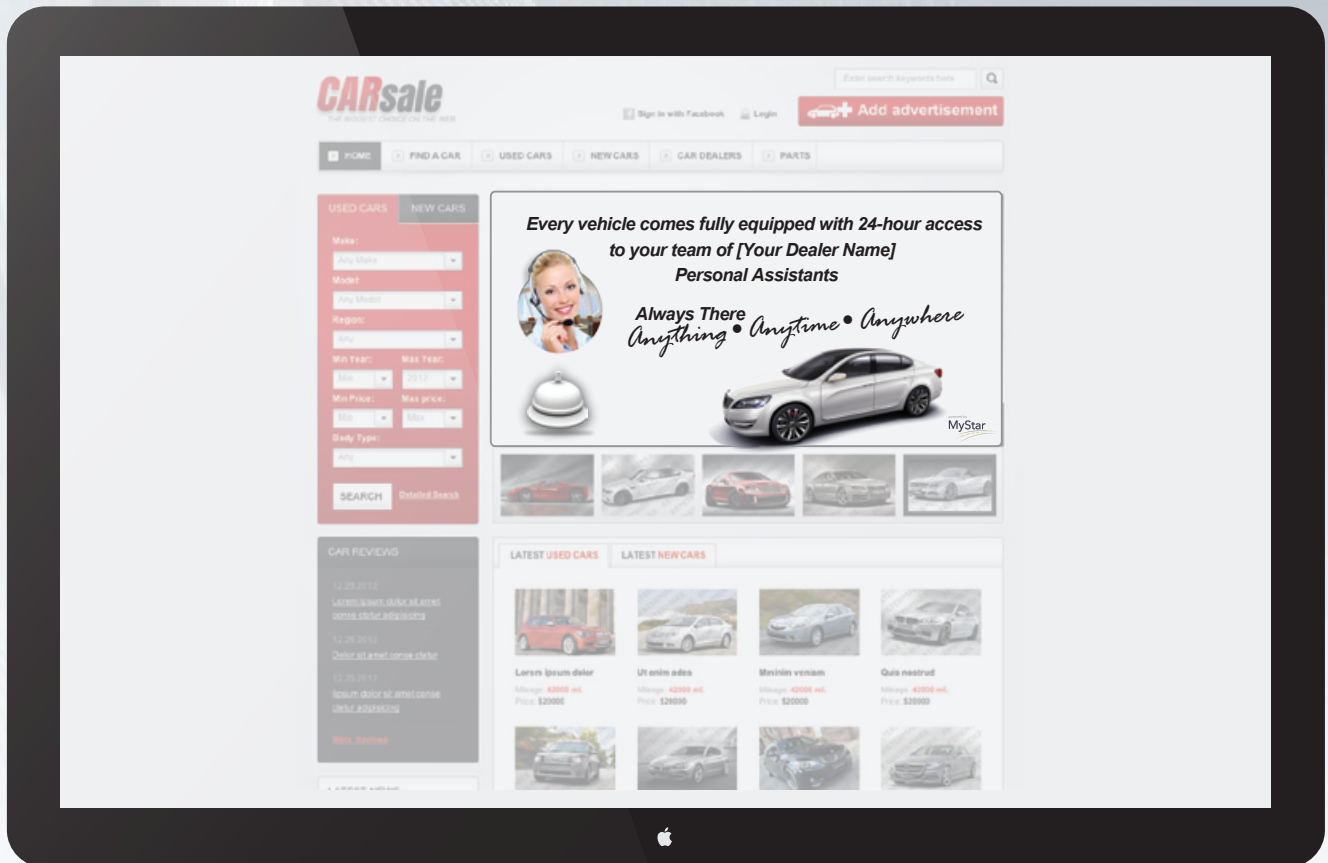
Email address \_\_\_\_\_



*Always There  
Anything • Anytime • Anywhere*

Non-Customized  
Activation Form

# Customized Web Banner

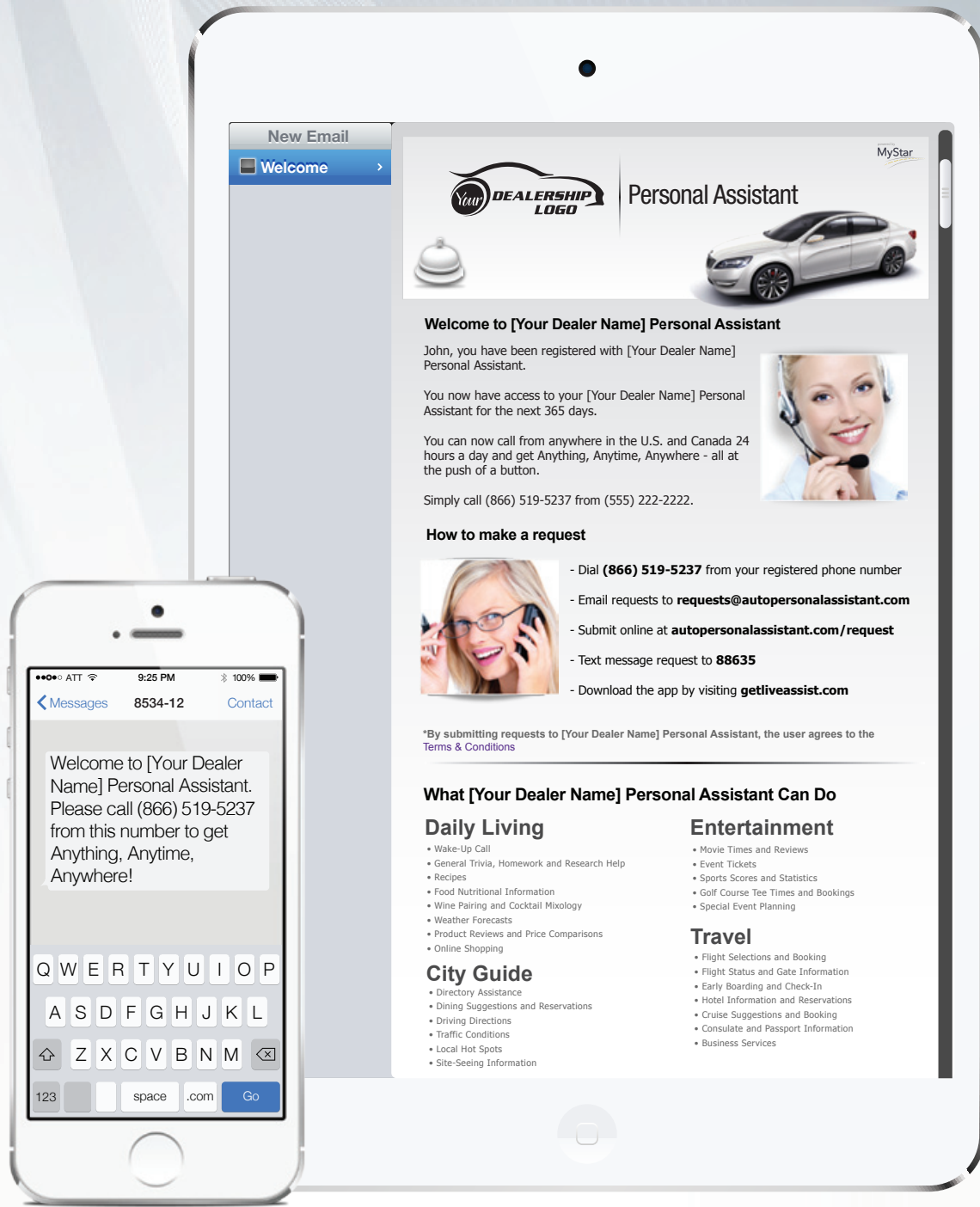


## Standard sizes



Please ask us if you need custom sized artwork

# Custom Branded "Welcome" & "Answer" Emails



**New Email**  
**Welcome**

**Your DEALERSHIP LOGO** | **Personal Assistant** MyStar

**Welcome to [Your Dealer Name] Personal Assistant**

John, you have been registered with [Your Dealer Name] Personal Assistant.

You now have access to your [Your Dealer Name] Personal Assistant for the next 365 days.

You can now call from anywhere in the U.S. and Canada 24 hours a day and get Anything, Anytime, Anywhere - all at the push of a button.

Simply call (866) 519-5237 from (555) 222-2222.

**How to make a request**

- Dial **(866) 519-5237** from your registered phone number
- Email requests to [requests@autopersonalassistant.com](mailto:requests@autopersonalassistant.com)
- Submit online at [autopersonalassistant.com/request](http://autopersonalassistant.com/request)
- Text message request to **88635**
- Download the app by visiting [getliveassist.com](http://getliveassist.com)

\*By submitting requests to [Your Dealer Name] Personal Assistant, the user agrees to the Terms & Conditions

**What [Your Dealer Name] Personal Assistant Can Do**

<p><b>Daily Living</b></p> <ul style="list-style-type: none"> <li>• Wake-Up Call</li> <li>• General Trivia, Homework and Research Help</li> <li>• Recipes</li> <li>• Food Nutritional Information</li> <li>• Wine Pairing and Cocktail Mixology</li> <li>• Weather Forecasts</li> <li>• Product Reviews and Price Comparisons</li> <li>• Online Shopping</li> </ul>	<p><b>Entertainment</b></p> <ul style="list-style-type: none"> <li>• Movie Times and Reviews</li> <li>• Event Tickets</li> <li>• Sports Scores and Statistics</li> <li>• Golf Course Tee Times and Bookings</li> <li>• Special Event Planning</li> </ul>
<p><b>City Guide</b></p> <ul style="list-style-type: none"> <li>• Directory Assistance</li> <li>• Dining Suggestions and Reservations</li> <li>• Driving Directions</li> <li>• Traffic Conditions</li> <li>• Local Hot Spots</li> <li>• Site-Seeing Information</li> </ul>	<p><b>Travel</b></p> <ul style="list-style-type: none"> <li>• Flight Selections and Booking</li> <li>• Flight Status and Gate Information</li> <li>• Early Boarding and Check-In</li> <li>• Hotel Information and Reservations</li> <li>• Cruise Suggestions and Booking</li> <li>• Consulate and Passport Information</li> <li>• Business Services</li> </ul>

## Dealer-Branded Personal Assistant App

MyStar now includes a mobile app branded in your dealership's name. Available for iPhone, Android, Windows 8, and Blackberry platforms, the app gives your customers the option of one-touch calling and the ability to submit electronic requests.

Download instructions are included in the "Welcome" email.

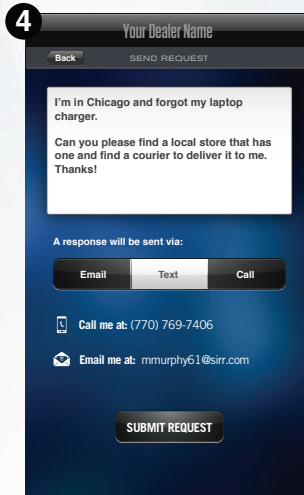
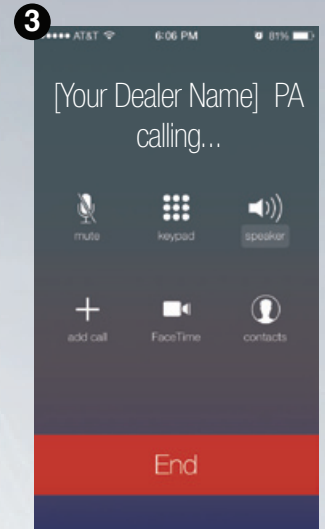
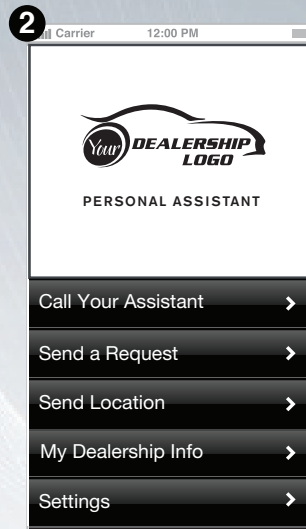
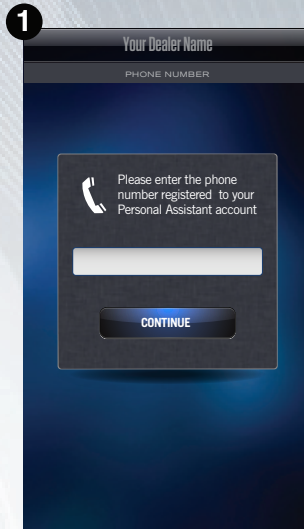
For added safety and security, users can even send their GPS location with each request. Push notifications allow for easy communications with your clients.



Live Assist



Available For:



1 - Registration is simple. Just enter in the registered phone#.

2 - Your dealership name and logo will be on the home page.

3 - Users can call your personal assistant service with one button.

4 - Users can also submit requests through the app.

5 - Users can send their geolocation with each request.

6 - GPS settings are set by the user and users are never tracked.

7 - The "My Dealership Info" tab shows users valuable dealer information.

8 - You can even send users push notifications for marketing and reminder messages (Available 2015).

