



Marketing Guide

Keyloop Distributor Programme

DISTRIBUTOR



Welcome to the Distributor Programme

This guideline will give you an overview of the Distributor Programme and provide you with the tools you need to promote our solutions to your customers.

We look forward to working together and helping connect your business to new opportunities.

Connect your business to new opportunities

Connections are the key to automotive commerce today.

Connections are the key to automotive commerce today. It's why we're on a mission to connect with partners worldwide through the Keyloop Distributor Programme.



Imagine the possibilities

Connecting your business to dealers and other providers, all on a single open platform that will share data easily and automatically. You can open up new opportunities, save time, and innovate faster than ever before.

It's good for your customers – and their consumers. And that makes it good business for everyone.

We're proud to have you as a distributor

We look forward to collaborating with you to promote our brands to our shared customers.

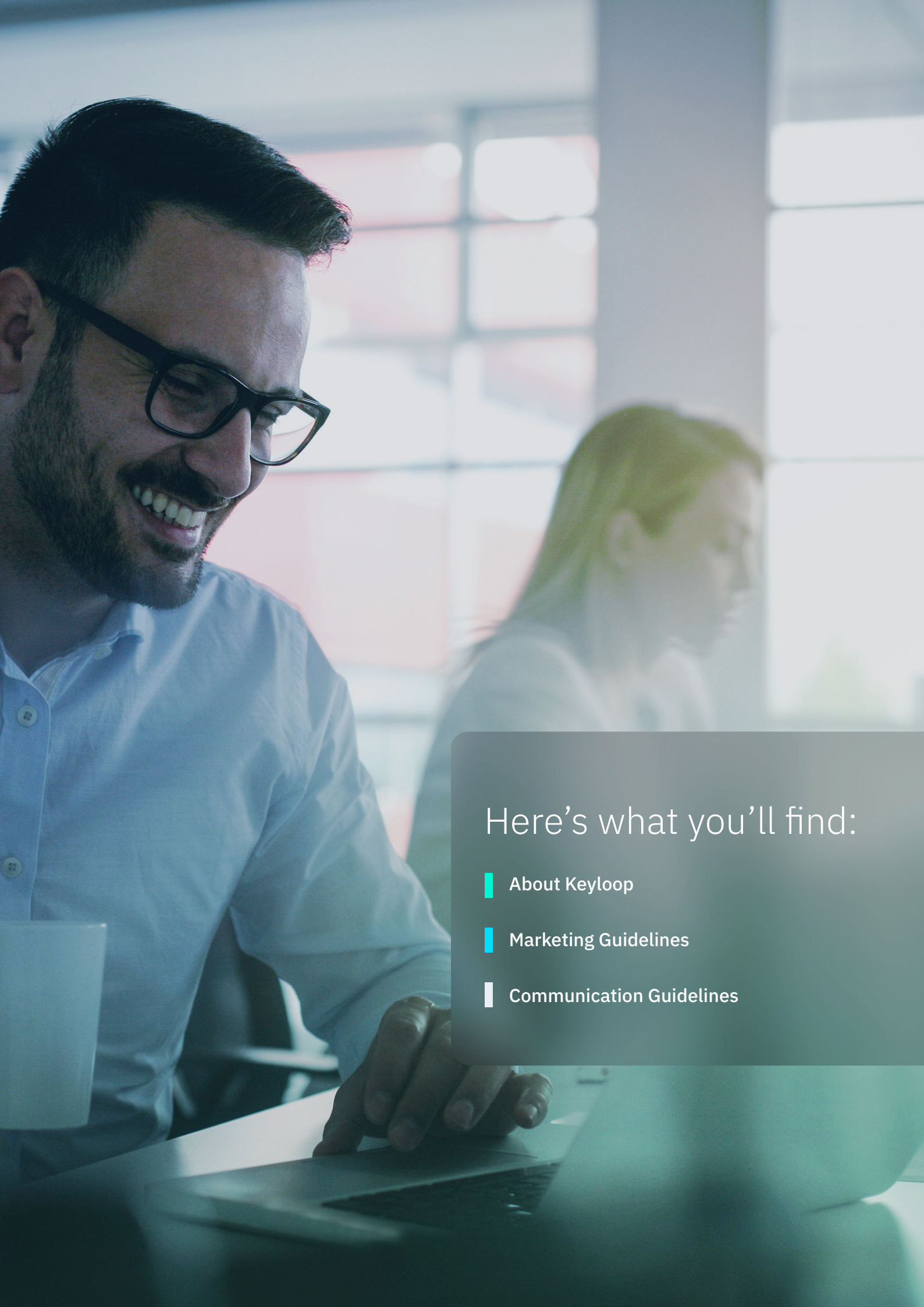
We'll promote you too.

As an approved distributor, we'll make sure our customers know that you're on board.

What to expect:

- Authorised Distributor logo file for your own marketing materials.
- You'll feature on the Authorised Distributor section of our website.
- We'll introduce your company as an Authorised Distributor through LinkedIn
- We'll provide a range of marketing materials to help you explain and demonstrate our solutions, such as product videos, brochures, sales presentations and event collateral.



A man with a beard and glasses, wearing a light blue button-down shirt, is smiling while looking at a laptop. He is sitting at a desk in an office environment. In the background, a woman with blonde hair is blurred, working at another desk. Large windows are visible in the background, letting in natural light.

Here's what you'll find:

- About Keyloop
- Marketing Guidelines
- Communication Guidelines

Marketing Guidelines

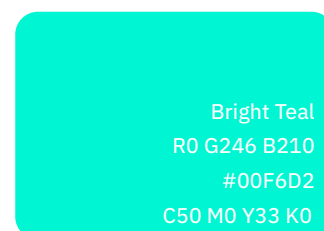
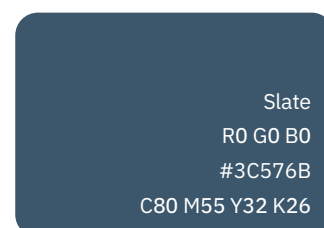
Keyloop Partner Programme Logo

The International Distributor logo identifies you as an authorised distributor of Keyloop.

Using your Distributor Logo

You can use the logo to identify yourself as a Keyloop partner on your company website, press releases and social media.

Please ensure you always refer to the logo artwork to ensure consistency. This visual identity of the logo must not be altered or re-created.



To ensure the logo is clearly legible, please ensure a measure of clearspace is applied to the logo as shown. **1**

Half the height of the whole logo should be used as a guide to determine the minimum clearance distance. **2**

No text, logos or objects should go within this area. Patterns used within backgrounds are okay behind the badge. **1**



*Please note a partner cannot use the logo in respect of their application until the application has been certified by Keyloop.

Minimum Size

To ensure the logo is reproduced clearly in all mediums, please ensure it never used below:

Print: 25mm | Digital: 150px

Preferred version



Inverse version



The preferred version: is shown above on a white background.

Inverse version: When possible, the logotype should be reproduced in colour. When the background is too dark, the logotype should be fully reversed to white. Do not print the logotype in any other colour.



Logo Guidelines

How not to use the Keyloop Distributor logo

Follow these simple rules:

keyloop

■ Authorised Distributor

Do not use colours that are not specified in the colour palette

keyloop

■ Authorised Distributor

Do not scale the logo unevenly

keyloop

■ Authorised Distributor

Do not alter the proportions of elements to each other

keyloop

■ Authorised Distributor

Do not use a stroke

keyloop

Authorised Distributor

Do not alter the word mark and symbol

■ Authorised Distributor

Do not use the word mark on its own

keyloop™

■ Authorised Distributor

Do not use drop shadows or embossing



Do not use a complex or highly textured background

Communication Guidelines

Want to let dealers know you are a Keyloop Authorised Distributor?



These guidelines will help ensure consistent and accurate communications:

Social Media

LinkedIn

PR Guidelines

1. Distributor news release announcement
2. Keyloop-issued news release
3. Interview requests
4. Testimonial Opportunities

There are a number of public relations opportunities available to you as an Authorised Distributor.

Our only request is that we approve all communications referencing Keyloop before they are published.

In order to promote you becoming an Authorised Distributor, we need the following item:

- Your Distributor logo (vector file)

These items should be sent to

Distributors@keyloop.com

We will publish a LinkedIn post once any new distributor is approved, featuring logo images of new distributors and a link to further information on the Authorised Distributor page on our website.

We may also do additional promotion for distributors through LinkedIn on an ad hoc basis.



PR Guidelines

There are a number of public relations opportunities available to you as an approved distributor.

Our only requirement is that you adhere to the Guidelines for Communication which can be found over the page.

Opportunities available to you include the following:

Distributor news release announcement:

Want to issue a news release after becoming an Authorised Keyloop Distributor? Send your completed release to Distributors@keyloop.com for approval.

The Keyloop Legal department must approve the initial release only and please allow five business days for approval. You will find some Legal Do's and Don'ts in this document which will explain what you can and can't say when discussing the Distributor Programme.

Keyloop-issued news release:

On an ad-hoc basis, we may give you the opportunity to be referenced in news releases providing details on new distributors.

Testimonial opportunities:

Keyloop may contact Authorised Distributors for PR opportunities on an individual basis.

If you want to provide a testimonial on your Keyloop Distributor experience, please forward your request to Distributors@keyloop.com If we do use anything submitted, this should be subject to our own internal controls in any event.

Interview requests:

Interview requests for Keyloop spokespeople by media (from partner PR agencies) should be forwarded to Distributors@keyloop.com

Guidelines for Partner communications

Our friendly legal team have a few requests for when you're talking about your membership of the Keyloop Distributor Programme.

Do:

Refer to joining or subscribing to the 'Keyloop Distributor Programme'.

Include general description of the Keyloop Distributor Programme.

Use the Authorised Distributor logo in accordance with the marketing guidelines provided.

Don't:

Refer to Keyloop-Distributor relationship as a 'partnership', 'joint venture' or 'alliance'.

Suggest that the relationship is unique or bespoke to the Distributor (e.g. 'strategic relationship' or 'unrivalled relationship').

Refer to Keyloop market 'dominance' or include any other reference to the market share of Keyloop.

Include any Keyloop confidential information.

Include specific statements regarding the financial savings or benefits that can be achieved by using the integrated Keyloop ARP.

Include any statement that is untrue or misleading.

Include any statements which are directly or indirectly critical of Keyloop competitors or competitors of the distributor.

Expressly state or infer that your press release has been issued jointly with Keyloop.

Include any quote from a Keyloop associate without the prior written approval of Keyloop.

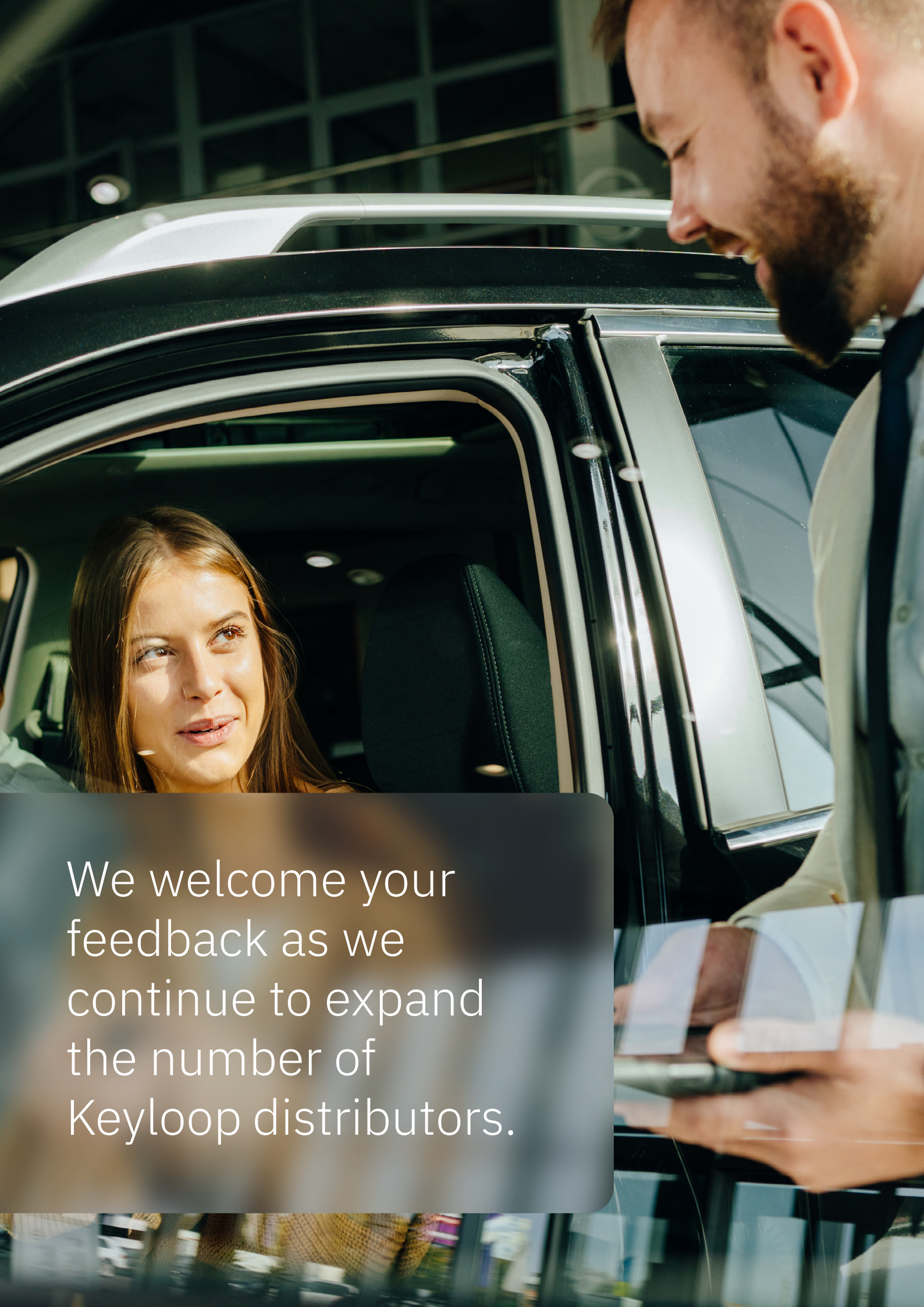
Transforming the future for the automotive industry

Working collaboratively, Keyloop is constantly developing new products and forming new partnerships to create a global ecosystem that will redesign the automotive retail experience for everyone.

From building cars to buying them, our technology is here to support you and your customers, now and into the future.

This guide is a summary of our high-level marketing benefits and guidelines.

If you have questions that aren't answered in this guide, please let us know, by contacting Distributors@keyloop.com

A man with a beard, wearing a light-colored suit and a dark tie, is leaning into the open driver-side door of a dark-colored car. He is looking down at a smartphone he is holding in his hands. Inside the car, a woman with long brown hair is looking up at him with a slight smile. The background is a blurred indoor setting, possibly a car dealership, with large windows and other vehicles visible.

We welcome your
feedback as we
continue to expand
the number of
Keyloop distributors.



keyloop.com



 /keyloop



X @KeyloopAuto



 @Keyloop



 @KeyloopAuto