



keyloop™

Marketing Guide

Partner Programme

PARTNER



Welcome to the Partner Programme

By becoming a partner, you're joining a group of Keyloop partners that are helping build a connected future for automotive retail.

Our goal for the Partner Programme is to deliver a robust, secure marketplace of high-quality, approved applications that can quickly and easily integrate with our customers' existing Keyloop ARP solutions.

This guide will give you an overview of the Partner Programme and provide you with the tools you need to promote your Keyloop ARP integrated application to Keyloop customers.

Thank you for being a part of our Partner Programme, we're looking 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.

It's why we're on a mission to connect with partners worldwide through the Keyloop Partner Programme.



Imagine the possibilities

Connect 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 partner

— and we want you to connect with our customers.

We look forward to collaborating to promote our brands in the best possible way to our shared customers.

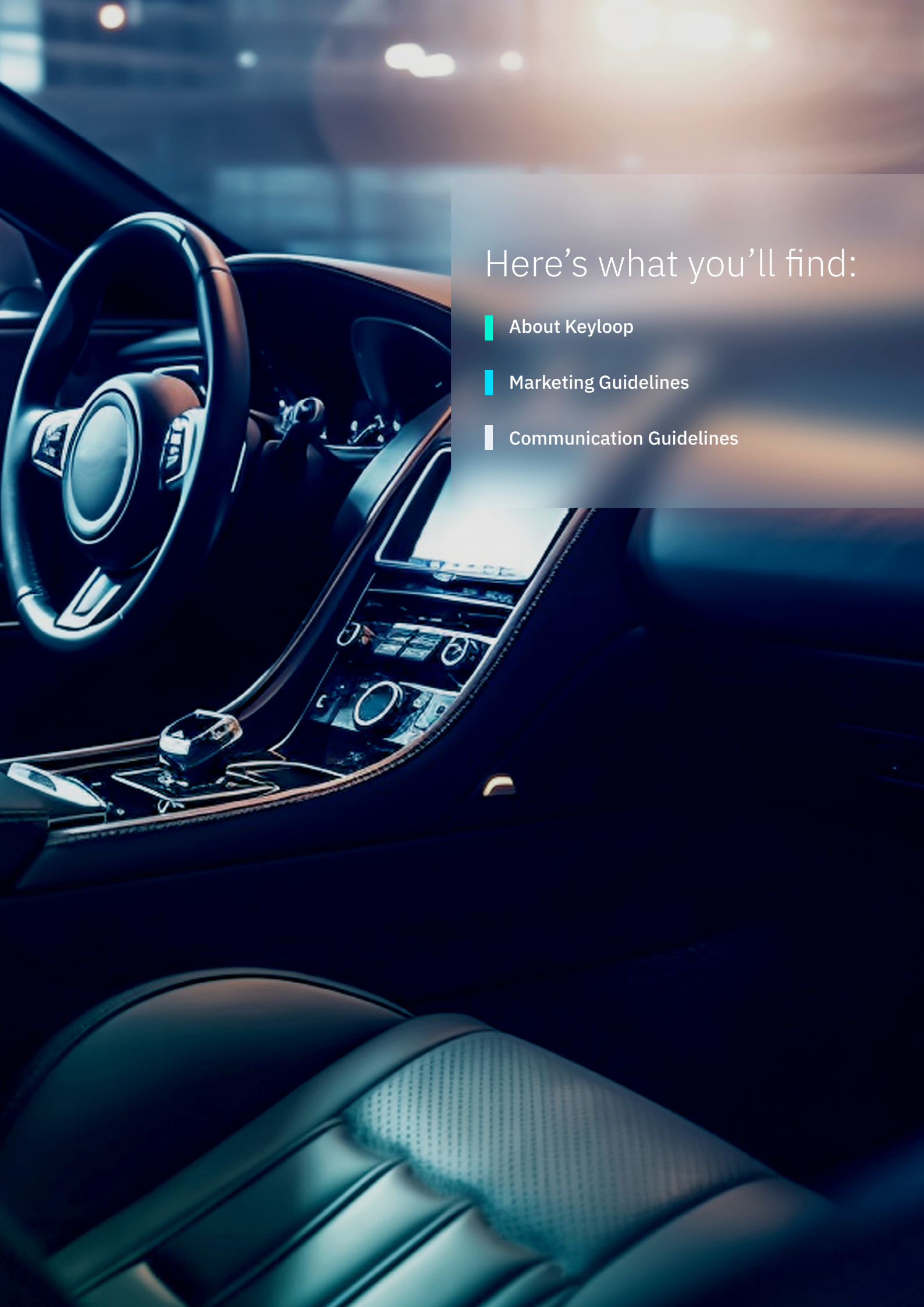
We'll promote you too.

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




What to expect:

- A Keyloop Partner Programme badge artwork that signifies your approved partner status. We will provide a logo file for your own marketing materials.
- You'll feature on the Partner section of our website.
- We'll introduce your company as an approved partner through LinkedIn.



A high-quality photograph of a luxury car's interior, featuring a leather-wrapped steering wheel, a dashboard with a digital display, and a center console with various controls. The image is bathed in a cool blue light, creating a sophisticated and modern atmosphere. The background is slightly blurred, showing the car's interior and some external lights.

Here's what you'll find:

-  [About Keyloop](#)
-  [Marketing Guidelines](#)
-  [Communication Guidelines](#)

Marketing Guidelines

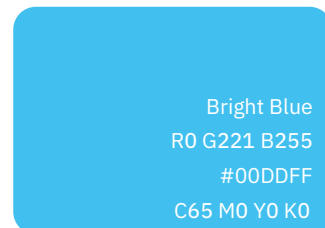
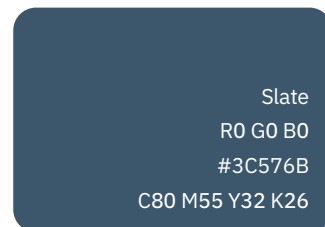
Keyloop Partner Programme Logo

The Partner Programme logo identifies your product as an approved integration with Keyloop ARP solutions.*

Using your Partner 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 Partner Programme logo

Follow these simple rules:



Approved Partner

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



Approved Partner

Do not scale the logo unevenly



Approved Partner

Do not alter the proportions of elements to each other



Approved Partner

Do not use a stroke



Approved Partner

Do not alter the word mark and symbol

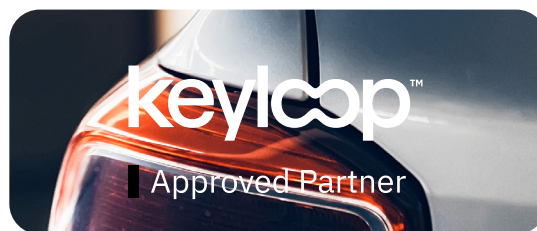
Approved Partner

Do not use the word mark on its own



Approved Partner

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 part of the Keyloop Partner Programme?



These guidelines will help ensure consistent and accurate communications:

Social Media

LinkedIn

PR Guidelines

1. Partner 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 approved partner.

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

In order to promote our partnership, we will need the following item sent to your Partner Account Manager:

- **Completed Partner web listing form**

You can request this from your Partner Account Manager.

We will publish a LinkedIn post once any new partner is approved, featuring logo images of new partners and a link to further information on the Partner page on our website.

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



PR Guidelines

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

Our only requirement is that you adhere to the Guidelines for Partner Communication featured in this brochure.

Opportunities available to you include the following:

Partner news release announcement:

If you're an approved partner and want to issue a news release after joining the Keyloop Partner Programme, please feel free to do so providing you adhere to the Guidelines for Partner Communication.

These will explain what you can and can't say when discussing the Partner Programme. Once you have completed the press release, please send it to your Partner Account Manager who can share it for Keyloop approval.

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 partners.

Testimonial opportunities:

Keyloop may contact approved partners for PR opportunities on an individual basis. If you want to provide a testimonial on your Keyloop Partner Programme experience, please forward your request to partnermarketing@keyloop.com.

Please note that your testimonial may appear in Keyloop Marketing materials or be considered an interview source for Partner Programme media stories.

Interview requests:

Interview requests for Keyloop spokespeople by media (from partner PR agencies) should be forwarded to your Partner Account Manager who will work with the Keyloop PR team on the request.

Guidelines for Partner communications



Refer to joining or subscribing to the 'Keyloop Partner Programme'

Include general description of the Partner Programme:

"The Keyloop Partner Programme offers potential automotive tech partners access to the Keyloop Automotive Retail Platform using standardised integration points. Partners can improve the functionality of their products, scale up their businesses, share and manage data seamlessly, and use the Partner Programme to potentially enter into new geographical markets."



Refer to joining or subscribing to the 'Partner Programme'

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

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

Include specific statements regarding the financial savings or benefits that can be achieved by using the Keyloop ARP integrated version of the partner application

Include any statement that is untrue or misleading

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

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

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

Include any Keyloop confidential information

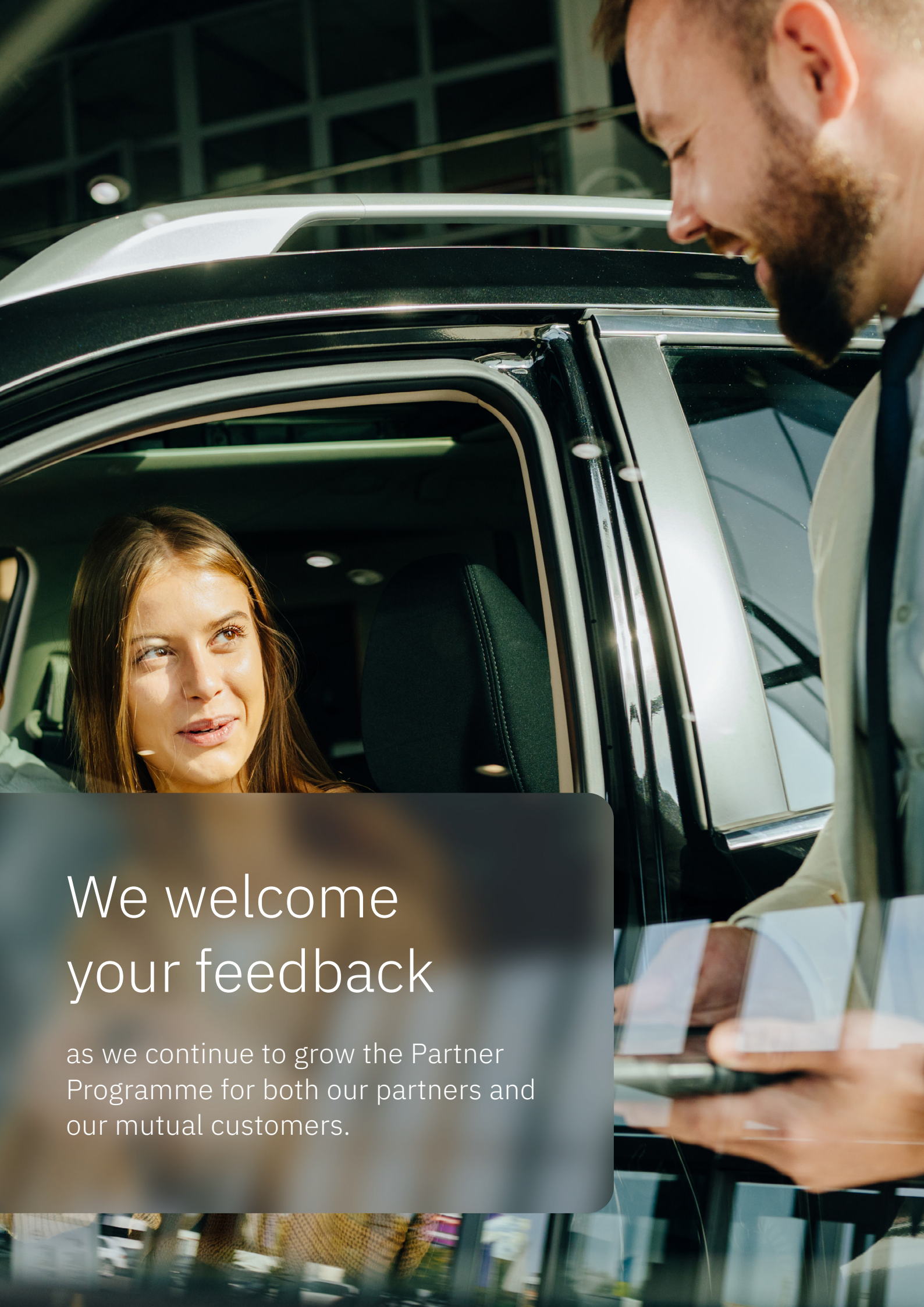
Transforming the future for the automotive industry

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, reach out to your dedicated Partner Manager.

A man with a beard, wearing a light-colored suit and a dark tie, is leaning into the open driver-side window of a dark-colored car. He is holding a tablet computer in his hands and looking at it. A woman with long brown hair is sitting in the driver's seat, looking out the window at the man 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 grow the Partner
Programme for both our partners and
our mutual customers.



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X @KeyloopAuto



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