



## **AUTO BUTLER vs OTHER PRODUCTS**

### **1. Automated Polisher provided at no cost to Dealer.**

- ❖ No other product has an automated polishing system with a proven customer retention program all provided by the manufacturer!

### **2. Worry-Free For the Life of the Contract**

Auto Butler Provides the Following at No Additional Charge!

- ❖ PARTS
- ❖ SERVICE
- ❖ CHEMICALS
- ❖ MAINTENANCE
- ❖ ON-SITE TRAINING
- ❖ ON-SITE SUPPORT and MANAGEMENT
  - Auto Butler assigns an Account Manager responsible for maintaining all aspects of the program front to back while keeping Dealer Management informed

### **3. UNLIMITED use of the Auto Butler polishing equipment.**

### **4. No charge to pre-load Auto Butler's Premier Paint Protection II to your entire inventory of new and used vehicles.**

### **5. Chemicals supplied at no extra cost to you for the life of the contract.**

- ❖ Auto Butler's Step 1 Polish: \$75.00 / gallon
- ❖ Auto Butler's Ceramic Paint Sealant: \$250.00 / gallon
- ❖ Approximately 50 vehicles per gallon yield

### **6. 9 Reapplication reminder cards mailed to your Auto Butler customers, one every six months for the next five years, on your Dealership's behalf. Not found with other products!**



7. **Premium marketing and training tools for your showroom, Sales, Finance, and Service Departments.**
8. **Monthly UPS reports emailed to each department monthly. This report can be used to proactively bring more customers back. Great tool for any BDC/ Call Center! Not found with other products!**
9. **Warranty claim management performed by Auto Butler Corporate Headquarters at no cost or hassle to you.**
10. **The ability to sell a “one-time” application of the Auto Butler treatment in the Service-Aisle at no cost and no impact to the sales cycle.**
  - ❖ Net \$80 to \$100 profit per sale after commission and labor payout
  - ❖ Augment low-profit express services by adding a one-time application
  - ❖ Boost Customer-Paid RO revenues

**Not feasible with other products due to the intensive manual labor required!**
11. **Enhance your Customer Experience**
  - ❖ A clean polished car delivered to the customer is a happy customer
  - ❖ Auto Butler every vehicle in the inventory
  - ❖ Use Auto Butler to cool HEAT cases at no cost to you.
  - ❖ Give away a FREE Auto Butler “One Time” application on any R/O which exceeds a specified dollar amount (Example: \$600).
12. **Auto Butler is an automated 2-step process – polish then a sealant. Other products rely on a 1-step application using MANUAL LABOR which allows for inconsistency in their process.**
13. **Preloading Auto Butler adds only minutes when part of your PDI. Your vehicles look better, are protected on your lot and ready to go at the time of delivery; eliminating “We Owe”. Not found with other products!**
14. **Auto Butler is a leading-edge CERAMIC INFUSED COPOLYMER paint sealant engineered to last eight to twelve months– others use less expensive silicone blends – which rarely last more than 90 days.**



15. Auto Butler includes a **SIX-MONTH RE-APPLICATION PROCESS** – other products boast their single application will last five years, then recommend customers perform their reapplications in the fine print.
16. Auto Butler has built in **CUSTOMER RETENTION**: Enhancing the service experience that leads to future vehicle sales. Not found with other products!
17. Auto Butler is a nationwide program, which will bring you new customers when they move into your area and gives your customers the opportunity to keep their service even if they move to a different state.
18. The Auto Butler program averages 40% penetration of new vehicle sales and 20% on used vehicles.
19. The Auto Butler polisher is quick and eliminates human error in the application process. There are no streaks, burns or swirl marks commonly found with the use of high-speed buffers used with other products. Auto Butler eliminates most of the manual labor - Not found with other products
20. **CONSUMER BUYS A SUBSCRIPTION TO YOUR DEALERSHIP.**
  - ❖ Auto Butler Dealers can easily retain over 80% of their Program Subscribers
21. **Broadway Equipment Company** has earned endorsements from every major manufacturer to include:
  - ❖ Audi / VW / Porsche
  - ❖ BMW
  - ❖ Chrysler/Dodge/Jeep/RAM
  - ❖ Ford / Lincoln / GM
  - ❖ Hyundai
  - ❖ Honda / Acura
  - ❖ Jaguar / Land Rover
  - ❖ KIA
  - ❖ Mazda
  - ❖ Mercedes Benz
  - ❖ Mitsubishi
  - ❖ Nissan / Infiniti
  - ❖ Subaru
  - ❖ Toyota / Lexus
  - ❖ Volvo
22. The parent company ***Broadway Equipment Company*** has been in business since 1965- **Over 55 years.** ***Auto Butler's Customer Retention Program*** has been used in dealerships for **over 45 years.**

**Why settle for less when you can have the  
Auto Butler Customer Retention Program?**