

KeyAdvantage

There's no better way
to move metal.



Get KeyAdvantage, and get things moving.



When the keys stay with the car, your sales staff can stay with the customer. KeyAdvantage key storage devices are mounted on the car and use electronic keypads to help you improve operating efficiency, increase employee accountability and control your business. KeyAdvantage provides quick access to the vehicle for the test drive - a critical part of the sales process. Best of all, your sales staff can show more cars in less time, and customers can enjoy an expedient and efficient car-shopping experience. KeyAdvantage also records the showing activity of your vehicles and employees, reducing your liability for lost or stolen keys and allowing managers to make critical inventory decisions.

Sales are up, costs are down.

“KeyAdvantage has allowed us to sell 15 more cars a month compared to our previous key management system. In addition, KeyAdvantage has saved us \$2500 a month by eliminating the expense of replacing lost keys. Our salespeople and porters love the fact

that they can always rely on the keys being right where they need them - at the vehicle.”

**Jim Wardy, Owner
City Toyota, Daly City, CA**

“KeyAdvantage has saved us \$2500 a month by eliminating the expense of replacing lost keys.”

Saving the most valuable thing of all - time.

“KeyAdvantage is a great resource. It's time-saving for our sales staff and customers. I think KeyAdvantage increases both the efficiency and success of the sales process, enabling our sales team to make more sales.

Customers want to be in and out. They don't want to spend a lot of time hanging out, waiting to be shown a car. Instantly knowing which cars have been shown,

and which have not, is the next best reason to use KeyAdvantage. It's nice to know what's selling, and it's really nice to know what's not selling, all at a quick glance. It helps with our inventory analysis.”

**Diane Connell, Dealer Principal
Connell Chevrolet, Killeen, TX**

“It's nice to know what's selling, and it's really nice to know what's not selling, all at a quick glance.”

The faster you move, the quicker they go.

“The KeyAdvantage system has certainly helped us to better manage our inventory. It’s also become a selling point for a prospective salesperson. It’s another very good reason for someone to come here to work.

The salespeople absolutely love it, and from a management perspective, we love it, too. It eliminates so many headaches of a board-mounted system in the office. We think it’s the best money we’ve spent in a long time.



Having all the keys available at all times enhances the sales process. We used to have a wall-mounted cabinet in the showroom, and what a mess that was. If a car is just not getting any action after 30 days, we send it to auction early. We are really on top of the aging. We are using our space for something that will sell instead of something that’s not moving.”

Doug Campbell, President
Campbell Ford Lincoln-Mercury, Niles, MI

“The salespeople absolutely love it, and, from a management perspective, we love it, too.”

Ultimate accountability of vehicles and keys.

“The KeyAdvantage system helps us manage a large number of keys across multiple lots which allows us to serve our customers more efficiently and make our sales staff more effective.

Before we implemented KeyAdvantage our lost key expense was out of control, but now the expense has been all but eliminated. KeyAdvantage also helps us have the ultimate accountability with our staff. We know who moved vehicles, what vehicles were moved and when they were moved. The best part is we can find this information right at the vehicle.

The best feature of KeyAdvantage is the immediacy of the demonstrations and test drives since my salespeople stay with the customer, not running back to the showroom.”

“KeyAdvantage allows our salespeople to focus on the customer, which has increased our monthly sales.”

John Schafer,
General Manager
Toyota of Walnut Creek,
Walnut Creek, CA



Helping the sales staff stay in control of the sale.

“Given our large inventory, KeyAdvantage has proven to be the best key management system to impact our sales. Our group has seven dealerships over a 90-acre lot. We used to have a key machine that required the salesperson to come back into the building to retrieve keys, leaving a significant amount of time that our salespeople spent away from the customer.

With KeyAdvantage, our salespeople never leave the customer - no matter where they need to be at our facility. The keys and tracking information are right at the vehicle with the security controls in place for access. Each employee is assigned a pre-programmed

keypad that only allows them to access the lot at the time the employee is scheduled to work. We can restrict certain employees to just one of our lots while giving others access to all of our dealerships if needed. This mobility provides better customer service and more opportunity to make sales.

It's a great system and we wouldn't want to be without it!”

Jeff Nieckoski
Turnersville Auto Mall, Penske Automotive Group
Turnersville, NJ

“With KeyAdvantage, our salespeople never leave the customer - no matter where they need to be at our facility.”



If you'd like to find out more about how to get your sales headed in the right direction, call 800.889.8295 or visit www.KeyAdvantage.com.

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