



Joe's Custom Garage

Overview for Automakers:

Building brand loyalty, inspiring and empowering consumers matters to car companies. Personalizing, choosing options, models and colors helps sales for any manufacturer.

Imagine if the consumer could have any production car they could dream of with all possibilities offered including after market sales. The brand they love helps them achieve a new level of performance and personalization.

Using their mobile device to design and share their dream car with everyone through social media; allowing your customer to embrace your brand and show their pride.

Car shows are full of people that believe in a make and models that are lovingly customized with high performance features that amaze and awe the onlookers. People first talk of the car maker and model before saying how cool it was to see.

Joe's Custom Garage's marketing impact with its social media reach and brand loyalty building will increase yours sales.



Introduction:

People love their cars. They rely on them. They fix them. Want them. Customize and take pride in their cars. The Fortune 100 is dominated by their manufacture, fuel and technology that make them. Family cars, dream cars, car shows, car clubs, car movies, car TV and radio are all part of the impact cars have on our lives.

Who do you take your car to when it's not working? A guy you trust, who gives you an honest deal. Someone, who gets you back on the road and fixes something that matters to you. What if they could save you money, help your friends and make your dream car a reality? Meet an above average Joe.

Overview:

Augmented 3D reality with visual recognition and manipulation:

Reality: Joe really exists. He's a pro, enthusiast, charming and knowledgeable. Joe understands all vehicles and is ready to help. A real life expert: and valuable component in media, social media and promotion.

Augmented Reality: The tools and technology are finally here, tested and working. Empower the consumer. Making the imagined an instant reality and allowing it to be shared, selling more products.



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Information: The data sets generated will be highly valuable without being intrusive, allowing for data on discounts, regional and group sales as well as shopping preferences, demographic profiles, generating location trends and market hot spots. Motivating increased sales and customer metadata.

Marketing: We enable people to share their interests, dreams and goals with one of the most important investments a person ever makes. The user provides most of the marketing. It doesn't stop there, Joe's Custom Garage will provide tips, tricks, recommendations, connections, savings, fun media, games and the best contests to win your custom upgrade or dream car.

Manufacturing and Service: These giant industries always need new ways to advertise and capture the consumer's imagination and spending power. Joe lets you get what you want, pride, respect, achievement and a better life.

Innovation:

Our augmented reality marketing: empowerment, wish fulfillment: social media, gaming: marketing, advertising partnerships: tractable value and data sets: provides multiple revenue streams and ROI.



- Use your mobile to recognize your car, design it, add parts, tech & buy options
- Design what you want your car to be and keep each version, in 3D.
- Enter your car in a virtual custom car show to win the real rewards each month.
- Take pictures with your dream car and send them to your friends.
- Ask friends to like and vote for how you customized your car to help you win.
- Parts, technology, customization and service discounts.
- Car and customize parts marketplace.
- Major manufacturing, tools and aftermarket parts participation.
- Real world custom car shows for virtual car show winners.
- Can be used for all vehicle types, Motorcycles, Boats, RVs, Bicycles... etc.



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JCG is a free app. Built with augmented reality to make the most of mobile trends, gaming, shopping, "selfies", social media sharing, interactive advertising, online competition, and streaming media.

Allowing the user a fun and creative shopping experience, and letting them share, play games and compete with their dream car.

How Joe's Custom Garage ROI benefits financially:

- 10% on parts sold and service purchases and contracts.
- 10% on custom service purchases and contracts.
- 20% on 3D printed parts and customization.
- Advertising Money on interactive mobile and web.
- Advertising Money web show and TV show.
- \$3 JCG Pro app purchases allowing you to enter and win virtual car shows.
- Data sets sales of shopping habits, brands and location trends.

ROI exposure limiting structure. Offered profit buy back of investment amount at 140% down to 120% decreasing at each of 3 levels of investment. Included with first right of refusal for next round of investment.

The reach of market and benefits to consumer and manufactures are well covered in other documents provided. All of the information applicable as we expand into all other vehicle types.