



Dealership branding is about more than advertising and facility makeovers; it's about maintaining a positive customer experience after the customer has left your showroom. As a result, successful dealerships often turn to branded items as one way to extend these positive experiences. Branded items are not only seen as signs of loyalty and affiliation, but can also help create word-of-mouth marketing, which is often the most powerful marketing tool.

Your brand is conveyed and reinforced at every customer touch point – whether in the sales, service, finance, or body shop departments. Your brand is built during a phone conversation with a customer, through advertising, or as a result of your involvement in community events.

The return on investment on branded items is naturally high because of the minimal amount of money invested compared to the revenue that is gained from a new sale or maintenance work. A branded item can give you top-of-mind presence that allows your sales and customer service staff to seal the deal.

In a crowded market, dealers are tasked with ensuring the consumer receives their dealership brand message in a unique way. Show current and potential customers your appreciation and reinforce a positive experience with Promotional Products from Reynolds.

Did you know?

83% of US promotional product users can identify the advertiser on a promotional item they own.

41% of US promotional product users indicated their impression of the advertiser was more favorable after receiving a promotional product.

2010 ASI Impressions Study

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For more information or to request a quote, contact your Reynolds Document Consultant, call 800.344.0996, or e-mail ids_mktg@reyrey.com.

This catalog shows only a fraction of the promotional items Reynolds and Reynolds offers. If you can't find what you are looking for, please contact your Document Consultant to discuss additional promotional product solutions.





1

1 55155 – Contender Pen

An instant favorite at a great price! Click pen available with blue or black ink.

Product Colors: white with trim in black, blue, burgundy, green, orange, purple, red, yellow
Imprint Colors: multiple colors available
Minimum Order Quantity: 500



2

2 RS – BIC® Round Stic®

The classic stick pen with over 400 barrel and trim color combinations! Available with black, blue, red, or purple ink.

Product Colors: black, blue, burgundy, clear, cream, forest green, green, metallic dark blue, metallic green, metallic orange, metallic red, navy, orange, pink, purple, red, silver, teal, white, yellow, clear sparkle, black sparkle
Imprint Colors: multiple colors available
Minimum Order Quantity: 500



3

3 55231 – Metallic Viper Pen

You will love the look and feel of this retractable pen in deep, rich colors at an affordable price. Medium point cartridge for smooth writing. Available with black ink.

Product Colors: black, blue, burgundy, green
Imprint Colors: gold or silver
Minimum Order Quantity: 300



4

4 CSWBDG – BIC® Awareness Ribbon WideBody® Grip

Show your support with these refillable, retractable awareness pens! Awareness ribbon molded into soft, contoured rubber grip. Available with blue, black or red ink.

Product Colors: white barrel with yellow, red, or pink grip
Imprint Colors: multiple colors available
Minimum Order Quantity: 300

5 GR – BIC® Grip Roller

Comfortable, textured rubber grip with fast-drying ink for clean, precise writing. Available with .7mm roller ball in blue or black ink.

Product Colors: black, blue, burgundy, charcoal, forest green, light gray, navy, white, red
Imprint Colors: multiple colors available
Minimum Order Quantity: 300



5

6 55210 – Element Pen

Translucent colors with a handy grip make this a great pen for your next promotion! Available with black or blue ink.

Product Colors: blue, green, lime green, orange, pink, purple, red, turquoise
Imprint Colors: multiple colors available
Minimum Order Quantity: 300



6

7 4C – BIC® 4-Color™ Pen

Four different ink colors in one pen with a multi-functional design! Green, red, blue, and black ink in each. Also available with an attached lanyard.

Product Colors: white
Imprint Colors: multiple colors available
Minimum Order Quantity: 150



7

8 55043 – Ambassador Pen

Professional and stylish - that's the image the Ambassador Pen will project for your company. Available in gold or silver trim. Black ink with medium point.

Product Colors: burgundy, black, blue, green, silver
Imprint Colors: black, gold, silver, or white.
Also available with laser engraving.
Minimum Order Quantity: 100



8

Did you know?

Promotional writing instruments are used **18.2** times per month on average.



1

1 10075 — Continental Keytag

This classic polyethylene keychain has all-around appeal at a great price!

Size: 1 1/2" x 3" x 1/4"

Product Colors: blue, glo-orange, red, white, yellow

Imprint Colors: foil stamped in black, gray, green, maroon, gold, silver, navy, orange, blue, red, or white

Minimum Order Quantity: 750



2

2 21022 — Pebble Keylight

Shine some light on your giveaways with this small plastic keylight. All colors feature a red light.

Size: 1 1/4" x 3 1/2" x 3/16"

Product Colors: black, blue, green, orange, red, white, yellow

Imprint Colors: multiple colors available

Minimum Order Quantity: 500



3

3 10265 — Floating Keychain

Keep your brand afloat with this floating keychain. Great for watersports and outdoor events!

Size: 3 1/4" x 1 7/16" x 3/4"

Product Colors: blue, lime green, orange, red, yellow

Imprint Colors: multiple colors available

Minimum Order Quantity: 250



4

4 20618 — Lollipop Keychain

Your logo will stand out on these brightly colored aluminum keytags, with a large flexible locking cable that fits a variety of key sizes!

Size: 1 1/2" x 2 5/8" x 3/8"

Product Colors: black, blue, green, red

Imprint Colors: laser engraved

Minimum Order Quantity: 250

Did you know?

50% of users of automotive-themed promotional products reported a more favorable view of the advertiser after receiving the item.

2010 ASI Impressions Study

5 40503 — Tire Pressure Gauge Key Chain

This handy keychain doubles as a tire pressure gauge, measuring up to 40 PSI. When your customers check their tire safety, your name will be front and center!

Size: 5 1/4" x 1 3/16"

Product Colors: black, metallic blue, metallic red, silver

Imprint Colors: multiple colors available

Minimum Order Quantity: 150



5

6 65248 — Rectangle LED Keylight

This translucent keylight lights up any hard to see area with a bright white LED light. Battery included.

Size: 3 3/4" x 15/16" x 3/16"

Product Colors: red, blue, or black

Imprint Colors: multiple colors available, including metallic inks

Minimum Order Quantity: 150



6

7 21046 — Pendant Keyholder

Elegance with a splash of color! This key chain offers a beautiful decoration area to highlight your logo.

Size: 3 1/2" x 1" x 3/4"

Product Colors: black, blue, green, red

Imprint Colors: laser engraved

Minimum Order Quantity: 250



7

8 25089 — Two-Tone Brass Key Tag

The two-tone brass key tags are a popular high-end product for employee recognition or customer gifts. Available brass-plated or with a zinc finish in a round, rectangle, or square shape.

Size: Round: 1 3/4" x 3 1/4" x 1/4"

Rectangle: 3 7/8" x 1 3/8" x 1/4"

Square: 5/8" x 1 1/2" x 1/4"

Product Colors: brass, zinc

Imprint Colors: custom crafted medallion

Minimum Order Quantity: 40



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4

1 45081 — Collapsible Koozie® Can Cooler

This collapsible koozie can easily be stored, then pops back up to keep your can or bottle cool.

Size: 3 7/8" x 5 1/4"

Product Colors: black, bright orange, burnt orange, green, green camouflage, lime green, maroon, navy, pink, purple, red, royal, white, yellow

Imprint Colors: multiple colors available

Minimum Order Quantity: 200

2 45190 — Value Bottle

The 20 oz. value bottle is a perfect price for the budget-conscious. Mix and match the lid and bottle!

Size: 2 7/8" x 7"

Product Colors: bottle - red, blue, white, yellow.
lid- red, blue, black, green

Imprint Colors: multiple colors available

Minimum Order Quantity: 200

3 45238 — Two-Tone Mug

A large colored handle with matching lip makes these mugs stand out. 12 oz. Ironstone ceramic.

Size: 4 3/4" x 4" x 3 1/8"

Product Colors: black, blue, green, maroon

Imprint Colors: multiple colors available

Minimum Order Quantity: 72

4 45193 — Rolling Ridges Tumbler

This stainless steel mug features foam insulation, a plastic liner, and a stainless slider leak-resistant lid. Combine sleek style with incredible value!

Size: 3 1/8" x 7 1/4"

Product Colors: gunmetal, stainless steel

Imprint Colors: multiple colors available

Minimum Order Quantity: 48

Did you know?

Glassware has the highest advertiser recall, with **87%** of users able to identify the advertiser!

2010 ASI Impressions Study

1 30309 — Ultra Clip with Magnet

This powerful magnetic clip is a great way to get your promotional message in your customer's hands.

Size: 1 1/4" x 3 1/4" x 1 5/8"

Product Colors: translucent blue, translucent pink, translucent purple, translucent red, white

Imprint Colors: gold, silver, or white (white clip may have multiple imprint colors available)

Minimum Order Quantity: 250

2 40207 — Treat Packet

Jelly beans add an extra bit of flavor to your logo! Shelf life: 6 months. Other types of candy and treats available.

Size: 3" x 3"

Product Colors: white foil with clear cellophane

Imprint Colors: multiple colors available

Minimum Order Quantity: 1000

3 30314 — Spiral Clip Holder

Two spiral holders display multiple memos, photos, business cards, and more.

Size: 1" x 6 1/2" x 1"

Product Colors: translucent blue, translucent red, translucent white

Imprint Colors: multiple colors available

Minimum Order Quantity: 250

4 65231 — 5' Mini Round Tape Measure

The mini round tape measure fits perfectly in your pocket and helps out with all those little jobs. 5' x 1/4" metric/inch flexible tape.

Size: 2" diameter

Product Colors: translucent black, translucent blue, translucent green, translucent orange, translucent pink, translucent purple, translucent red, white

Imprint Color: black, gold, silver, white

Minimum Order Quantity: 250



1



2



3



4



1

1 50035 – Tire Tread Tire Pressure Gauge

The stylish tire tread pressure gauge is a great safety item to keep in a glove box for emergencies. Measures up to 50 PSI.

Size: 5 1/2" x 1 1/4"

Product Colors: metallic blue, metallic red, silver

Imprint Colors: multiple colors available.

Minimum Order Quantity: 100



2

2 20400 – Mini Sweeper

Ideal for auto, home, or office messes, this handy mini sweeper picks up debris with a rotating brush, then pops open for easy emptying.

Size: 5 3/4" x 2 3/4" x 1 3/4"

Product Colors: black

Imprint Colors: gold, silver, or white

Minimum Order Quantity: 100



3

3 65263 – Mini Aluminum LED Flashlight

Ultra-bright white LED light from a compact flashlight - perfect for a glove compartment! AAA batteries included.

Size: 4" x 1 1/4"

Product Colors: blue, red, silver

Imprint Colors: laser engraved

Minimum Order Quantity: 50



4

4 50014 – Travel Adventures Highway Kit

Go anywhere with this complete emergency kit. Includes: Booster cables (8 foot/10 gauge/200 amp), distress flag, flashlight with two D batteries (not inserted), safety cone, and tire inflator/sealer

Size: 11 3/4" x 11 3/4" x 4 1/4"

Product Colors: black, red

Imprint Colors: multiple colors available

Minimum Order Quantity: 15

A long-term method to promote your brand...but with only a minimal investment.

A recognizable image is an important factor in attracting new customers, and staying relevant to your existing customer base. Put that image to work for you by placing it prominently on your license plate frames and inserts. Let Reynolds design the frame and insert combination that best complements your brand.

Reynolds offers a wide selection of plastic, chromed-plastic, and metal frames, with endless possibilities for customization and color to enhance your brand. Many styles, including custom designs, are available to help meet state requirements for license plate display.

For license plate inserts with the most impact, Reynolds offers digital color printing. Draw attention to your brand with colorful scenery, a local landmark, an in-demand vehicle, or your dealership image. Reynolds also offers inserts with diamond or chrome (mirrored) finishes. Ad plates are available in polyboard, plastics, and aluminum in a variety of thicknesses, depending on your needs.





1

1 40138 – SPF-23 Lip Balm

Moisturizing lip balm offers extra protection from the sun. Available in cherry, spearmint, and vanilla flavors.

Size: 2 5/8" x 9/16"

Product Colors: white

Imprint Colors: multiple colors available, including full color logos

Minimum Order Quantity: 250



2

2 40044 – Compact First Aid Kit

Slim and trim, this compact kit contains an adhesive pad, Anacin® packet, 2 antiseptic towlettes, 4 bandages, and a first aid guide.

Size: 3 7/8" x 2 3/4" x 3/4"

Product Colors: blue, metallic blue, metallic green, metallic purple, metallic red, metallic silver, white

Imprint Colors: multiple colors available

Minimum Order Quantity: 250

3 40263 – Colored Stress Ball

Incorporate this time-tested classic into your next promotion to carry your message. It never goes out of style!

Size: 2 3/4" diameter

Product Colors: black, blue, green, orange, red, tropical blue, white, yellow

Imprint Colors: multiple colors available

Minimum Order Quantity: 250



3

4 20464 – Clip & Carry Hand Cleaner

This convenient sprayer fits easily into a purse, desk, pocket, or glove compartment. It's an excellent event giveaway!

Size: 5 1/2" x 5/8"

Product Colors: white body with lid in black, blue, green, purple, red

Imprint Colors: multiple colors available

Minimum Order Quantity: 250



4

1 60984 – Pillow Pack - Nike® NDX Heat

Perfect for giveaways or golf outing events! Case includes 1 imprinted Nike® golf ball and 6 imprinted wood tees. Other brands and quantities available.

Product Colors: clear case with assorted tee colors. Can specify tee color - black, blue, dark blue, natural, red, white, yellow.

Imprint Colors: multiple colors available for golf ball; black imprint on tees.

Minimum Order Quantity: 72



1

2 10037 – Flyer

Flyers are great for any outdoor function!

Size: 9 1/4" diameter

Product Colors: blue, red, white

Imprint Colors: multiple colors available

Minimum Order Quantity: 250



2

3 45624 – Grocery Tote

A great, reusable tote for a trip to the market. Get your name seen around town!

Size: 12 3/4" x 12 1/4" x 8 5/8"

Product Colors: black, chocolate, hunter green, kelly green, lime, navy, orange, purple, red, royal, tan, white, yellow

Imprint Colors: multiple colors available

Minimum Order Quantity: 100



3

4 15039 – Nylon Drawstring Backpack

This fun and simple drawstring backpack is one of the most popular bags - perfect for company, golf, or team sports events.

Size: 13 1/2" x 16 1/2"

Product Colors: black, bright orange, carolina blue, dark green, dark orange, navy, pink, red, royal, white

Imprint Colors: multiple colors available

Minimum Order Quantity: 100



4

Did you know?

On average, **187** people will see a bag when used!



Promote your business, drive sales to your dealership, advertise special offers, and track valuable customer feedback with these versatile hangtags!

Dispatch tags are a useful part of your business, but wouldn't it be better if they did more than just hang in your customers' vehicles, waiting to be thrown away? Now, with Reynolds' Promotional Hangtags, you can fulfill multiple needs with dispatch tags that do more than just take up space.

1 PromoTAG™

Combine your need for a dispatch system and in-vehicle advertising to maximize your marketing dollar and generate sales with hangtags that can be designed to meet your unique style. Messages, images, and logos can be customized to reflect your dealership's branding, so you'll stand out in the minds of customers.

2 ScanTRAX CSI®

Satisfy three needs, vehicle dispatching, advertising, and managing customer satisfaction, by utilizing these fully customizable, professional hangtags. Designed with a mail-back customer survey that is gathered by Reynolds, you'll be able to track customer satisfaction, offer special promotions, and increase customer loyalty.



Differentiate yourself from your competitors by delivering a complete brand experience with Reynolds Dealership Apparel!

The differentiating factor between you and your competitors can be the delivery of the complete brand experience by a knowledgeable and professional staff.

Reynolds and Reynolds offers a distinct collection of fashion dealership apparel geared towards the automotive industry. Dealership apparel is great for employee recognition, sales promotions, customer goodwill, event sponsorship, and more.

We offer branded apparel to fit any budget, from printed t-shirts to luxury, embroidered brand-name apparel. And, as always, Reynolds stands behind the quality of our products.

Branded apparel from Reynolds ensures your logo projects an image of professionalism and quality. Visit www.ReynoldsApparel.com for an online selection of apparel, or contact your Reynolds Documents Consultant to discuss the full line.

**To view additional options or for more information on
Promotional Products, please contact your Reynolds
Document Consultant, call 800.344.0996,
or e-mail ids_mktg@reyrey.com.**



MAKING **BUSINESS** BETTER.