quattro care

CREATIVE CONCEPT COLLECTION
SERVICE • EXPERIENCES • ERLATIONSHIPS

YOUR AUDI.
OUR EXPERTISE.

Explore the ideas. Choose what fits Quattro Care.

Select a thumbnail below to explore its design brief.



01 / MICROFIBER CLEANER + PVC POUCH | EXPLORE →



02 / TREAD + PRESSURE GAUGES | EXPLORE →



03 / SIGNAGE | EXPLORE →



04 / REFERRAL CARD | EXPLORE →



05 / UNDER THE HOOD | EXPLORE →



06 / CAR CLUB PARTNERSHIPS | EXPLORE →

Proposed initiatives for review. Scope, costs and implementation follow selection.

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Illustrative only; final sourcing, pricing and proposed experiences require approval.

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A USEFUL GIFT.
A SERVICE INTRODUCTION.

An evergreen take-away for selected Audi owners, with a clear path to Quattro Care.

01 / 12 × 12 cm microfiber eye glass cleaner
02 / Clear PVC pouch keeps the cloth protected
03 / Booking QR, phone and website on the insert
04 / Marin drop-off message subject to confirmed logistics



Confirm fabric, print quality, edge finish, PVC closure and lens suitabilty with supplier samples. QR destination and printed scan size require testing.

DISTRIBUTION OPTIONS — SELECT A SMALL, MEASURABLE TEST

01 | RACEWAY AUDI-OWNER HANDOFF
At approved Sonoma Raceway locations, offer the cloth during a permission-based conversation with Audi owners. Track the source.

02 | RACEWAY GATE HANDOUT
Distribute at Sonoma Raceway entry gates with organizer approval. Confirm entry flow, Audi relevance and cost before a broad test.

03 | RACEWAY PARKING-LOT INVITATION
With permission, place flat invitations on selected Audis in Sonoma Raceway parking lots. Direct owners to gift collection at Quattro Care. Avoid adhesives.

04 | RACEWAY SHOP / EVENT COLLECTION
Collect at Quattro Care's Sonoma Raceway shop or an approved Raceway event point. Use approved wayfinding. No purchase or compulsory signup required.

05 | CUSTOMER & PARTNER REFERRALS
Offer at service handoff; invite a referral. Explore detailed, body-shop or tire-shop distribution only with partner participation.

06 | PRE-EVENT DIGITAL INVITATION
Seek approved Raceway organizer email, digital-guide or Audi-group placement. Invite owners to collect at Quattro Care's Raceway shop; access is unconfirmed.

TEST RECORD: pieces handed out / collected → source-coded inquiries → suitable appointments → completed jobs → contribution

Record home city to assess repeat-service fit. No audience size, response rate or ROI is assumed.

Owner: Colby | **Input:** approved channel, quantity, offer and landed cost | **Output:** one tracked pilot | **Done:** results reviewed before reorder.

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Microfiber Eye Glass Cleaner + PVC Pouch

Audi owners may keep a useful low-cost cloth and recall Quattro Care when service is due. Retention, local service fit and bookings remain to be tested.

PRODUCT DIRECTION

Square 12 × 12 cm cloth, evergreen black, white and red artwork, and a clear PVC pouch. Confirm fabric, edge finish, closure and suitability for lenses through supplier samples.

CUSTOMER AND PARTNER DISTRIBUTION

Use at customer service handoff and through willing detailer, body-shop or tire-shop partners. Approved pre-event digital invitations can direct owners to the Raceway shop.

RACEWAY DISTRIBUTION

Explore approved Audi-owner handoffs, Raceway gate distribution, parking-lot collection invitations and shop or event collection. Permission and practical distribution arrangements must be established first.

RESPONSE AND VALIDATION

Use the existing booking destination and a visible phone option. Final QR codes must be generated from the confirmed URL and tested at printed size. Record source, home city, inquiries and completed suitable jobs.

OWNER
Colby + VI360

INPUT
Approved channel, quantity, offer and landed cost

OUTPUT
One tracked merchandise pilot

DONE
Completed-job results and costs reviewed before reorder

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TREAD + PRESSURE GAUGES

Practical tools. Focused distribution. A lasting service connection.



WHY DISTRIBUTION IS SELECTIVE

Higher anticipated cost per piece than microfiber calls for focused handoffs. Confirm landed costs before setting quantities. Offer either gauge individually; pair them only when the opportunity justifies the cost.

MARKET OPPORTUNITY — TO TEST

Raceway Audi owners are a potential audience, not proven service demand. A brief conversation establishes maintenance needs, geographic fit and appointment interest.

RACEWAY REACH • FOCUSED MERCHANDISE HANDOFF



RACEWAY GATE

Approved invitation directs owners to the shop or staffed tire-care station. Keep tools at the collection point.



RACEWAY PARKING LOTS

Permission-based Audi-owner introductions or approved vehicle invitations. Do not leave tools unattended.



QUATTRO CARE RACEWAY SHOP

Primary handoff point: demonstrate the tool, discuss service needs and apply clear pilot eligibility terms.



EVENT DISPLAY / CLUB GATHERING

Allocate limited tools to scheduled demonstrations and owner introductions; agree organizer responsibilities.



PRE-EVENT COMMUNICATIONS

Invite reservations. State whether the tool is complimentary, tied to a booking or available while supplies last.



MEET YOUR RACEWAY AUDI SPECIALIST.

Learn to use your gauge, discuss your vehicle's needs and arrange your next service.

CONTROL COST • MEASURE COMPLETED WORK

Set a cash ceiling and inventory cap. Track each tool's landed cost, handoff location and response. Include distribution and staff time.

Qualified conversations → Suitable bookings → Completed jobs → Contribution

Compare single-tool and paired-kit results before expanding.
Gifts accepted and QR scans alone do not establish return.

OWNER: Colby + VI360

INPUT: Costs, capacity, permissions, eligibility

OUTPUT: Capped Raceway pilot with tracked handoffs

DONE: Evidence of worthwhile service relationships within agreed cost and time limits

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Tire Tread + Tire Pressure Gauges

Raceway Audi owners are a potential audience, not proven service demand. A short conversation should establish maintenance needs, geographic fit and appointment interest.

COST-LED DISTRIBUTION

Higher anticipated cost per piece than microfiber calls for focused handoffs. Confirm landed prices and set a cash ceiling before ordering. Offer either gauge individually; reserve paired kits for opportunities that justify the cost.

DISTINCT TOOL ROLES

The tread gauge supports a conversation about tire wear and professional inspection. The pressure gauge supports routine owner care with a brief demonstration. A paired kit suits a defined service promotion, club collaboration or referral relationship.

RACEWAY GATE AND PARKING LOTS

With permission, use a compact invitation at the gate or in Audi-owner parking-lot introductions. Direct interested owners to the shop or staffed tire-care station. Keep tools at the collection point rather than leaving them unattended.

RACEWAY SHOP AND EVENTS

Make the shop the primary handoff point. Demonstrate the tool, discuss vehicle needs and apply clear pilot eligibility terms. Allocate limited quantities for approved event displays, club gatherings or scheduled owner introductions.

PRE-EVENT COMMUNICATIONS

Invite reservations and state whether the tool is complimentary, tied to a booking or available while supplies last. Backing cards carry booking and contact details; confirm Marin drop-off arrangements before promotion.

PILOT MEASUREMENT

Track each tool’s landed cost, handoff source, inquiries, suitable bookings, completed jobs and contribution. Include distribution and staff time. Compare individual-tool and paired-kit outcomes; gifts accepted and scans alone do not establish return.

OWNER
Colby + VI360

INPUT
Costs, capacity, permissions and eligibility

OUTPUT
Capped Raceway pilot with tracked handoffs

DONE
Evidence of worthwhile service relationships within cost and time limits

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MAKE THE NEXT TURN CLEAR.

A coordinated wayfinding and booking system for proposed Raceway and Marin handoff locations.

01 / Directional panel — logo, service and arrow
02 / Walk-up A-frame — booking QR and phone
03 / Handoff marker — arranged drop-off information

ILLUSTRATIVE PLACEMENTS • SITE CHECK REQUIRED



PROPOSED PLACEMENT APPLICATIONS

01 RACEWAY ENTRY / INTERNAL ROUTE



Illustrative location — not a site photograph

Place before an approved decision point. Confirm sightline, approach direction and venue permission. Keep moving-vehicle copy brief.

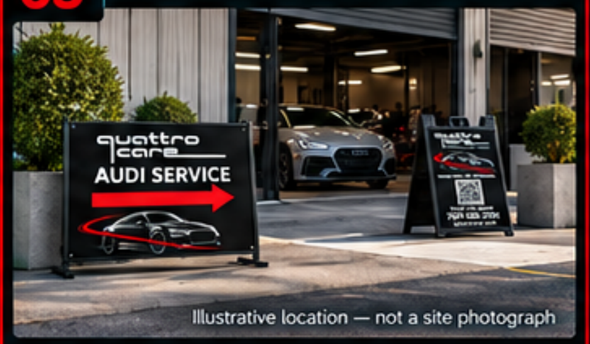
02 RACEWAY PARKING / WALKING ROUTE



Illustrative location — not a site photograph

Use an approved pedestrian location to direct interested owners toward the shop or gift collection point. QR is for stationary viewing.

03 RACEWAY SHOP APPROACH



Illustrative location — not a site photograph

Confirm the final turn and entrance. Place booking details where visitors can safely stop. Maintain access and clear circulation.

04 MARIN ARRANGED DROP-OFF



Illustrative location — not a site photograph

Use only at the confirmed Marin handoff point. Display agreed arrival and contact instructions. Confirm host approval and transfer logistics.

BEFORE PLACEMENT | Verify exact site, permission, viewing distance, arrow direction, mounting, stability, clear access and weather suitability. | **TRACK:** inquiry source → suitable appointments → completed jobs. No traffic or conversion assumptions.

Owner: Colby | **Input:** site photos, host approval and confirmed routes | **Output:** site-specific sign plan | **Done:** placements approved and directions checked on site.

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Signage + Proposed Placement Applications

Clear signs may help visitors find the shop and arranged handoff point. Actual traffic, visibility, access and resulting inquiries require site observation.

RACEWAY DIRECTION AND ARRIVAL

Place directional information before an approved decision point. Confirm the approach, correct arrow direction, sightline and exact entrance. Keep moving-vehicle messaging short.

MARIN / TERRA LINDA HANDOFF

Use only at the confirmed drop-off point with host approval. A proposed customer message is: “Quattro Care — Marin Drop-Off / Audi Service at Sonoma Raceway / Call to Arrange: 707-200-3701.” Do not imply repairs occur at the handoff location.

RACEWAY PEDESTRIAN BOOKING

Use a booking A-frame where visitors can stop safely. Consider approved parking-to-shop walking routes and the shop entrance. Keep access routes clear; QR use is intended for stationary viewing.

SERVICE DETAILS AND SITE CHECKS

For an expanded service panel, confirm “Complimentary Shuttle Service” and “Pickup & Delivery Available” with Colby before release. The preview placement scenes are illustrative; final copy, mounting, stability, weather suitability and locations require site checks.

OWNER
Colby + VI360

INPUT
Site photographs, host approval and confirmed routes

OUTPUT
A site-specific sign plan

DONE
Placement permissions and directions checked on site

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GOOD SERVICE. WORTH SHARING.

A simple introduction to Colby's independent Audi service, designed for customers to pass to another owner.

01 / Recognizable Quattro Care identity
02 / Clear service and convenience message
03 / Booking QR, phone and website
04 / Optional referral-source field



Proposed format: 3.5 × 2 in, two-sided. Confirm stock, finish, writable area and final size. Verify booking destination and printed QR scan. Confirm shuttle, pickup/delivery and Marin arrangements with Colby before release.

DISTRIBUTION OPTIONS — PERSONAL INTRODUCTIONS WITH A CLEAR NEXT STEP

01 | CUSTOMER SERVICE HANDOFF
Offer a satisfied customer an extra card to pass to another Audi owner. Ask permission before recording a referrer's name.

02 | RACEWAY AUDI-OWNER HANDOFF
At approved Sonoma Raceway locations, introduce the shop and hand the card directly to interested Audi owners. Record the channel.

03 | RACEWAY GATE / PARKING LOT
Use only with venue permission. A gift-collection invitation requires its own approved wording; this card makes no gift promise.

04 | MARIN DROP-OFF POINT
With host approval, keep cards at the confirmed Terra Linda handoff location. Explain arranged transport without implying on-site repairs.

05 | COMPLEMENTARY BUSINESSES
Explore card placement with detailers, body shops and tire shops serving Audi owners. Confirm partner participation before distribution.

06 | OWNER GROUPS / PERSONAL NETWORKS
Invite customers and approved Audi-group contacts to share the service introduction. Track each channel without assuming endorsement.

MEASURE: cards distributed → referral inquiries → suitable appointments → completed jobs
Record source and home city. No referral incentive, conversion rate or ROI is assumed.

Owner: Colby | **Input:** approved service copy, contact path and channels | **Output:** one tracked referral test | **Done:** completed-job results reviewed before reorder.

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Referral Card + Distribution

Satisfied customers and complementary businesses may introduce suitable Audi owners. Referral willingness, volume and job quality have not been established.

FRONT AND BACK

Proposed 3.5 × 2 in format. The front establishes the Quattro Care identity; the back presents independent Audi service, convenience options, booking contact details and an optional source field.

RACEWAY AND MARIN DISTRIBUTION

Explore approved direct Raceway handoffs, gate or parking-lot distribution, and card placement at the confirmed Terra Linda handoff point. A gift-collection invitation needs its own agreed offer wording.

CUSTOMER HANDOFF

Offer an extra card to a satisfied customer. Referral participation is voluntary. Obtain permission before recording another person’s name; a channel code can be used instead.

PARTNER CHANNELS AND VALIDATION

Approach willing detailers, body shops, tire shops and Audi-group contacts. Confirm service copy, final booking URL, QR readability, stock and a finish suitable for writing on the source field.

OWNER
Colby + VI360

INPUT
Approved service copy, contact path and channels

OUTPUT
One tracked referral test

DONE
Completed-job results reviewed before reorder

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UNDER THE HOOD AT QUATTRO CARE.

Come on your own. Bring a partner or friend. Get to know your car in a working shop at Sonoma Raceway.

BEGINNER • INTERMEDIATE • ADVANCED / CAR CLUBS

Practical owner skills, guided diagnostics and focused mechanical workshops.

Private exotic-car experience available as a proposed separate format.



Illustrative workshop concept using Colby's supplied likeness; setting and participants are conceptual.

CHOOSE YOUR LEVEL — BUILD CONFIDENCE AS YOU GO

01 | BEGINNER
DRIVER'S SEAT BASICS

Start with everyday ownership skills.

- Tire pressure and tread checks
- Fluid-level checks and correct oil top-offs
- Wiper replacement and routine owner checks
- Read the manual; know when to ask for help

02 | INTERMEDIATE
UNDER-HOOD EXPLORER

Get comfortable with tools and diagnostics.

- OBD-II Reader 101: codes and basic live data
- Spark plug and ignition coil replacement
- Tool selection and vehicle-specific procedures
- Fault codes guide diagnosis; they do not prove a failed part

03 | ADVANCED • CAR CLUBS
GARAGE CLUB MASTERCLASS

Focused modules for experienced enthusiasts.

- Belts and hoses • Brakes • Electronics
- Timing belts • Injectors
- Upper-engine maintenance
- One selected system per workshop; vehicle-specific scope and prerequisites



PRIVATE EXPERIENCE • OWNER + ONE GUEST

EXOTIC CAR: THE PRIVATE GARAGE EXPERIENCE

Bring your own Lamborghihi or Bentley for a bespoke one-on-one workshop with Colby, with one guest sharing the experience.

Explore your vehicle's systems, maintenance priorities and selected enhancements. Vehicle eligibility, work scope, parts and pricing agreed in advance.

POTENTIAL RACEWAY FINALE

An arranged lap after approved enhancements, only if Colby secures Raceway approval and the vehicle and participants meet event requirements. Not included or guaranteed.

MEASURE: paid bookings → attendance → feedback → net experience contribution → attributable service bookings

Owner: Colby | **Input:** curriculum, vehicle scope, costs and access | **Output:** one approved pilot | **Done:** time, return and feedback reviewed.

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Proposed experiences only; curriculum, pricing, vehicle eligibility and scheduling require approval.

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Under the Hood at Quattro Care

Individuals, couples and club members may value practical owner education. Interest, willingness to pay and Colby's teaching capacity must be tested before launch.

BEGINNER — DRIVER'S SEAT BASICS

Tire pressure and tread checks, fluid-level checks, correct oil top-offs, wiper replacement and routine owner checks. Use the vehicle's manual and learn when to seek help.

ADVANCED — GARAGE CLUB MASTERCLASS

Focused modules for experienced enthusiasts and car-club members: belts and hoses, brakes, electronics, timing belts, injectors and upper-engine maintenance. Select one system per workshop; Colby sets vehicle eligibility, prerequisites and duration.

PILOT AND MEASUREMENT

Confirm Colby's teaching interest, appropriate instructional coverage and site access. Begin with one scoped pilot. Set pricing from preparation, teaching, cleanup, equipment and kit costs. Measure class contribution separately from later service bookings.

INTERMEDIATE — UNDER-HOOD EXPLORER

OBD-II Reader 101, basic live data, spark plug and ignition coil replacement, tool selection and vehicle-specific procedures. Fault codes inform diagnosis; they do not alone establish a failed part.

EXOTIC CAR — THE PRIVATE GARAGE EXPERIENCE

A proposed private workshop with Colby for a Lamborghini or Bentley owner bringing their own vehicle and one guest. Agree eligible vehicle, scope, parts and pricing first. A possible Raceway lap after approved enhancements requires a separate arrangement, Raceway approval and participant/vehicle eligibility; it is not included or guaranteed.

OWNER
Colby + VI360

INPUT
Curriculum, vehicle scope, costs and access

OUTPUT
One approved workshop pilot

DONE
Time, return and participant feedback reviewed

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SUPPORT THE CLUB.
EARN THE RELATIONSHIP.

Useful merchandise and specialist knowledge can introduce Quattro Care to relevant owners. Loyalty and service referrals are outcomes to earn.

01 / Capped merchandise contribution

02 / Practical technical contribution

03 / Clear club recognition



Illustrative partnership concept — no club commitment or event access implied.

A DEFINED EXCHANGE OF VALUE

01 | QUATTRO CARE CONTRIBUTES

- An agreed quantity of useful branded merchandise.
- One short technical contribution or approved event appearance.
- A clear service introduction and member contact route.
- Cash cost and Colby's time capped in advance.

02 | CLUB DELIVERABLES TO AGREE

- Named sponsor credit and a service link.
- An agreed social mention or newsletter inclusion.
- Permission for event handouts or a display.
- Club branding only with approval; gifted support acknowledged.

03 | MEMBER BENEFITS TO TEST

- Useful tools and understandable car-care guidance.
- Direct introduction to an independent Audi specialist.
- Relevant service requests through the existing booking path.
- Voluntary referrals; no purchased praise or promised loyalty.



BEST-FIT PROSPECTS

Start with a local Audi group whose members can use the shop or arranged Marin drop-off. Assess active local participation, vehicle mix, existing sponsor relationships and access. Broader European and exotic-car groups require service-fit confirmation.



ONE CLUB • ONE EVENT • ONE REVIEW

Agree merchandise quantity, contribution value, named promotional placements and a review date. Track distribution, club-coded inquiries and completed suitable jobs. Renew only when results and workload justify it.

BREAK-EVEN JOBS = total pilot cost ÷ contribution per incremental completed job

Include merchandise, fees and Colby's time. Treat social engagement as an early signal; measure completed work separately.

Owner: Colby | **Input:** club fit, agreed deliverables and cost cap | **Output:** one tracked partnership pilot | **Done:** costs, completed jobs and capacity reviewed.

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Proposed partnership only; club participation, quantities and terms require agreement.

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Car Club Partnerships

Relevant local clubs may provide trusted introductions. Member fit, sponsor availability, agreed exposure and resulting service demand remain unconfirmed.

QUATTRO CARE CONTRIBUTION

Agree a quantity of useful merchandise, one short technical contribution or approved event appearance, and a clear service contact path. Cap cash cost and Colby’s time before committing.

PROSPECT FIT

Prioritize local Audi groups whose members can realistically use the shop or arranged Marin drop-off. Assess local participation, vehicle mix and existing sponsorship arrangements. Broader European and exotic-car groups require service-fit confirmation.

CLUB DELIVERABLES

Negotiate named sponsor credit, a service link, a social mention or newsletter placement, and permission for handouts or a display. Obtain permission for club branding and acknowledge gifted support.

ONE CLUB, ONE EVENT, ONE REVIEW

Agree promotional placements, quantities and a review date. Track club-coded inquiries, completed suitable jobs and contribution. Social engagement is an early signal; loyalty and referrals must be earned.

OWNER
Colby + VI360

INPUT
Club fit, agreed deliverables and cost cap

OUTPUT
One tracked partnership pilot

DONE
Costs, completed jobs and capacity reviewed

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