

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



DISTRIBUTION OPTIONS — SELECT A SMALL, MEASURABLE TEST

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| 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.

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