

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 suitability with supplier samples. QR destination and printed scan size require testing.

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.