

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 x 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.