



WWW.SILCA.BIZ

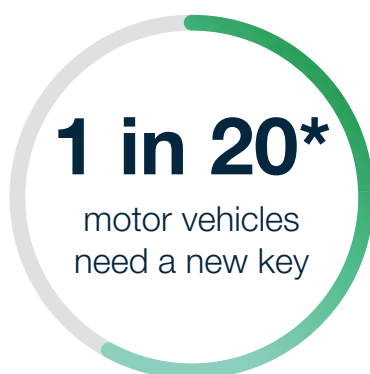
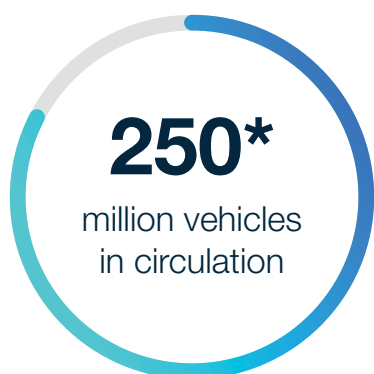
THE KEY TO A NEW BUSINESS



Silca Automotive

powered by
AD *ADVANCED*
DIAGNOSTICS

THE MARKET OPPORTUNITY



Vehicle ownership and vehicles in circulation are in a strong long term **GROWTH TREND**



An estimated **1 IN 20 MOTOR VEHICLES** in circulation need a new or replacement **KEY ANNUALLY**



A **potential market** of around **12,5 MILLION keys** every year in Europe at a retail value of around **€1 BILLION**

**In Europe. Industry estimates*

WHERE'S THE BUSINESS?



- Replacing **lost, stolen and damaged** car keys. Duplicating additional keys
- With the same tools keys for **motorcycles, commercial vehicles, camper vans** and even **boats** can be duplicated
- All these services offer **high margin** returns



WHAT'S IN IT FOR ME?

ADDITIONAL BUSINESS OVER
AND ABOVE THE SERVICES YOU
PRESENTLY OFFER

BRING NEW CUSTOMERS
TO YOUR BUSINESS

BEAT THE COMPETITION.
ATTRACT COMPETITORS'
CUSTOMERS TO YOUR GARAGE

FAST PAYBACK SIGNIFICANTLY
BETTER THAN OTHER
EQUIPMENT PURCHASES



OFFER A SUPERIOR SERVICE



● Be **more competitive** than authorised car dealers and still be very **profitable**

● **Immediate service.** Car dealers need to order the key and this can take time

● With Silca's portable equipment you can offer **roadside** or at **home service** (and charge a premium)

● Car key duplication is a **natural business extension**, complementary to your other specialist motor vehicle services

● **One-stop Shop** Offer all the services needed to supply the new key on the spot

WHY SILCA?



Silca supplies the vast majority of original keys used in Europe including even those of the most prestigious car producers



Constant product updates expanding the range of vehicles you can service



Widest, most advanced product range available covering over 90% of the market needs



On-site product installation and training



Long established, trusted industry partner



Market leading technical assistance and after sales support



Complete package of advertising and promotional materials



Global presence



SILCA AND ADVANCED DIAGNOSTICS TOGETHER



World leader in manufacturing and distribution of key blanks, key cutting machines and automotive cloning devices. Origins in Italy with a history dating back to 1970.

Offering solutions for the automotive key replacement market since 1995.

Awarded ISO/TS 16949:2009 quality certification for automotive keys.



Worldwide leaders in car key programming. Member of the Dormakaba Key Systems Division since 2014.



SALES SUPPORT



On-line Tools

- **Vehicle Key Finder**
Tells you if a particular key can be duplicated, if yes it gives you step-by-step the 'what' and the 'how'
- **Advanced Diagnostics**
IQ InfoQuest vehicle data search system, a comprehensive guide to the diagnosis and service of over 60 car producers worldwide
- **Silca Electronic Key Catalogue**
The most comprehensive on-line key database in the world

MySilca App

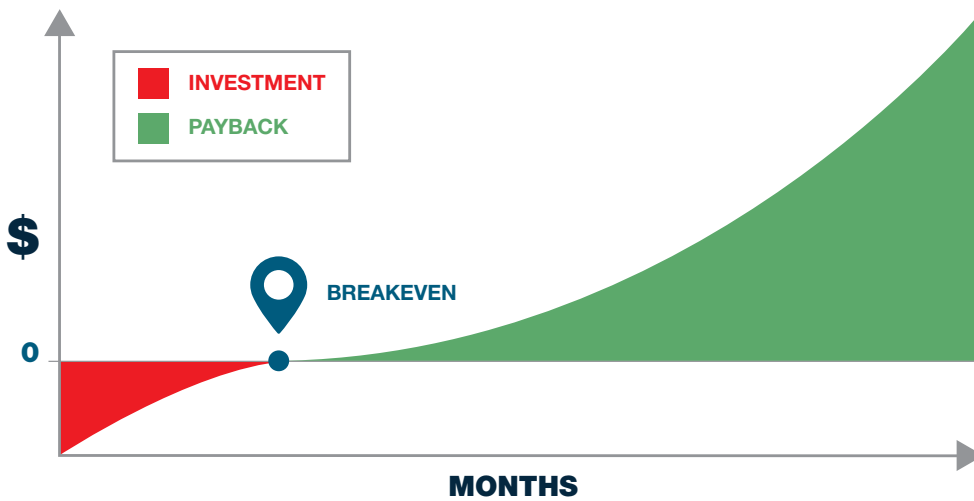
- **Free** to download
- Gives access to all the **Silca support tools**; catalogues, Vehicle Key Finder, news, video tutorials and the Advanced Diagnostics IQ database
- Optimized for both **mobile phones and tablets**
- Available in **6 languages**



In-Store Support

- **Catalogues** covering every range, every product, accessories and spare parts
- **Silca News**, an update of all product and sales support news sent to all customers monthly
- Vast range of **POS material** to generate awareness of your key duplication service
- **Digital campaigns** to drive consumers into your garage

FAST INVESTMENT PAYBACK



- **Investment protected** with a continuous programme of software updates and new product releases
- Futura Pro Auto and MVP Pro available with **reduced** product investment, 'pay-as-you go' plans

- **Payback in less than 1 year** for an investment in an essential equipment package cutting an average number of keys





CAR KEY DUPLICATION GROWING YOUR BUSINESS





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