

MOTOSTAR

Announcement Brochure, 2007

Among the Best & Brightest...  
***You are a MOTOSTAR!***



**MOTOROLA**



*A commitment to...*  
high-performance  
business practices,  
the power of Motorola  
and extraordinary  
customer support



**Among the Best & Brightest...**  
***You are a MOTOSTAR!***

# Motorola Excellence recognizes star dealers whose high-performance business practices reflect the power of Motorola.

You have achieved stellar results in the past year. Your dealership is one of the best in the business. Your achievements have earned you the right to call yourself a MOTOSTAR for 2007, the highest recognition offered through Motorola Excellence.

The MOTOSTAR logo is your customers' assurance that your dealership is a trusted guide to finding the right direction through the broad range of possible communications solutions. The MOTOSTAR designation announces that you have the financial accountability and best practices to put you ahead of your competitors and in the front ranks of Motorola dealers across North America.

You have worked hard to bring the best to your customers; in return, Motorola Excellence provides you with the benefits and business support tools you can use to continue your brilliant performance in the coming year. By becoming a MOTOSTAR, you are now positioned to profit from unique financial advantages – as well as innovative sales and marketing support – to maximize your return on investment and continue to shine for your customers.

## **A CONSTELLATION OF BENEFITS... ONLY FOR MOTOSTARS**

Motorola has put together a number of benefits and tools to help you maintain your position as an industry all-star.

### **Financial advantages to raise profits including:**

- Rebate credits
- Premier Purchase Program discounts
- Motorola Co-op marketing credits

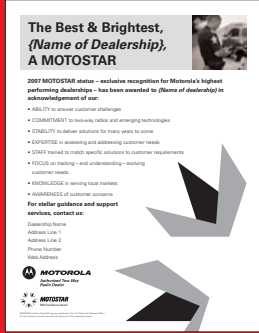
### **Sales and marketing support help sustain your MOTOSTAR status with:**

- MOTOSTAR recognition
- Free demo equipment
- Preferred customer service
- Affiliate programs
- Marketing materials

### **Rise above internet noise with special placement on Motorola.com**

When customers come to Motorola.com and use the dealer locator, they'll realize that they can expect the best from your dealership because you...are a MOTOSTAR.

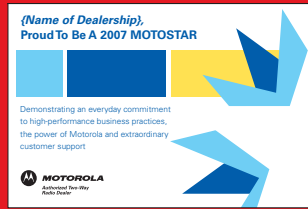




Dealer Ad Sample



Direct Mail Sample



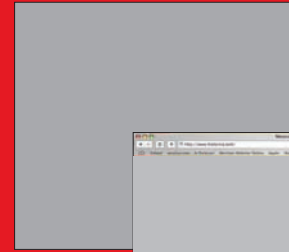
Direct Mail Sample



Direct Mail Sample



Direct Mail Sample



Email Sample



Web Sample

## CUSTOMERS WILL SEE WHY YOU'RE THE BEST AND BRIGHTEST IN THE BUSINESS

Your achievement of MOTOSTAR status for 2007 communicates to customers that you are one of Motorola's most capable and accomplished dealer partners. To more fully explain the importance of MOTOSTAR status to your customers – and to help you align your resources for maximum impact – we've developed a family of customizable marketing support elements for print, electronic media and radio.

## Print on Demand – Fast, Easy, Customizable

Print on Demand provides you with an online resource to quickly and easily customize for the following pieces:

- **Advertisements**
- **Direct Mail**
- **Emails**

For these three mediums, Print on Demand will allow you to choose:

- **Graphic layouts** – you simply click on the one that works for you
- **Headlines** that reflect different perspectives upon your 2007 MOTOSTAR achievement
- **Bullet points** to highlight the unique advantages of working with your dealership
- **Photography** to match your specific market(s)

Print on Demand also stores additional marketing materials that you can use at your discretion, including a:

- **Press release**
- **Radio script**
- **Web page**

After downloading these documents, you can add your dealership's contact information so that customers will always know where to go for MOTOSTAR-quality service and support. After you add this contact information, the radio script, press release and web page may then be used "as is" to help you get the word out about your MOTOSTAR status..

# The MOTOSTAR logo is a sign to customers that your dealership delivers the highest levels of service and support.

Proudly announce your achievement of 2007 MOTOSTAR status with:

- *Award plaques*
- *Window decals*
- *MOTOSTAR pins*
- *MOTOSTAR uniform patches*
- *MOTOSTAR t-shirts*

These and other announcement materials can be found in your MOTOSTAR announcement package.

You can order additional items through the Promotion Company of Illinois at [www.motdealermerch.com](http://www.motdealermerch.com).

Details about all of the available marketing materials are included in the 2007 MOTOSTAR Benefits & Usage Guidelines, which can be accessed two ways:

- Print on Demand > Motorola Library > MOTOSTAR
- MOL > Resource Center > Marketing Information > Motorola Excellence.

Downloadable MOTOSTAR logos and customizable marketing materials can be accessed at Print on Demand > Motorola Library > MOTOSTAR

All items conform to standard co-op policy and are reimbursable at 50% from your co-op fund.



Your achievement of MOTOSTAR  
value measurements translates  
directly into clear customer benefits



**YOUR ABILITY TO  
ACHIEVE THE VALUE  
MEASUREMENT OF...**

**SIGNALS CUSTOMERS THAT YOUR DEALERSHIP HAS THE...**

*Growth Milestones*

ABILITY to answer customer challenges with Motorola solutions

*Market Penetration*

COMMITMENT to stand behind two-way radios while offering new technologies to meet emerging requirements

*Financial Performance*

STABILITY to deliver Motorola solutions for many years to come

*Brand Commitment*

EXPERTISE to assess and address customer needs with integrated products and services

*Sales Force Readiness*

STAFF trained in the latest Motorola products and services, with the knowledge to match specific solutions to customer requirements

*Market Visibility*

FOCUS on tracking – and understanding – evolving customer needs

*Territory Management*

KNOWLEDGE to serve local markets in ways that only a member of the community can do

*Customer Response*

AWARENESS to stay in touch with customer concerns and fine-tune business practices to meet new challenges



**MOTOROLA**

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