

## MOTOR MOBILE GUIDES

**MOTOR MOBILE GUIDES** provides dynamic automotive data to customers by scanning customized QR codes. With MOTOR Mobile Guides, you can integrate MOTOR data such as procedures, fluids, specifications and technical service bulletins (TSBs) and integrate your own content (user guides, marketing material and more) to offer a fully digital experience to your customers. Whether you are providing MOTOR data or product information from your own website, MOTOR Mobile Guides makes it easier to deliver updated content without the need to modify the QR code or interrupt the customer's experience.



**MOTOR**  
MOBILE GUIDES

### WHAT'S INCLUDED

- Fully customized experience
- Customized QR codes
- MOTOR's industry-leading automotive data: Procedures, Fluids, Specifications and Technical Service Bulletins (TSBs)
- Dynamic, up-to-date data (data can be updated without the need to change the QR code that is used by your customers)

### SUPERIOR SUPPORT



**Online Tech Support  
Backed by 100 Subject-  
Matter Experts**

# FEATURES AND BENEFITS

## POPULAR USES

- Direct-to-consumer marketing
- Reduce returned/damaged parts
- Insights analysis on what parts/products are being scanned (via QR code) and other customer usage insights
- Implement loyalty programs
- Register warranties on parts (or other instances requiring customer registration)

## COMPANION PRODUCTS

- Procedures
- Fluids
- Specifications
- MOTOR TruSpeed Repair
- Premium Options (VIN, vehicle images, vehicle search)



### Easy-to-use mobile interface

- By simply scanning a QR code, customers get access to information and product content
- Customers can scan and go—no need to download an app
- Convert PDF files into dynamic, web-based content that is compatible across all devices and screen sizes (mobile, tablet, etc.)
- Compile all types of product content in a seamless interface including detailed data from PDFs, images, videos and more



### Make ongoing changes without impacting customer

- Update content as needed without the need to modify the QR code scanned by the customer
- With MOTOR data, you get regularly updated details for procedures, fluids, specifications and technical service bulletins (TSBs)



### No development needed

- Reduce time-to-market by taking advantage of the proven MOTOR Mobile Guides platform—MOTOR takes care of all the design and development work



### Provide information directly from your website

- Embed instructions, instructional videos, images, warranties and more to enable your customer



### Market directly to your customers' mobile devices

- Build loyalty programs by allowing customers to register products within MOTOR Mobile Guides

**MOTOR**

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