

J.D. BYRIDER®

2009 Point of Purchase Merchandising

New Interior Graphic Standards

(First 3 colors represent new Byrider interior paint color.)



Hanging Interchangeable Panels

(8' x 1.5')

interchangeable panel

\$299
DELIVERS
SALE

It's way more than a car.

It's a program to get you back on the road.

We buy better cars.

They undergo a Comprehensive Inspection.

They're backed by a branded title check from Carfax® or Experian™

They're also backed by a limited Good to Go Warranty™

We prepare a personal budget for each customer.

We make sure the payments are affordable . . . or we won't do the deal.

Each customer is assigned a personal Program Consultant.

Our Service Department is staffed by trained, skilled technicians.

We perform service only on the vehicles we sell.

Our labor and parts costs are the lowest in the neighborhood.

You can move on to a better life.



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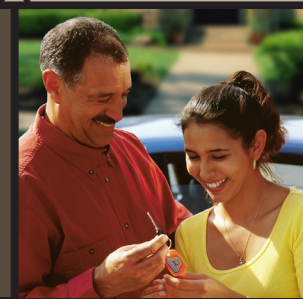
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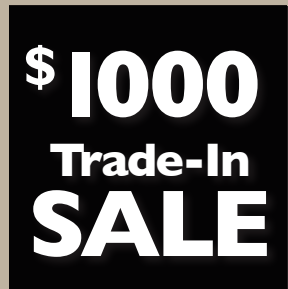
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(1.5' x 1.5')




Posters, Counter Cards




**Better Cars
Affordable Payments
Better Car Care**




20 YEARS




**Honesty, Integrity
Respect**



20 YEARS



**95% Sales Satisfaction.
90% Service Satisfaction.
The highest in the industry.**



Posters, Counter Cards




**GOOD CARS.
FAST CREDIT.**

**J.D. TO THE
RESCUE**
J.D. BYRIDER




**Good Cars for People
Who Need Credit**



**14 GOOD REASONS TO BUY
A CAR AT J.D. BYRIDER**

1. We treat every customer with respect.
2. We begin with quality, hand-picked vehicles and we stand behind what we sell.
3. Every vehicle undergoes a thorough, Comprehensive Inspection™.
4. Every vehicle comes with a clean title, backed by Carfax® or Experian AutoCheck®.
5. Every vehicle comes with a Good to Go limited warranty.
6. We can "yes" when other dealers or finance companies have said "no".
7. We do a thorough budget analysis to make sure this is the best deal for you, and the payments are affordable.
8. We report your positive payment activity to the major credit bureaus, and that can help you move on to a better life.
9. We service only the vehicles we sell.
10. Work on your vehicle is performed by trained & skilled technicians.
11. We offer the lowest labor rates among national shops and most local competitors.
12. Parts are sold at cost. No mark-up.
13. Low-cost oil changes.
14. Tony Stewart knows cars and he says, "I know what it takes to build a winning team and J.D. Byrider's got it."



Posters, Counter Cards



**Better Cars
Affordable Payments
Better Car Care**



**Good Financing
For People Who
Need Credit**



**Good Cars for People
Who Need Credit**

