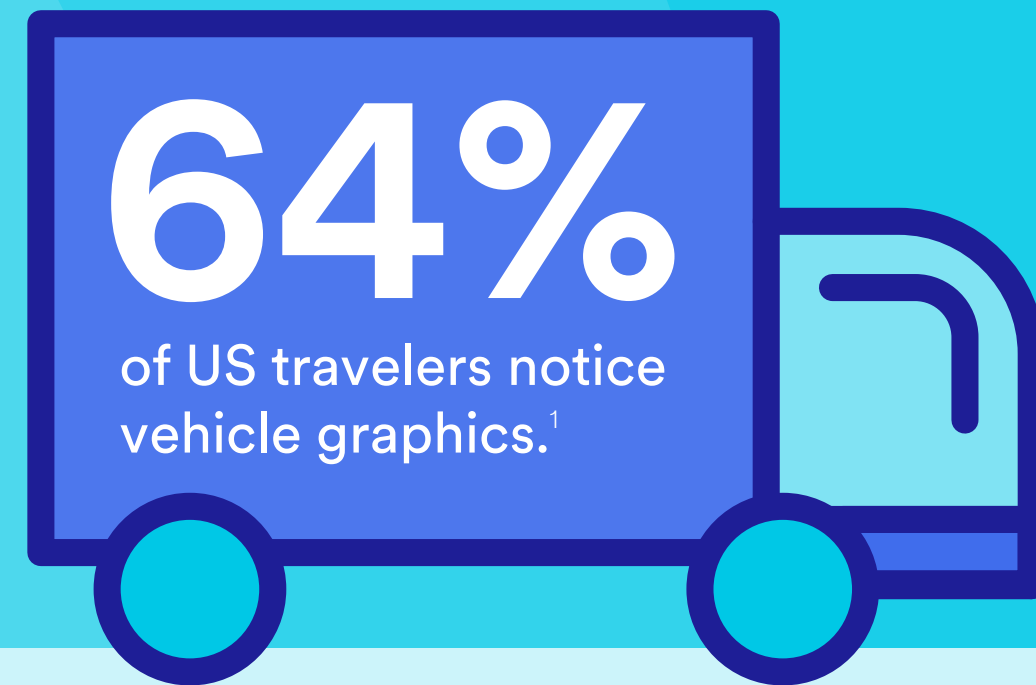
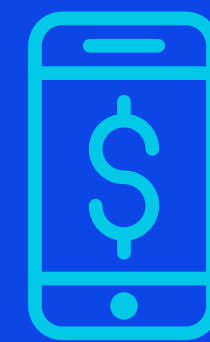


Fleet graphics: Here to stay.

Despite the increasingly digital world, out-of-home (OOH) advertising — which includes fleet graphics, remains an extremely effective marketing tool. Fleet branding connects with consumers on the go in a bold and memorable way to help build brand awareness.



Vehicle marketing results in a **97% message recall** compared to a 19% retention for stationary signs.³



Out-of-home advertising generates nearly **4x more** online activations per ad dollar than TV, radio and print.⁴