

# sixth gear™

Built for Dealers and Drivers™

*“The Delve Group created a brand for Sixth Gear that allowed us to optimize our new approach and realize the full potential of our business plan. Their insightful approach to brand strategy has laid a foundation that ensures we look, sound and act like no one else in our industry.”*

MICHAEL BARRINGTON & NORMAN BUCHAN:  
CO-CEOs, SIXTH GEAR, INC.

## BUSINESS CHALLENGE

Develop a breakthrough approach to a staid, over-crowded auto-finance market by convincing dealers a new company will enable them to move more cars off the lot.

## BUSINESS OUTCOME

A fresh new brand captures the attention of industry press and converts dealers to a new system with ease and excitement.

## BACKGROUND

- A new, national venture in the auto finance space, backed by a substantial investment from private equity firm Warburg Pincus.
- The auto finance market is marked by a dichotomy of stodgy, behemoth banking institutions such as CapitalOne, Chase, and Wachovia and a frenzy of short-lived new entrants.
- Expertise of industry veterans to deliver superior service coupled with new technology. The new company needed to be faster, more reliable, and easier to work with than the competition.
- Dealers are notoriously no-nonsense, fast moving with a set list of finance providers preferring status quo rather than change.

## SUCCESS

- Easily reached goal of 50 Dealers signed within first month after launch, in spite of tough credit market.
- Reached next goal of 70 additional Dealers within first two weeks of 2nd month.
- Secured 58% more loans than originally projected in first month.
- Exceeded expectations and achieved management's limits for controlled launch strategy.
- Created more demand than projected in growth plan and developed a backlog for bringing on new Dealers.
- Achieved #1 Google Rank (organic search) within 60 days of website launch.
- Story was so compelling when launch press release went out respected trade publications reached out for information within the first week.

## Corporate Brochure



Classic Integrity

### Practical Innovation

We listen to Dealers. And much of what we have learned about Dealer's needs and their Drivers' needs has been incorporated in our technology. Of particular note, Sixth Gear is excited to introduce The Cubix™.

Based on feedback from both Dealers and Drivers, The Cubix is intuitive, flexible, and agile. It puts more control and more choices into Dealers' hands than any other auto financing tool currently available. The system is built to look at people as individuals, to deliver choices on-demand - not simple yes or no answers.

This is the tool the industry has been waiting for.

But at the same time the technology - one that includes our team's relationships as the real force behind any people behind it are the important Gear experience.



The Cubix™

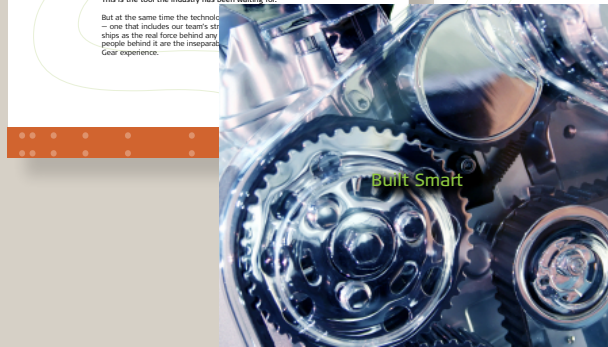


New Momentum

### Dealer Solutions Center

Our entire approach to auto financing, including our technology, is based on strong relationships with Dealers and Drivers. Meaningful working relationships are in part based on good communications. We welcome questions and suggestions.

Sixth Gear's services and solutions are currently available in only certain states. Please contact us for more information about the availability of our services and solutions in your state. For general inquiries about any of Sixth Gear's solutions, services, or our Dealer enrollment process, please email us.



Built Smart

### Innovation in Technology and Relationships

Sixth Gear's founding principles set us apart from the rest of the auto finance industry. Innovative technology attuned to Dealer's and Drivers' needs and a service-first attitude for making the deal happen.

**Innovative Relationships**  
Is being different enough? Of course not. Being different in ways that really matter to Dealers and Drivers is what's important. With Sixth Gear, Dealers have more control over the finance process and more choices. And the business needs of each Dealer and the circumstances of each individual Driver receive the kind of one-to-one attention that lately seems to be missing from the industry.

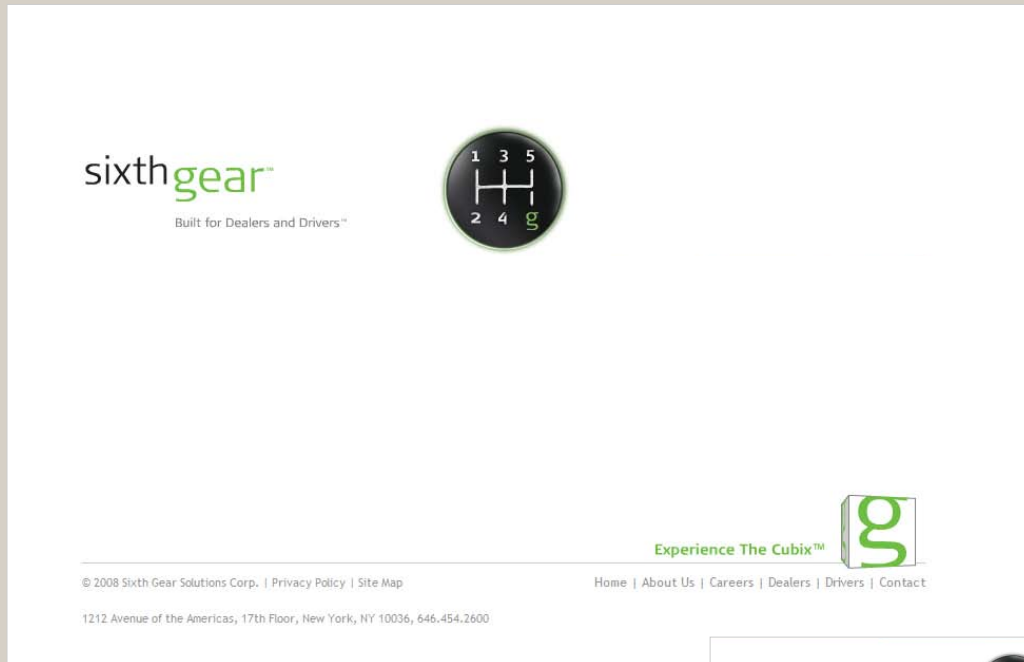
Innovation in both technology and business relationships together they add up to something significantly different in the auto financing industry. Sixth Gear is not business as usual.

**Industry Partnerships**  
The quality of the partnerships we've formed says a great deal about the confidence and excitement that Sixth Gear has generated in the industry.

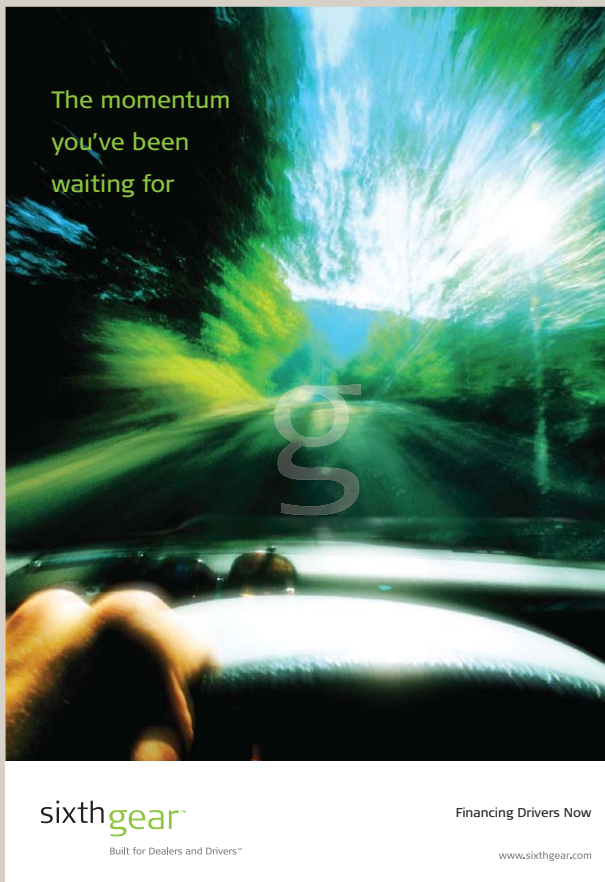
We live the philosophy of being "Built for Dealers and Drivers" every day. It is the essence of who we are.

Norman Bucher and  
Michael Barrington,  
Co-CEOs

*Sixth Gear* has a single purpose: fulfilling the unique needs of both Dealers and Drivers from a fresh perspective. The Sixth Gear brand implies simplicity and secure direction with a modern and refreshing feel. All materials were created to emphasize clarity and ease of use combined with a personal and human touch.



Awarded the 2008 WEBAWARD for Outstanding Achievement in Website Development by the Web Marketing Association



Product Online Demo



The name *Sixth Gear* means taking it to the highest level of performance, to accelerate, to experience increased momentum.

The tagline *Built for Dealers and Drivers* is the brand strategy coming to life as the corporate tagline.



The Delve Group, Inc.

## Brand Development is Business Development<sup>SM</sup>

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



### DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

### LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

### CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

### MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

### DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution