

# ERIE Vehicle Wrap Program

## Exciting Co-branding Opportunity for Agents!

Turn your everyday vehicle into a highly visible, moving billboard with a customized wrap that promotes your agency and Erie Insurance. Increase your visibility and raise brand awareness in your marketing territory. It's affordable, easy to do and MarketShare eligible.



### Optional Graphics:

- Agency phone number
- Website address
- Agent photo



### Service Provider:

ERIE's chosen vendor, Kerr Industries, Ltd., will work directly with Agents through their national network of professional installers. Since 1952, Kerr's has engaged in the design, manufacture, supply and installation of automotive components for automobile manufacturers.

Kerr's will provide all customer support regarding the purchase, including consultation, approval and installation. Kerr's warrants the material, workmanship and installation for one year under normal operating conditions.

### Process:

- Agent contacts Kerr's and provides vehicle information.\*
- Agent receives and approves estimate, then pays half the cost up front to begin the wrap process.

\* Vehicles to be wrapped should uphold ERIE's brand in both appearance and safety. Automobiles with substantially worse-than-average liability, medical, and physical damage loss experience, as measured by the Highway Loss Data Institute (HLDI), should not be wrapped. Contact the Marketing Hotline with questions at Home Office ext. 7529.

- ERIE design is altered to fit vehicle make and model. Agent receives proof for approval.
- Installation arrangements are made using Kerr's network of auto dealerships as possible installation locations.
- Materials are shipped to installation locations where they are applied by one of Kerr's certified installers.
- Installation will start only after price and layout have been approved by Agent.
- Agent pays Kerr's the balance owed and requests MarketShare reimbursement through his or her DSM.

Average cost for a typical sedan starts at around \$1,500.\*

**\$750 after MarketShare (50%).**

Get a cost estimate for your vehicle today.  
Contact: Dean Baker at Kerr Industries, Ltd.,  
1-800-585-1774 or email [erie@kerrindustries.com](mailto:erie@kerrindustries.com)

\*Actual costs will vary by type of vehicle. Base cost does not include shipping and optional Agent photo.