

**[Customer Name],**  
**Be One Of The First To Discover A New Auto Accessory That's So Essential  
To Your Time Inside Your Vehicle, You'll Wonder Why It Wasn't Built-In!**

**(Read on to take advantage of an exclusive friends & family 20% discount!)**

Dear [customer name],

Our company, Brandmotion, just created an incredible new accessory for your vehicle. It's packed with so many great unique features that you'll surely want to have one! As a matter of fact, you'll wonder why your vehicle didn't come with one in the first place. It's called "Guidepoint Connect", and it's truly a revolutionary safety and entertainment device that does all this:

- **Sends FREE Emergency help\*** your way at the touch of a button, from roadside assistance to medical assistance, the police or the fire department – you get all the help you need, no matter where you are, 24/7.
- **Lets you make calls and take calls hands-free** in crystal-clear quality, using Bluetooth and your existing stereo system. The built-in voice-recognition features allow you to control your phone simply by speaking! Plus, you can pair up to 10 Bluetooth devices and it will automatically download your phone book from your cell phone, up to 2,000 contacts per phone.
- **Lets you enjoy your entire music library on your phone, iPod or iPhone** in perfect CD-quality through an invisible hardware connection to your vehicle's existing stereo system, or through the super-slick Bluetooth Audio now standard in most Bluetooth phones including the iPhone.
- **Lets you control your iPod or iPhone** safely and easily. With the optional 30-pin iPod connector, you can also remotely control your music and see song name, artist, album, etc right on the crystal-clear two line readout display.
- **Lets you connect hundreds of other MP3 players**, USB Flash drives and other audio sources so you can enjoy your mp3 music even if you don't have an iPod.
- **Gives you access to FREE concierge and roadside assistance services\***. Getting reservations, sports scores, roadside services and more are as easy as pushing a button!

- **Gives you the option to choose dozens of GPS-enabled location based services** including stolen vehicle locator, online vehicle tracking, GPS-enabled roadside assistance, and so much more.

Now, with a device that does so much, you might think that it comes in a big, clunky package that's going to take up valuable space in your vehicle. But that couldn't be further from the truth! In fact, Guidepoint Connect is just 1 ½ inches tall and only 3 inches long. It sits securely and almost invisibly atop your steering column, so you can easily access it when you need to, conveniently and safely, all while looking like it was built into your vehicle at the factory.



*Guidepoint Connect gives you emergency services, hands-free Bluetooth calling, iPod integration and so much more, all from a tiny device that sits on your steering column!*

**Be The First To Get Your Hands On The New Guidepoint Connect!  
For The Next Seven Days Only, Friends & Family of Brandmotion Employees  
Are Entitled To An Amazing 20% Off Discount In Our Special Pre-Sale Event!**

As a friend or family member of a Brandmotion employee, we want you to be one of the first to experience the new Guidepoint Connect! That's why we've arranged a special pre-sale event just for you...

When you order a Guidepoint Connect today before we add it for sale to our website in just 7 short days, we'll take 20% off of our regular price. Guidepoint Connect will sell for \$399.00, but for the next seven days, you can get yours for just \$319 with this special offer! And, that includes one year of Free Premium Concierge services and Roadside Assistance worth \$89, plus the optional full control iPod cable, an additional \$39.95 value.

Imagine... Emergency Services, Hands-Free Bluetooth calling, iPod/iPhone integration, Concierge Services and GPS-location based services, all from a single device.

**To get your very own Guidepoint Connect, or for more information, call to speak with one of our helpful sales associates at (877) 276-6456.** Just remember to mention this email to claim your 20% discount off your purchase.

Sincerely,

Your Friends at Brandmotion

PS. Don't forget! Guidepoint Connect is a revolutionary device that will change the way you drive. For the next seven days, before we add it to our website, you can get yours for 20% off the regular price. So act now!

\*Free Emergency Roadside Assistance and Concierge Services are provided by Guidepoint Systems, Inc. for the first 12 months of Guidepoint Connect Ownership. Following your first 12 months of ownership, services may be renewed at the then current annual rate (currently \$99/year).