

AUTO & MOTORCYCLE

Dealerships & Repair Centers

Drive sales, boost revenue, and maximize ROI.

Outdoor digital signs give dealerships the power to increase sales while reducing advertising budgets with attention-grabbing LED signs.



DISPLAYS, INC.

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71% of people consciously notice digital signs when driving.

Attract Attention

Dealerships and service centers are driving sales and creating greater awareness of their products and services with digital sign advertising. The ease and speed of updating dynamic content enables dealerships to tailor messages specific to their location and clientele — targeting a local audience with brand-rich messaging. Optec digital signs help auto dealers and service centers increase their regional market share by finding and converting buyers faster and more cost-effectively than any other type of advertising.



Three out of four (75%) respondents recalled seeing a digital billboard in the past month.

Indoor Engagement

Increase the ROI of every customer who enters your dealership or service with digital signage. Digital signs provide a seamless connection to your online marketing. Advertising inside your showroom or waiting area creates a memorable, on-brand experience and entertains your buyer -- reducing perceived wait times. Advertise your products and services with exceptional video and sound.



Digital signage reduces perceived wait time by as much as 35%.

Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care team work to provide exceptional customer experiences. Our LED displays give the auto industry increased visibility and lasting value through our innovative products, services, and support.



American travelers spend 20+ hours on the road driving the same route every day.



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Research has proven that using outdoor LED sign advertising for ad campaigns can surpass the reach of TV by 18%, Radio by 45%, Social Media by 212% and Mobile by 316%.