20 REASONS WHY:

smarter promotions are shifting up a gear for automotive brands

REASONS TO BUY:

Create automotive campaigns that keep drivers coming back after the first sale.

$53B

US specialty-equipment accessory and performance sales in 2025*

1 IN 4

vehicle owners bought products to personalize or upgrade last year*

20 YEARS

running promotional programs for major global brands

WHAT SMARTER PROMOTIONS DO FOR YOUR BUSINESS

DRIVE SALES NOW

Instant rebates and limited-time offers turn delayed purchases into today's sales.

GROW BASKET SIZE

Bigger rewards for full sets, premium lines and trade-ins, without eroding margin.

BUILD REPEAT LOYALTY

Free rotations and road-hazard cover bring drivers back to the dealer who sold them.

WIN CAUTIOUS SHOPPERS

Protection offers, mileage guarantees and safety bundles remove hesitation.

EFFORTLESS REWARDS

Branded microsites and prepaid cards: upload a receipt, redeem in a few clicks.

PROTECT YOUR ROI

Built-in fraud protection, measured on the extra tires sold, not rewards paid.

YOUR AUTOMOTIVE PROMOTION TOOLKIT:

Instant rebates	Prepaid cards	Fuel cards
Trade-in rewards	Sweepstakes	Extended coverage
Seasonal campaigns	Sales incentives	Branded microsites



OPIA *at* THE SEMA SHOW 2026
NOV 3-6, LAS VEGAS NEVADA

PUT MORE POWER BEHIND YOUR NEXT PROMOTION

Meet **Sarah Fournier, Vice President, Sales** to explore how OPIA can build loyalty beyond the first sale.

LET'S CONNECT

www.opia.com/en-us/

*Source: SEMA Market Report 2026