



# IMPRESSIONS ON THE GO™

*The world's premier vehicle wrap brand*

**W**hy go with Impressions on the Go®? In order to provide the highest quality custom vehicle graphics, Impressions on the Go® provides leading edge designs and utilizes its state-of-the-art printing and lamination facilities at its headquarters in Austin, Texas. And we leverage our network of independent, expert installers located throughout the United States and Canada. The net result is first-class vehicle and fleet wraps for our customers:

Top quality materials & tens of thousands of consumer impressions a day

Professional image & eye catching designs  
Cost effective advertising with packages for every budget

Installation available nationwide throughout the U.S. and Canada

Please visit our website for more information and samples of our work:  
[www.CarWrap.com](http://www.CarWrap.com)

**J**ust what exactly are vehicle wraps? Vehicle wraps, the photo-realistic ads on vehicles, are catching on across the nation. They are also known as car graphics, autographics, truck graphics, auto wraps, or vehicle wraps. They're increasingly being used by businesses as a way to have their advertising stand out from the crowd. According to the Traffic Audit Bureau for Media Measurement, mobile advertising can generate 30,000-70,000 vehicular sightings a day. Vehicle graphics are mobile billboards that can be utilized for years. Businesses can position their vehicles in strategic locations wherever and whenever they want. Vehicle graphics are color digital prints that are affixed to autos, vans, trucks or buses.



They are more vivid and eye-catching than traditional cut vinyl letters. Color digital printing technology allows businesses to put virtually any image on vehicles including photos, logos, and text. The image is first designed using computer software, then the image is printed on an adhesive vinyl material and finally the prints are installed onto the vehicles. Usually car and trucks are wrapped but one unique example is the 4.2 mile long Las Vegas Monorail, the first fully automated rail in the country, which is completely covered with graphics for movies and casinos. On a smaller scale, many national companies have advertising on company cars and the trend is the latest in an effort for businesses to find new and exciting ways to promote their products.

Getting a business noticed in today's crowded advertising marketplace is becoming more and more difficult. So local businesses that want to stand out and take their advertising to the next level should look into putting vehicle wraps on their cars, vans, and trucks. Businesses with delivery or service vehicles are particularly well positioned to utilize vehicle wraps since their vehicles are always being driven around town and in front of new potential customers.

