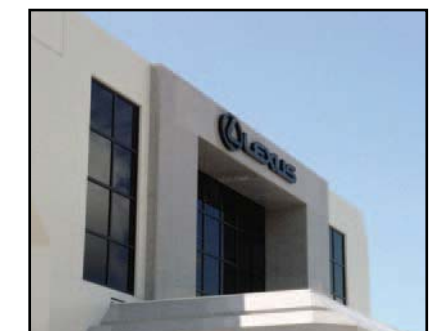
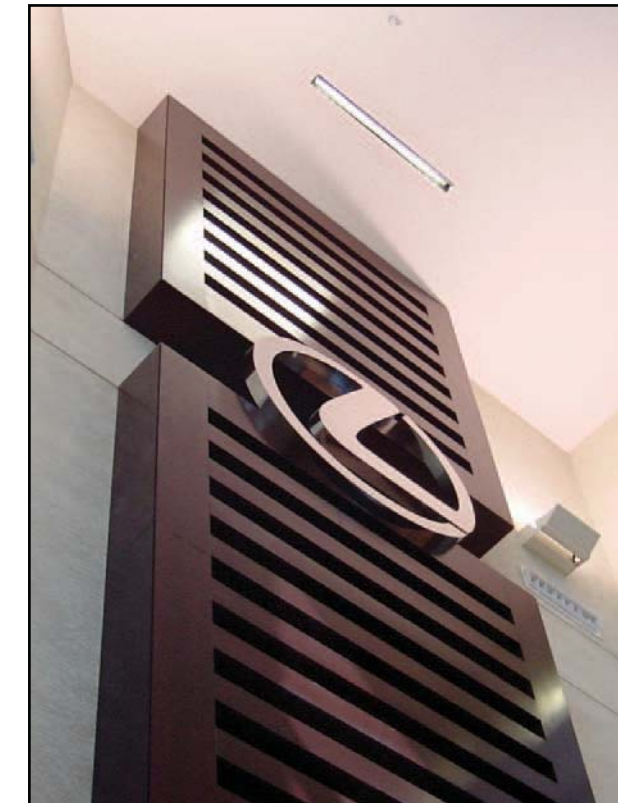
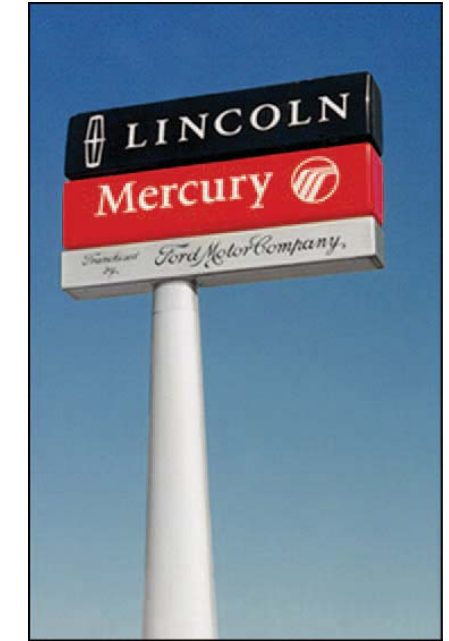


Our background in the automotive sector:

Over the past 25 years, the implementation professionals who comprise Image Resource Group have been involved with several branding and reimagining initiatives for leading automotive producers around the world.

- Supported Mercedes-Benz North America with the design refinement and introduction of the new family of dealership identification products. Scope of work included broad national implementation responsibilities with the dealership network.
- Supported Lincoln-Mercury Division with the initial design, prototyping, and overall development of the new family of dealership identification products. Scope of work included broad implementation responsibilities with the dealership network. Additionally, managed service and maintenance related issues on an ongoing basis.
- Supported Subaru with the initial design, prototyping, and overall development of the new family of dealership identification products. Scope of work included broad national implementation responsibilities with the dealership network.
- Provided Mitsubishi Motor Sales of America with extensive design and prototyping efforts in support of approaching dealership reimagining program.
- Supported Ford Division of Ford Motor Company with broad ongoing responsibilities including new dealership signage and service and maintenance of existing dealerships throughout Eastern United States.



- Supported Toyota USA with the initial design, prototyping, and overall development of the primary identification products associated with introducing the Lexus brand throughout the United States. Scope of work included broad national implementation responsibilities with the dealership network.