



Endorsed Partner



SUSTAINABLE  
AUTOMOTIVE

[sustainableauto.com/sap/connecticut](https://sustainableauto.com/sap/connecticut)

# Drive Carbon Neutral Program

An innovative profit center that helps you look good, helps our planet, and helps you stay in business.

- Your customers drive and create emissions... So, sell carbon offsets so they can make up for them. A product that helps the planet.
- Gain an innovative profit center that betters your dealership's image
- Satisfy your customers' new and growing need to purchase more sustainably
- Start as soon as tomorrow, we'll do the work!

## Case Study With A CT Dealership Group

Average Penetration  
**60%**

Average Added Monthly Profit  
**\$43,470**

**THAT'S LIKE SELLING 20  
EXTRA VEHICLES PER MONTH!**

Would you like to have this growth too?

Register for our webinar  
**4 / 3 at 11 AM EST**

<https://www.sustainableauto.com/event-details/program-webinar-for-ctcar>

## HOW IT WORKS



- 1** 75 trees per offset to make up for the amount of co2 created during the ownership of the vehicle.
- 2** Offer it on the addendum and first pencil to make it easy to make a huge difference
- 3** Innovative profit center by charging \$200 per offset (\$105 for the dealership per offset sold)

*Align your dealership with the planet in a way that's also smart for your dealership.*

## WHAT'S INCLUDED



**CUSTOMER TAKEAWAY**



**MATERIALS FOR SOCIAL & WEBSITE**



**IN-STORE MATERIALS & TREE COUNT DASHBOARD**

## TESTIMONIALS

"There's so few of our customers that don't do it. We have some fun with it, it turns into a game"

-David (GM of Subaru store)

"We're thrilled to offer this solution that is a win-win for everyone"

-Brett (CEO of Dealer Group)

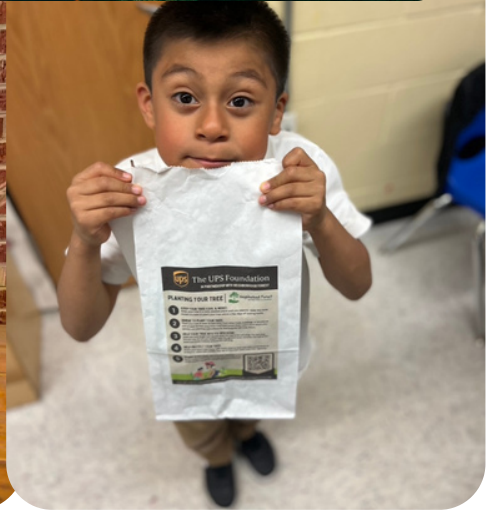
"It's easy to get behind something like this. Our customers love it and so does our team."

-Michael (GM of Land Rover Jaguar store)



**We'll plant**

**With kids at your local schools.  
With your customers.  
In nearby national forests.  
In your own dedicated forest.**



## CASE STUDY

One of our partners has made over **\$1,000,000 in profit while planting over 900,000 trees** on behalf of their customers. **What could that do for you?**



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