



## Driven By Excellence

Founded in 1984, Lomotion is a specialty car dealer offering sales, service and performance for Corvettes, BMWs and other special interest vehicles. When seeing their cars in person you know that you are dealing with the high end of their market. Every car looks like a show car, but their sales and marketing materials did not have the same feel.

## Re-Imagining The Brand

Lomotion's online image wasn't any different from most ordinary used car dealers. Their branding strategy was essentially non-existent. They needed a new visual and verbal branding that gave Lomotion's online viewers virtually the same experience looking at the cars on their website that they would get looking at the cars in their impressive showroom.

The Lomotion brand is now in a setting that has a look and feel that fits in with the branding of industry-leading luxury products. This positioned the brand further upscale for expansion in the current and future markets for their cars and service. Now their brand is instantly identifiable, memorable and better positioned to build long-term brand equity.

## SERVICES PROVIDED

- :: Research
- :: Brand Strategy
- :: Logo Design
- :: Identity Guidelines
- :: Website
- :: Signage
- :: Advertising
- :: Collateral
- :: Marketing Presentation
- :: Custom Publishing
- :: Photography



A car of value is a tangible product that offers a physical as well as an emotional experience. That is what the Lomotion brand needs to convey—online and offline, virtually and physically.



**CORVETTE :: BMW :: MERCEDES-BENZ :: PORSCHE :: AUDI :: CADILLAC**

**THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE**

224 OVERROCKER ROAD (RT 44)  
POUGHKEEPSIE, NY 12603  
845.471.5705 :: LomotionAuto.com

**LOMOTION**

DRIVEN BY EXCELLENCE™

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SINCE 1984

**CORVETTE :: BMW :: MERCEDES-BENZ :: PORSCHE :: LAMBORGHINI :: FERRARI :: AUDI :: CADILLAC**

**SALES**  
We have a spacious 30 car showroom with a full assortment of performance cars, exotic internet vehicles and other certified pre-owned vehicles to satisfy all of your transportation needs. We also provide financing, warranties and vehicle appraisals.

**CONSIGNMENTS**  
Having Lomotion sell your car on consignment gives you the advantage of having your car featured in the Hudson Valley's premier automotive showcase. Our experienced sales team can qualify the buyer, suggest insurance options, secure low rate financing, offer a warranty, settle trades, perform necessary repairs, and complete the sales transaction in a timely, professional manner.

**And most importantly, we can get you the owner's VUCR price. All makes and models considered. No cost to the consignor if your vehicle does not sell after placement and consignment period has expired. No percentages. VUCR set your reserve price.**

**PERFORMANCE**  
E.C.U. Remapping/Tuning (for all European vehicles)  
Tuning for GM vehicles supported by EFI Live  
Carburetor Rebuilds/Recalibration  
Professional Engine Building  
Supercharger/Turbocharger Installations  
Intake and Exhaust Systems  
Performance Clutches  
Performance Differential Set-ups  
Cooler System Set-ups  
Short Throw Shift Kits  
Nitrous Oxide Systems & Pumps

**DETAILING**  
Award-Winning Car Show Preparation  
Winter Preparation Program  
Upholstery Work  
Paint/Bodywork  
Reconditioning  
Interior Enhancement

**CUSTOMIZATION**  
Vino Wrapping and Custom Graphics  
Custom Paint Work  
Painted Brake Calipers  
Body Kits  
Painted Wheels  
Designer Rims  
Chrome and Painted Grilles  
Truck Accessories  
Powder Coating

**PARTS AND SERVICE**  
WE ONLY USE GENUINE OEM PARTS  
We service Corvettes, BMW, Audi, Mercedes, Porsche, Jaguar, Exotic, Race Cars, Muscle Cars, Special Interest, as well as your family cars. Daily driver vehicles are always welcome and receive the same attention to detail that we provide our specialty clientele.

**THE HUDSON VALLEY'S PREMIER PERFORMANCE AUTO SALES & SERVICE**

**COME BY AND VISIT OUR SHOWROOM AND TOUR OUR FACILITIES WHERE EVERY CAR IS TREATED LIKE A SHOW CAR.**



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**JOHN LOMORIELLO**

224 OVERROCKER ROAD (RT 44)  
POUGHKEEPSIE, NY 12603  
845.471.5705  
John@LomotionAuto.com  
LomotionAuto.com



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## Exclusive Sales Tools

Lomotion's branding and sales tools are designed to elicit emotional responses and build customer loyalty. The emotional impact of a refined brand experience and highly-customized marketing tools (like custom published books for their most exclusive cars) helps the Lomotion salesperson to more easily qualify leads and maintain the highest margins.



**FRANK FAMULARO**

famularodesign.com