



Drive your brand™
Original Equipment Manufacturers

The new domain landscape

- Millions of domain names are created every month, and it is becoming harder to find short and memorable .com domains
- Hundreds of new domain extensions were launched in 2014 to offer choice and innovation to individuals and businesses worldwide
- Over 8 million new domains have been registered to date, including:
 - ABC.xyz (Google's parent company, Alphabet)
 - Bigmac.rocks (McDonald's)
 - Ta.co (Taco Bell)
- .Cars, .Car, and .Auto domains present a unique opportunity for OEMs to stand out by utilizing memorable web addresses

What is .Cars?

- Introducing .Cars, .Car, and .Auto: the complete line of new domains developed specifically for the automotive industry
- .Cars, .Car, and .Auto fill the void for a much needed expansion in online naming for the automotive industry
- This portfolio of domains can be used to create uniformity in branding and marketing:
 - International brand websites
 - Regional showroom & product sites
 - Global corporate portal
 - Ownership microsites
 - Promotional pages & other initiatives
- Learn more at www.nic.cars

Why .Cars?

- .Cars, .Car, and .Auto allow OEMs to promote their brand on unique, memorable, and authoritative web addresses for different marketing initiatives
- .Cars has created new naming options specifically for the automotive industry
- With the rise in mobile internet usage, there is a growing need for short and relevant domains that customers to recall and type in (ex: Maxima.Cars vs. NissanUSA.com/Cars/Maxima)
- Geographic possibilities provide manufacturers with new opportunities to acquire customers via search engine (ex: Dallas.Cars, BayArea.Cars, Florida.Auto)

Create brand uniformity

- OEMs can create powerful and cohesive marketing statements by leveraging concise and predictable domains for their entire product lines:
 - Audi.Auto (Global brand portal)
 - Audi.Cars (US homepage)
 - A3.Cars, S4.Cars, RS5.Cars, A6.Cars, A7.Cars, A8L.Cars, R8.Cars, TT.Cars
 - Q3.Auto, Q5.Auto, Q7.Auto
 - AudiConcept.Car, etron.Cars, Diesel.Cars
- These memorable domains may be used as call-to-actions in worldwide advertising and paired with matching social media handles

Drive ownership engagement

- Brands can more effectively connect with their customers by creating customer portals on .Cars, .Car, and .Auto domains:
 - MyFord.Auto / SYNC.Auto
 - FordService.Auto / FordSafety,Auto
 - FordRacing.Cars / FordDrivesU.Auto
- Introduce a premium ownership experience by pairing connected car technology with unique, owner-assigned domains:
 - VIN-specific online vehicle tracking: Mustang351472.Car
 - General owner connection and benefits: FordOwner.Auto
 - Vehicle how-tos: MyFocus.Car
- Domain endings can be used interchangeably, depending on vehicle

Launch timeline

- Sunrise Period: December 9, 2015
 - Trademark-exclusive registration period available to registered brands
 - Trademarks must be registered in a special clearinghouse (TMCH) to qualify
 - Starting at \$4,000 USD per domain
- Early Access Period (EAP): January 12, 2016
 - Public priority registration period
 - Opportunity to secure trademark variations, slogans, generic keywords
 - One-time premium fees apply
- General Availability: January 20, 2016
 - Open to the general public
 - Starting at \$3,000 USD annual registration fee


Marketing starts with your domain

- .Cars is considering a limited number of early adopters to launch websites on .Cars, .Car, and .Auto domains before they are available to the public
- Recommendations, best practices, and further details will be provided upon request

Contact us

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