



Car Dealer Catalogue

Drive sales with effective print campaigns

1800 652 242 | vmgautomotive.com.au



Quality
ISO 9001



The VMG Group

VMG Automotive has supplied the automotive sector for over 30 years, specialising in number plate surrounds, decals, car wallets, and mudflaps.

We pride ourselves in manufacturing products of consistently high quality and have been certified to the international quality standard ISO9001 since 1997. Under Judy Woolf's stewardship since 1994, we have strived to provide excellent customer service and attention to detail. We support our industry, community, and clients through active involvement in associations such as FESPA and ASGA. Additionally, we sponsor and support charities including Convoy for Kids Brisbane and the Great Endeavor Rally — Dirty Doctors Team.



Our customers include



Why work with VMG?



Fast email response times



Easy to work with



Customer service



Reliable

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& Plate Frames

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510x250mm

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- 1 Logo Stickers
- 2 Slogan Stickers
- 3 Branded Number Plate Frames
- 4 Branded Number Plate

Show Plates & Plate Frames

Brand your inventory

Enhance every car sale with distinctive plates and frames

VMG Automotive Number Plate Frames

At VMG Automotive, we offer high-quality number plate frames that enhance vehicle appearance and serve as powerful advertising tools for your dealership. Designed to fit every size of number plate available in Australia, our frames ensure a professional and cohesive look for your fleet.



Made in Australia

Our number plate frames are proudly made in Australia. The entire process, from forming the frames to printing the designs, takes place locally. This commitment to Australian manufacturing ensures high-quality products and supports local industry. By choosing our frames, you are investing in durability and craftsmanship that reflect Australian standards.



Screen printing

We use screen printing to customize our frames, allowing for detailed, multi-color designs. This method ensures that your dealership's logo and branding are accurately represented, capturing all the details and colors that make your brand unique. The inks used in screen printing are designed to withstand harsh conditions like sunlight, rain, and temperature changes, ensuring that the branding remains vibrant and clear for years.



Durability and longevity

Our screen printing process ensures that the designs on our number plate frames are durable and long-lasting. The ability to apply multiple layers of ink adds to the durability, ensuring that the frames maintain their appearance over time, even with constant exposure to the elements.



Advertising benefits for your dealership

Number plate frames from VMG Automotive are not just about aesthetics; they are powerful advertising tools. Placed on the front and back of vehicles, these frames are highly visible to other drivers and pedestrians, turning every car into a moving billboard for your dealership. By customizing frames with your dealership's name, logo, or contact information, you can promote your brand wherever the car travels.

Importantly, the people who see these frames are in the right geographic area for your business, making this a highly targeted form of advertising. Additionally, the cars they are on communicate the kind of vehicles you sell, reinforcing your brand message and attracting the right customers.

Why choose VMG Automotive?

With 30 years in the industry, VMG Automotive is a trusted partner for some of the biggest names in the automotive world. We pride ourselves on reliability, offering same-day quotes and excellent communication. Our commitment to quality and customer satisfaction makes us a leader in the field.

Contact our team today to order your custom number plate frames and start enhancing your dealership's visibility and brand presence.



Show Plates & Plate Frames

Effective long-term advertising tools for car dealerships

Let the cars you sell promote your brand to your local area for years to come.



MANUFACTURED AND
PRINTED IN AUSTRALIA

Slimline Number Plate Frames

Custom branded number plate frame. To suit standard Australian aluminium license plates measuring 372mm x 100mm.

Available in 1 and 2 colour printing options.



Premium Number Plate Frames

Customer branded number plate frames. To suit NSW Large Premium Plate measuring 372mm x 107mm and NSW Small Premium Plate measuring 372mm x 84mm.

Available in 1 and 2 colour printing options.



Standard Number Plate Frames

Custom branded number plate frame. To suit standard Australian aluminium license plates measuring 372mm x 134mm.

Available in 1 and 2 colour printing options.



Thin Standard Number Plate Frames

Custom branded number plate frame. Fits standard license plates measuring 372mm x 134mm, where panels don't allow Standard Frames.

Available in 1 and 2 colour printing options.



I get about 5 people a week that walk on the lot tell me that they see my number plate frames everywhere.

GENERAL MANAGER, LEADING CAR DEALERSHIP



I have had cars come back after 15 years and they still have the plate frame on them.

GENERAL MANAGER, LEADING CAR DEALERSHIP

Plate Frame + Bumper Sticker Combo

The only marketing your dealership needs: our branded plate frame and bumper sticker combo—affordable, effective, and always on the road.

Available in 1 or 2 Colour
Frames + Full Colour
Bumper Sticker



Motorcycle Number Plate Frames

Custom branded number plate frame. To suit standard aluminium motorcycle license plates measuring 185mm x 100mm.

Available in 1 and 2 colour printing options.



WA Motorcycle Number Plate Frame

Custom branded number plate frame. To fit WA aluminium motorcycle license plates measuring 250mm x 100mm.

Available in 1 and 2 colour printing options.



Aluminium Embossed Show Plates

All standard Australian plate sizes are available

Embossed plates have raised text, the same as a number plate, giving them a more authentic 'plate' look.



Aluminium Printed Show Plates

All standard Australian plate sizes are available

Full colour graphic on aluminium panel with embossed border. Easily attached to vehicles.



Why choose digital when you can use **bumper stickers and plate frames** for a fraction of the price with *greater return* and *way less effort*?

DIGITAL ADVERTISING

Facebook/Google

\$2,000+ per month

Targets who knows?

Served to bots

Lasts moments

Complex to manage

Programmed

VMG

Bumper stickers/
number plate frames

\$3-\$5

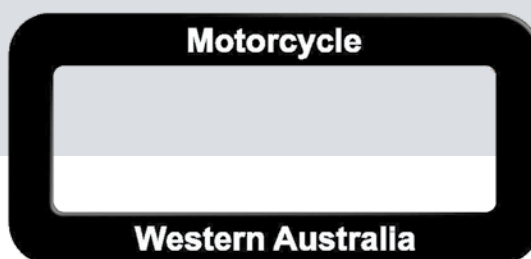
Targets local area

Served to humans

Lasts years

Set and forget

Real people



READ CASE STUDY
bit.ly/vmgcasestudy



- 1 Mega Tote Bag
- 2 Travel Mug
- 3 Optima Golf Ball
- 4 Light Wand
- 5 Swiss Peak 3 in 1 Charger
- 6 Golf Tees
- 7 Mini Car Charger
- 8 Small Torch
- 9 Magnetic Phone Charger
- 10 Large Ice Scraper
- 11 Vehicle Safety Tool

Promotional Items

Branded gifts

Leave a lasting impression with branded promotional merchandise

Air Freshener

H 100mm x W 67mm
x 2mm

Promotional air fresheners create a pleasant in-car experience, reinforce brand recognition, and serve as a constant reminder of the dealership's services.



500 MINIMUM

Contact us for pricing on custom quantities.

From \$1.36ea

Air Vent Car Phone Holder

L 145mm x W 38mm

This car phone holder attaches to air vent, designed with a prominent branding area to showcase your brand.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$9.25ea

Wireless Phone Holder Charger

H 116mm x W 68mm
x 58mm

Car phone holder features a built-in wireless charger that securely attaches to car air vents.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$19.99ea

Air Vent Magnetic Phone Holder

L 145mm x W 38mm

A magnetic phone holder attaches to an air vent with a metal plate on the phone. Prominently displays your logo.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$8.10ea

Dashboard Magnetic Phone Holder

L 40mm x W 38mm

The magnetic phone holder attaches your phone to the dashboard with a magnetic metal plate attached to the phone.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$10.94ea

Swiss Peak 3 in 1 Charger

Dia 26mm x L 83mm

3-in-1 safety charger with dual ports, a seat belt cutter and a window glass-breaking hammer. Laser engraved.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$17.69ea

Mini Car Charger

W 95mm x L 210mm x 20mm

Branded mini car chargers prominently display your logo, serving as reminders of your brand, strengthening customer loyalty.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$5.20ea

Car Tidy

W 190mm x H 330mm

Branded car tidy organizers help customers keep their vehicles clean. They serve as practical reminders fostering brand loyalty and recognition.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$6.14ea

Vehicle Safety Tool

Dia 13mm x L 142mm x 45mm

The safety tool combines a glass-breaking hammer, seat belt cutter, powerful warning light and a robust magnet. Laser engraved.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$9.99ea

Windscreen Repair Sticker

L 105mm x W 148mm

Custom branded windscreen repair kit. With 6 pre cut circles ready to patch a windscreen stone chip.



50 MINIMUM

Contact us for pricing on custom quantities.

From \$3.54ea

Bottle Opener Keyring

W 13mm x L 68mm x 16mm (Dia 24mm ring)

Printed 1 colour with your logo. Available in white, yellow, orange, red, bright green, green, light blue, dark blue and black.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$4.05ea

Key Tag Battery Warning Keyring

L 22mm x W 55mm x 2mm (Dia 34mm ring)

Meet button battery mandatory safety standards with a branded keyring.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$14.58ea



Chevron Bottle Opener Keyring

W 40mm x 65mm x 3mm (Dia 25 mm ring)

Metal bottle opener with key. Laser engraved or colour printed and resin coated.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$4.98ea

Plastic Keyring

W 32mm x L 70mm x 2mm (Dia 25mm ring)

Printed directly onto durable plastic. Great for inhouse keyrings, and low cost giveaways to keep your brand in conversation.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$3.78ea

Surf Keyring

W 24mm x L 43mm x 2mm (Dia 24mm ring)

Raised bubble keyrings adds a prestige look. UV stable and will not yellow or bubble. Available in silver, matte blue and black.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$3.98ea

Timber Keyring

W 30mm x L 50mm x 8mm (Dia 32 mm ring)

Our timber keyring are modern and attractive, and simply ooze style!



50 MINIMUM

Contact us for pricing on custom quantities.

From \$4.87ea

Rectangular Metal Keyring

13mm x L 68mm x 16mm (Dia 24mm ring)

A sleek chrome-finished keyring. Branding options with a resin coated finish on one side or laser engraving on both sides.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$6.18ea

Etched Metal Keyring

Keyring: L 43mm x W 32mm x 4mm (Dia 35mm ring).

Gift Box: L 110mm x W 50mm x 12mm.

Stylish, durable steel keyrings can be etched with your company details.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$6.18ea



Mini Torch Keyring

Dia 14mm x L 82mm
(Dia 23mm ring)

LED torch engraved on both sides. Available in orange, silver, green, red, purple, blue and black.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$5.94ea

Lanyard

W 20mm x L 490mm

Promotional lanyards are versatile marketing tools that showcase brand logos.



100 MINIMUM

Contact us for pricing on custom quantities.

From \$2.74ea

RECIPROCITY

**Receiving a gift sparks
a desire to reciprocate.
Gifting promotional items
fosters gratitude and a
desire to reciprocate.**

Branded Notepads

A5, A4

Custom branding on cover and on pages available. 50 pages per book, 80gsm uncoated, boxboard backing.

Minimum order of 20.



Pen Holder

W 25mm x L 88mm
x 26mm

Branded pen holders keep writing essentials organized while prominently displaying the logo, enhancing brand visibility and professionalism.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$4.43ea

Travel Mug

Dia 86mm x H 182mm

This 350ml stainless steel travel mug features double wall, a secure screw-on lid with a sliding closure. Laser engraving.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$9.65ea



Mega Tote Bag

H 375mm x W 330mm
x Gusset 250mm
(excl. handles)
Handle Length: 530mm

The bag includes a robust cardboard base, spacious gusset, reinforced handle, and a generous branding area.



25 minimum

Contact us for pricing on custom quantities.

From \$4.86ea

Small Tote Bag

330mm x W 310mm
x Gusset 190mm
(excl. handles)
Handle Length: 530mm

A roomy reusable gusseted shopping tote bag features a stylish finish. Perfect for carrying groceries.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$5.13ea

LED Torch

Compact torch with nine powerful LEDs and a woven strap. It is powered by three AAA batteries which are included. Print up to three colours.



100 MINIMUM

Contact us for pricing on custom quantities.

From \$3.21ea

Small Torch

W 42mm x H 135mm

Vehicle safety light features a powerful nine-LED torch, a red flashing light and a magnetic base. Can be laser engraved.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$10.98ea

Light Wand

L 158mm x W 24mm
x 16mm

The light wand features a super bright output and a built-in magnet for attachment to metal surfaces.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$7.49ea

Horizontal Pop Up Banner

Easy to set up with a wide branding area, making them ideal for trade shows, events, or retail environments.



SIZE (MM)

PRICE

Small: 1200 x 700

Medium: 2000 x 1000

Large: 2600 x 1100

From \$288.90ea



Golf Tees

Dia 10mm (top)
x L 55mm

Branded golf tees are essential accessories for golf enthusiasts with your logo prominently displayed during each swing.



50 MINIMUM

Contact us for pricing on custom quantities.

From \$1.85ea

Optima Golf Balls

Dia 43mm

Display your logo prominently. PGF Optima are a highly recognized and trusted brand in the world of golf balls. Sold in sets of a dozen gold balls.



24 MINIMUM

Contact us for pricing on custom quantities.

From \$5.99ea

Titleist Tru Feel Golf Ball

Dia 43mm

Put your logo on a Titleist Trufeel golf ball — the premier choice on professional tours. Each set includes a dozen golf balls.



24 MINIMUM

Contact us for pricing on custom quantities.

From \$8.56ea

Small Ice Scraper

W 88mm x L 59mm
x 6mm

Promotional ice scrapers are thoughtful giveaways for customers to tackle winter challenges, fostering brand loyalty and visibility.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$3.89ea

Large Ice Scraper

W 95mm x L 210mm
x 20mm

Large ice scrapers are practical giveaways. They help customers tackle winter challenges while displaying your logo, fostering brand loyalty.



25 MINIMUM

Contact us for pricing on custom quantities.

From \$4.98ea

MEMORABILITY

Help your customers remember you by giving them fun or useful branded items.





- 1 Feather Banners
- 2 Rectangle Wind Flag
- 3 Teardrop Banners
- 4 Price Stickers
- 5 Windscreen Stickers
- 6 Slogan Stickers
- 7 Number Plate Frames
- 8 A-Frame

Yard Signage

Signs that sell

Enhancing visibility for passing traffic and informing on-site prospects

Reusable Windscreen Stickers

Repositionable and reusable windscreen stickers. Printed on white electrostatic vinyl and will not leave marks.

Custom sizes and designs available.

SIZE (MM)	MINIMUM ORDER	PRICE
200 x 100	1	From \$100.29ea
500 x 150	1	From \$100.29ea
1000 x 500	1	From \$104.22ea



Windscreen Sale Stickers

Easy to apply and remove, making them perfect for short-term promotions.

Custom designs, colors and sizes available.

SIZE (MM)	MINIMUM ORDER	PRICE
200 x 100	100	From \$1.35ea
500 x 150	1	From \$60.76ea
1000 x 500	1	From \$71.70ea



Sold Stickers

Sold stickers are a simple and effective way for car yards to indicate that a vehicle has been sold.

SIZE (MM)	MINIMUM ORDER	PRICE
200 x 100	100	From \$1.35ea
500 x 150	25	From \$3.47ea
1000 x 500	10	From \$15.22ea



Red on White Price Sticker Pack

W 150mm x H 190mm

Can be printed on electrostatic reusable material or self adhesive vinyl. Packs include symbols % and \$, and numbers 0 to 9. Multiple colour combinations available.



PACK SIZE	WHAT'S INCLUDED
Small (180 pcs)	15 x 9's, 15 x \$'s, 15 x 0-8
Medium (360 pcs)	30 x 9's, 30 x \$'s, 30 x 0-8
Large (720 pcs)	60 x 9's, 60 x \$'s, 60 x 0-8

Slogan Stickers

W 370mm x H 70mm

Catchy slogans to showcase vehicle features. Many options available.

Pack of twelve.



PACK SIZE	PRICE
Small (32 stickers)	From \$1.35ea
Medium (80 stickers)	From \$0.90ea
Large (160 stickers)	From \$0.70ea

INCREASED OPPORTUNITIES FOR SALES

By enhancing visibility with effective signage, a dealership can attract more foot traffic, leading to increased opportunities for sales.

Car Model Year Number Sticker Set

W 200mm x H 150mm

Use year model stickers to convey a vehicle's age.

Different colours. Packs of 12.



PACK SIZE	MINIMUM ORDER
Small	10
Medium	20
Large	30

Bumper Stickers

W 140mm x H 40mm

Logo stickers are an easy way to promote your brand in the long term.

Custom shapes, sizes, and colours available.



SIZE (MM)	50 MINIMUM
50 x 50	From \$0.37ea
75 x 75	
140 x 40	



Windscreen Service Stickers

W 70mm x H 45mm

Custom double-sided, writable car service stickers to remind customers of their maintenance needs and promote repeat business.



250 MINIMUM

Contact us for pricing on custom quantities.

From \$1.86ea

Stock Stickers

W 120mm x H 200mm

Stock stickers are essential tools for car dealerships to display key information about vehicles.



100 MINIMUM

Contact us for pricing on custom quantities.

From \$1.35ea

Disposable Paper Floor Mats

W 420mm x H 594mm

These 100gsm Disposable Paper Floor Mats are a cost-effective and professional way to showcase your brand.



250 MINIMUM

Contact us for pricing on custom quantities.

From \$3.24ea

Mirror Tags

W 97mm x H 212mm

Rearview mirror hang tags are an effective marketing tool for car dealerships to promote their brand and services.



100 MINIMUM

Contact us for pricing on custom quantities.

From \$3.45ea

Corflute Insertable A-Frame

W 600mm x H 900mm

Designed for outdoor use. Change inserts easily, light enough to carry with sturdy powder-coated metal frame. Comes with 2 corflute inserts.



Snap Lock A-Frame Signs

W 594mm x H 841mm

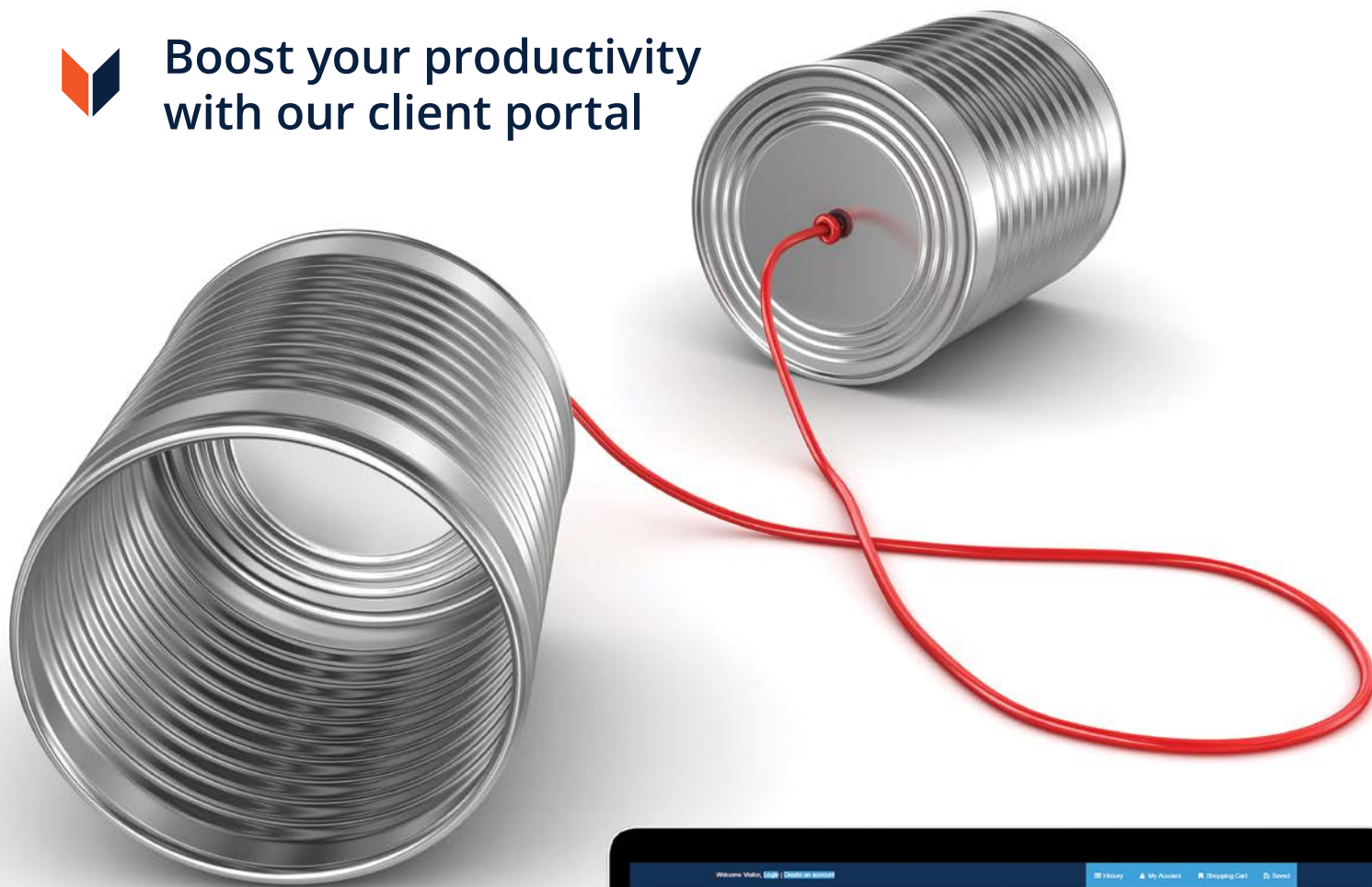
Our Snap Lock A-Frame will hold A1 sized posters either side, are easily interchangeable, and light weight. Recommended for indoor use. Includes 2 A1 Posters.



SAY GOODBYE TO OUTDATED METHODS



Boost your productivity
with our client portal



Special
pricing



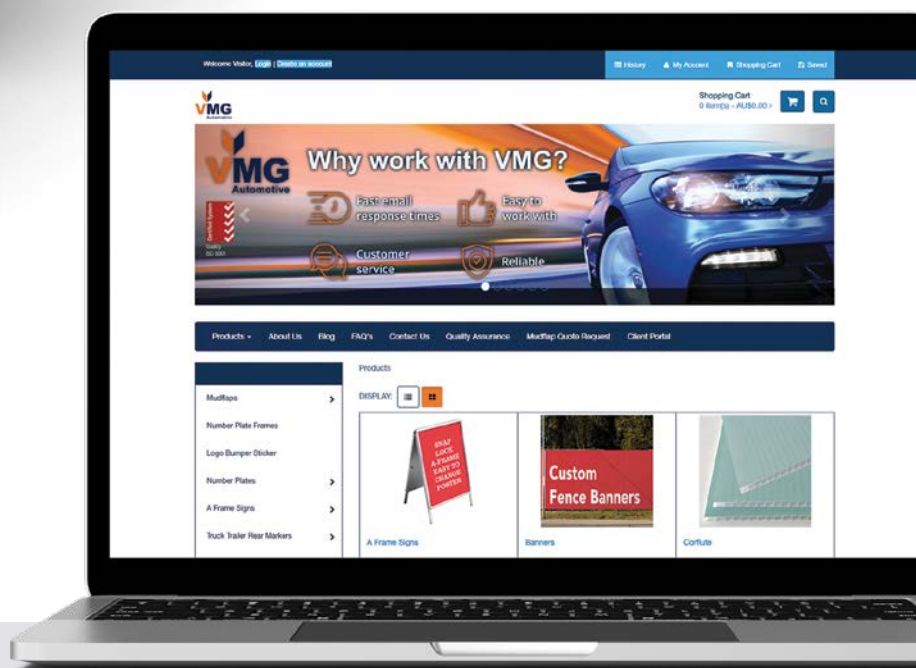
Instant
quotes



Customised
dashboard



Instant access
to our full
product range



**SIGN UP NOW TO GET
10% OFF SELECTED ITEMS**

bit.ly/vmgportalapp

Business Parable

In the bustling city of Commerceville, David, the owner of Precision Motors, found himself constantly struggling to find time for what truly mattered—spending time with his family, enjoying his hobbies, and improving his business. He was stuck spending time in the minutiae of daily operations, and rarely got his head above water to work on the business.



The Importance of Print in David's Business

He was a big believer in using print as a sales and marketing tool and had seen time and time again the way plate frames, bumper stickers, banners and mail outs increased foot traffic. Glossy product brochures helped him to lead sales discussions and close sales.

Print was a crucial part of the success of his business. Yet the process of organising print orders was a significant drain on both time and finances. Managing quotes, tracking down artwork, and coordinating with multiple suppliers was a persistent headache of paperwork, keeping him at the office late and away from his family, and diverting his focus from strategic growth and innovation.

A Solution Through Technology

When VMG Print Group invited him to join their client portal, he decided to give it a try. David had been planning to order more branded number plate frames from VMG but hadn't been able to find the artwork. He was already mentally berating himself for not saving it somewhere he could easily find it, and bracing himself for the cost in time and money to contact a graphic designer to recreate it.

When he logged into the VMG portal he discovered the artwork from his previous order had been saved and was there ready to go. The instant quotes allowed him to tweak the quantity and fine tune how much he was paying per unit for the plate frames. He found that if he doubled his order quantity, the unit price dropped significantly, so he placed an order.

Discovering More Products and Value

Looking through the products in the portal, he discovered that VMG offered a much wider range of products that he realised.

As the End-of-Financial-Year (EOFY) was approaching, David found he could order many of the items he had been purchasing from various print suppliers, saving time by placing the orders in one place. Again he found the ability to adjust quantities, sizes and stocks allowed him to fine tune and improved the value for money.

Traditionally, he ordered 1,000 A4 flyers to promote the event; he found he could order 2,000 A5 flyers for about the same cost, effectively halving the per-unit expense. David also ordered teardrop banners and windscreen stickers that would perfectly complement his EOFY sale campaign alongside the flyers.

Business Success and Personal Balance

The streamlined print ordering process freed up valuable time for David, allowing him to focus on preparing for the promotion and getting home on time to his family.

The EOFY campaign at Precision Motors was a resounding success. The dealership set new records for sales and customer satisfaction. With increased sales and lower print cost per unit creating a better than usual return on investment for his print marketing efforts.

The Power of Efficiency

Over time, Precision Motors thrived, gaining a reputation for innovation and customer-centric service. David's decision to embrace the client portal not only improved his business operations but also set a new standard in Commerceville, demonstrating the power of technology and efficiency in achieving business success.



Essential OH&S Signs

300mm x 405mm

Non reflective aluminium signs. Suitable for long term outdoor use.



1-20

Contact us for pricing on custom quantities.

From \$28.70ea

Directional Signs

Suitable for permanent outdoor applications, directing traffic and informing pedestrians about where to find locations.

Available in custom sizes and designs.



1-20

Contact us for pricing on custom quantities.

From \$41.70ea

Vinyl Banners

Our vinyl banners come in any size, with optional hemming and eyelets. They are waterproof and UV resistant.

Custom sizes available.



SIZE (MM)	1 MINIMUM
2000 x 1000	From \$40.50ea
3000 x 1000	

Corflute Signage

Durable, versatile, lightweight. Ideal for events, promotions, advertising, construction, and directional signage.



SIZE (MM)	5 MINIMUM
600 x 450	From \$4.52ea
600 x 900	
1200 x 800	

Horizontal Flagpole Flags

Vibrant, eye-catching branding. Attract attention, enhance brand identity. Memorable visual impact for passing customers.

SIZE (MM)	PRICE
900 x 450	From \$51.68ea
1370 x 685	
1500 x 900	
1800 x 900	
1800 x 1200	



Feather Banners

Easy to assemble. Single sided (mirror reverse) or blockout double sided. Footings available.



Single-sided

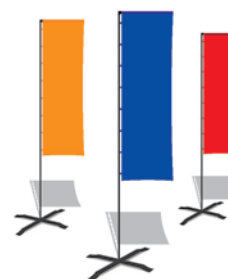
SIZE (MM)	1 MINIMUM
Small: 2400	From \$108.94ea
Medium: 3000	
Large: 4000	
Jumbo: 4950	

Double-sided

SIZE (MM)	PRICE
Small: 2400	From \$144.61ea
Medium: 3000	
Large: 4000	
Jumbo: 4950	

Rectangle Wind Flags

Easy to assemble. Single sided (mirror reverse) or blockout double sided. Footings available.



Single-sided

SIZE (MM)	1 MINIMUM
Small: 2400	From \$90.92ea
Medium: 3000	
Large: 4000	
Jumbo: 4950	

Double-sided

SIZE (MM)	1 MINIMUM
Small: 2400	From \$90.92ea
Medium: 3000	
Large: 4000	
Jumbo: 4950	

Teardrop Banners

Teardrop banners provide a cost-effective and eye-catching way to attract potential customers and stand out from the competition.



Single-sided

SIZE (MM)	1 MINIMUM
Small: 2300	From \$ 90.97 ea
Medium: 2700	
Large: 3700	
Jumbo: 4650	

Double-sided

SIZE (MM)	1 MINIMUM
Small: 2300	From \$ 90.97 ea
Medium: 2700	
Large: 3700	
Jumbo: 4650	



Mesh Banners

Durable, weather-resistant suitable for longterm outdoor usage.

Custom designs and sizes available.



SIZE (MM)	1 MINIMUM
2400 x 1600	From \$92.02ea
2400 x 1800	
3000 x 1600	

Chrome Stand with Water Bag

Easy to set up, steel cross bases with water bags for extra stability when displaying flags on hard surfaces.



Cross Plate

Steel cross bases for flags offer a robust and stable solution for displaying flags on hard surfaces.



Tyre Stand

Tyre stand fittings for flags are ideal for car dealerships, providing a mobile and eye-catching display solution.



Ground Spike

Durable ground spikes for securely anchoring flags in outdoor settings. Designed to penetrate the ground easily.



Fence or Wall Bracket

Wall bracket fittings for flags are practical and space-saving options for displaying flags on vertical surfaces.





- 1 Arch Banner
- 2 Pull Up Banner
- 3 Poster
- 4 Brochure
- 5 Window Sticker
- 6 One Way Vision
- 7 Strut Card
- 8 Business Card
- 9 Price Sticker
- 10 Floor Decal

Showroom

Showroom Showcase

Elevate sales with striking displays and informative pamphlets

Arch Banners

W 2300mm x H 2800mm

Arch banners span over a car to add flavour to your key handover ceremony.

Custom designs and sizes available.



VARIANT	PRICE
Single Sided	From \$480.00ea
Double Sided	From \$560.00ea

**ELEVATE THE PRESENTATION,
ELEVATE THE SALE**

**Visual merchandising
does not just sell a
product, it sells an
experience around
your business.**

Pullup Banners

Pop up display. Self standing. Easy to assemble. Single sided.

Custom designs and sizes available.



SIZE (MM)	PRICE
850 x 1500	From \$118.00ea
850 x 2000 (Single Sided)	From \$126.00ea
850 x 2000 (Double Sided)	From \$270.14ea

Life Size Cutouts

W 800 x H1600mm

Life-size cutouts are attention-grabbing promotional tools that bring characters, celebrities, or brand mascots to life.



PRICE
From \$30.49ea

Strut Cards

Self standing elegant and robust attention-grabbing tool. Promote sales, financing, or services.

SIZE (MM)	PRICE
A6	From \$2.55ea
A5	From \$2.62ea
A4	From \$3.15ea
A3	From \$4.19ea



Wall Graphics

Suitable for application to internal painted walls. Suitable for short or long term. Extra large sizes supplied in multiple pieces.

Custom sizes available.



SIZE (MM)	PRICE
300 x 300	From \$10.30ea
500 x 500	From \$21.30ea
1000 x 1000	From \$74.00ea

Door Name Plates

Professional and functional way to identify staff offices, departments and conference rooms.

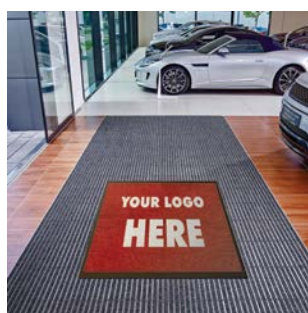
Different colours and sizes available.



SIZE (MM)	PRICE
250 x 38	From \$18.05ea

Showroom Floormat

Custom nylon floor mats enhance the overall look and feel of the showroom.



PRICE	<i>Custom sizes and designs available.</i>
From \$459.00ea	

Floor Decals

Floor decals can go on hard tiled and short pile carpet for medium and long term applications.

Custom sizes and branding available.



SIZE (MM)	PRICE
400 x 400	From \$297.30ea
600 x 600	From \$47.28ea
1000 x 1000	From \$104.25ea

Window Stickers

Suitable for short or long term. Apply to the outside or inside of windows.

Custom sizes available.

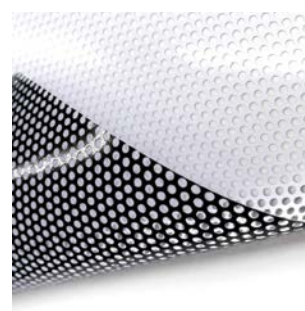


SIZE (MM)	PRICE
600 x 600	From \$25.64ea
1000 x 1000	From \$44.49ea
1000 x 2000	From \$78.16ea

Perforated Window Graphics

Create eye-catching window displays viewed from outside while maintaining privacy and visibility from the inside.

Custom sizes available.



SIZE (MM)	PRICE
600 x 600	From \$45.01ea
1500 x 650	From \$49.95ea
1200 x 2000	From \$68.93ea





- 1 Wall Graphic
- 2 Strut Card
- 3 Custom Notepads
- 4 Branded Pens
- 5 Flyers
- 6 Business Cards
- 7 Duplicate Books

Sales Desk

Beyond the Showroom

Increase your credibility and stay in the conversation with print

Top Tier Service Wallets

W 185mm x H 255mm (folded)

Our top tier service wallet includes a front and back full colour printed cover. Inside contains two clear pockets for service records.



Business card holders are optional.

Presentation Folders

A5, A4

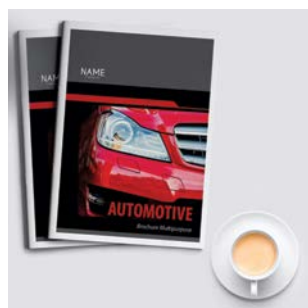
Professional take home folder for customers to keep your documents together in your branding.



Booklets

A4

Filled with in depth information about your products. Stand out from the digital only crowd. 8 pages printed on 150gsm gloss stock.

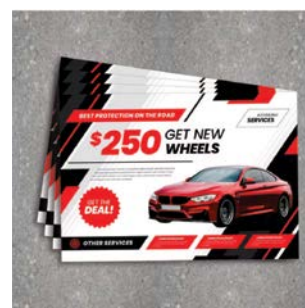


Available in different sizes and quantities.

Promotional Car Flyers

DL, A6, A5, A4

Flyers are a valuable promotional tool that cuts through the digital noise, creating a professional and informative sales experience.



Double sided, full colour, 150gsm.

Personalised Flyers

DL, A6, A5, A4

Variable data printing allows for direct mail campaigns. Each customer will receive a unique letter specific to them increasing effectiveness.

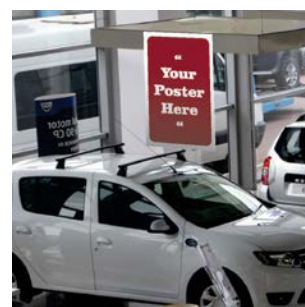


Double sided, full colour, 150gsm.

Posters

A3, A2, A1

Versatile communication tool. Place in high-traffic areas, or next to products. Suitable for short or long term uses.



Custom sizes available.



Business Cards

W 90mm x H 55mm

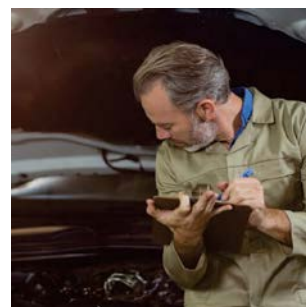
Business cards are an essential tool for any sales team to create a lasting impression with customers.



Car Repair Form Notepad

A5, A4

Remember customer comments with notepads. Take quick notes on prepared forms.



Multiple sizes available.

Duplicate Books for Car Repair

DL, A6, A5, A4

Essential for efficient communication between customers and repair technicians.



Test Drive Form/Notepad

A5, A4

Test drive forms record the test drive, including any issues or concerns. Build trust between the customer and the dealership.



Duplicate or triplicate forms are available.

Internal Admin Stickers

W 40mm x H 40mm

Stickers for internal use keep your workplace organized. Fully customizable, create stickers that fit your internal workflow. Roll of 250 stickers.



Name Badges

62mm x 20mm

75mm x 25mm

80mm x 30mm

80mm x 50mm

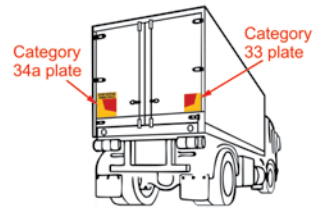
Name badges provide a professional and personal touch to the dealership and workplace.



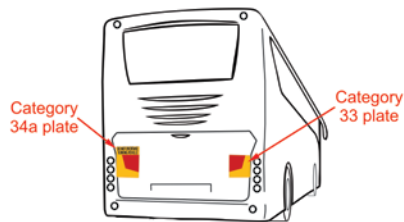
**Prime mover with
615A & 615B strips & 31L plate**



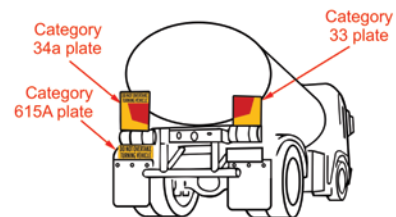
**Rigid truck with
Category 34A & 33 plates**



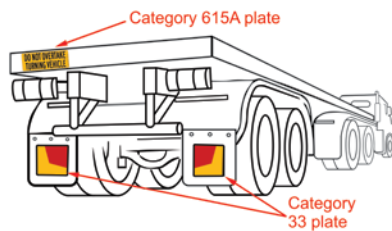
**Omnibus with
Category 34A & 33 plates**



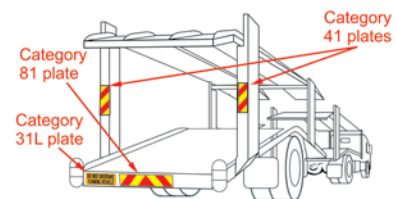
**Road tank vehicle with
Category 33 plates**



**Semitrailer/flat deck vehicle with
Category 33 & 31L plates**



**Vehicle carrier with
31L & vertical & horizontal strip plates**



Truck

Safe, Seen & Compliant

Truck markers that meet standards



AUSTRALIAN MADE

Our mudflaps are formed and printed in Australia

Our Mudflaps

Polymer, not rubber

Decades of producing mudflaps showed us that rubber had a lot of problems. We do not use rubber, and instead crafted our own unique mudflap polymer that excels in Australian conditions.



Tough

Rubber grips to hot tyres, tearing holes in the mudflaps, or worse, ripping them off. Our compound is different from rubber and our mudflaps are not effected if they touch hot tyres.



Durable

Due to the strength of our polymer mudflaps, they do not weaken along the attachment holes and rip off.



Anti-sail

Because the material is more rigid than rubber, they do not 'flop' back and forth when traveling at speed, ensuring water spray and debris is directed to the road.



Less distortion

Polymer mudflaps have less distortion, they can be easily bent back into shape if they do curl to hang straight.

Styles of mudflaps

Flexible mudflaps

Our most popular product. They can be hot stamped or screen printed and are available in white and black polymer. They are suitable for construction sites, local and interstate runs, and they are durable and easily cleaned with soap and water.

Ridged low spray mudflaps

They have a ridged back that helps to suppress water spray, improving highway safety. They are only available in white and can be hot stamped with up to three colours. They are not flexible and very rigid.

Grass back spray suppression mudflaps

Features a synthetic grass backing on the reverse side and are designed for maximum spray suppression. They are only available in white and can be screen printed.

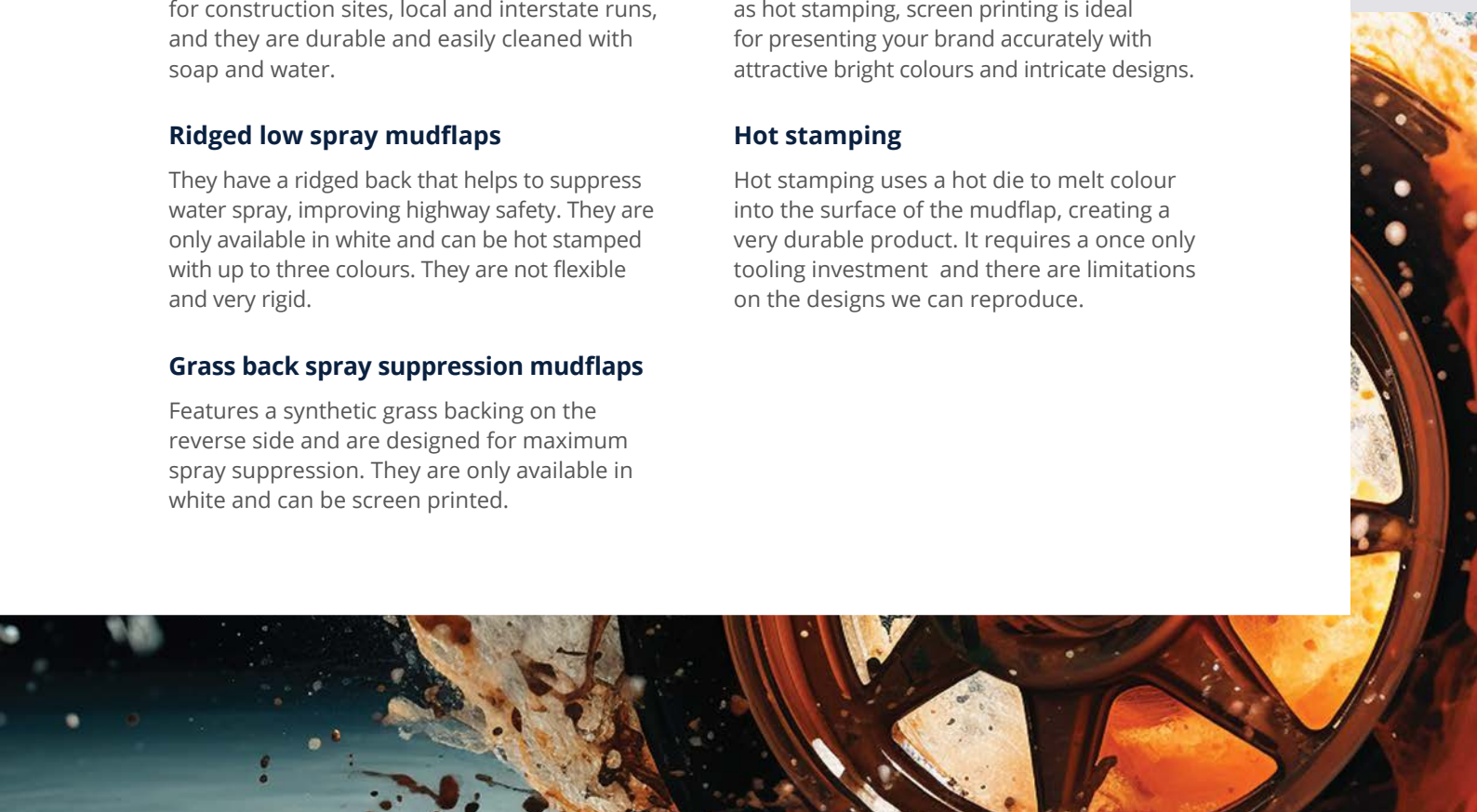
Styles of printing

Screen printing

We pioneered the screen-printing process to apply a heavy coating of ink to your mudflap for enhanced durability. While not as durable as hot stamping, screen printing is ideal for presenting your brand accurately with attractive bright colours and intricate designs.

Hot stamping

Hot stamping uses a hot die to melt colour into the surface of the mudflap, creating a very durable product. It requires a once only tooling investment and there are limitations on the designs we can reproduce.



Ridged Low Spray Mudflap

24" x 12" 24" x 24"
 24" x 15" 24" x 30"
 24" x 18"

Custom branded hot stamped mudflaps, featuring ridges the length, designed for durability and anti-sail properties.

Available in 1, 2, and 3 colours with quantity options of 30, 50 or 100.

*Hot stamping is quoted upon sight of artwork.
 Final price is subject to artwork. Custom sizes available.*



Flexible Mudflap

230mm x 250mm

250mm x 300mm

300mm x 250mm

460mm x 300mm

24" x 12"

24" x 15"

24" x 18"

24" x 24"

24" x 30"

Premium Flexible Mudflaps are designed for long life in severe applications.

They are made from a specially formulated polymer which ensures flexibility and durability throughout the extremes of temperature experienced under harsh Australian conditions.

Available in 1, 2, and 3 colours with quantity options of 30, 50 or 100.

Hot stamping is quoted upon sight of artwork.

Final price is subject to artwork. Custom sizes available.



Spray Suppressant Brush

Spray suppressant brush is a key element within your spray suppressant system.



Rear Marking Plates 161

1,600mm x 100mm

Category 161.
Aluminium. Adhesive.
Class 1 Reflective.



Category 161
1600x100mm

Rear Marking Plates 41A + 41B

400mm x 100mm

Category 41B + 41A.
Aluminium. Adhesive.
Class 1 Reflective.



41A
400x100mm



41B
400x100mm

Rear Marking Plates 615A + 615B

600mm x 150mm

Category 615A + 615B.
Aluminium. Adhesive.
Class 1 Reflective.



615A
600x150mm



615B
600x150mm

Rear Marking Plates 81A + 81B

800mm x 100mm

Category 81A + 81B.
Aluminium. Adhesive.
Class 1 Reflective.



81A
800x100mm



81B
800x100mm

Rear Marking Plates 81C

800mm x 100mm

Category 81C.
Aluminium.
Adhesive. Class 1
Reflective.



81C
800x100mm



Do Not Overtake Rectangle Arrow — 34A & 34B

300mm x 400mm

Type 34A. 4091 Aluminium.
4092 Adhesive.

Type 34B. 4093 Aluminium.
4094 Adhesive.
Class 1 Reflective.



Type 34A Type 34B
300x400mm

Sold individually.

Square Corner Do Not Overtake Marking Plate

300mm x 300mm

Left. 4114 Aluminium.
4115 Adhesive.

Right. 4116 Aluminium.
4117 Adhesive.
Class 1 Reflective.



300x300mm

Sold individually.

Square Corner Marking Plate Category 33

300mm x 300mm

Category 33. 4087
Aluminium. 4088
Adhesive. Class 1
Reflective.



Category 33
300x300mm

Do Not Overtake Rectangle — 31L

300mm x 100mm

Type 31L. 4096
Aluminium. 4095
Adhesive. Class 1
Reflective.



300x100mm

Do Not Overtake Square — 31L

300mm x 300mm

Type 31L. 4089
Aluminium. 4090
Adhesive. Class 1
Reflective.

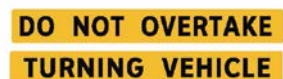


300x300mm

Do Not Overtake Rectangle, Double

1,670mm x 75mm

Two pieces. Aluminium.
Adhesive. Class 1
Reflective.



1670x75mm

Sold as a pair.



If You Can't See My Mirrors Yellow

450mm x 300mm

Aluminium. Adhesive.
Class 1 Reflective.



450x300mm

If You Can't See My Mirrors Black

240mm x 180mm

Aluminium. Adhesive.
Class 1 Reflective.



240x180mm

Driver Under Instruction

250mm x 525mm

Aluminium.
Adhesive. Class 2
Reflective.



250x525mm

Long Vehicle Double

240mm x 180mm

Two pieces.
Aluminium. Adhesive.
Class 1 Reflective.



510x250mm

Long Vehicle Single

1,020mm x 250mm

Aluminium. Adhesive.
Class 1 Reflective.



1200x250mm

Oversize Double

600mm x 450mm

Two pieces.
Aluminium. Adhesive.
Class 1 Reflective.



600x450mm



Oversize Single**1,200mm x 450mm**

Aluminium. Adhesive.
Class 1 Reflective.

**1200x450mm****Oversized Load Ahead Rectangle****1,200mm x 600mm**

Aluminium.
Adhesive. Class 1
Reflective.

**1200x600mm****Road Train Double****510mm x 250mm**

Two pieces.
Aluminium. Adhesive.
Class 1 Reflective.

**510x250mm****Road Train Single****1,020mm x 250mm**

Aluminium. Adhesive.
Class 1 Reflective.

**1200x250mm**

Excerpt from “Sell More Cars with Print”

The following is an excerpt from our mini-book, “Sell More Cars with Print.” The book focuses on data-driven pricing and graphic design strategies, providing clear, actionable steps for your next print execution.



Visit our website to request a **FREE** copy and mention this catalogue:

vmgautomotive.com.au/page/sellmorecarswithprint

The Impact of Pricing Strategies on Consumer Upgrade Decisions

Pricing Upgrade Options: Just Over Pricing

In many purchasing scenarios, customers must decide between a base model and an upgraded option, such as in airfares or the auto industry. The pricing strategy for these upgrades is crucial, as customers often focus more on the base price than on subsequent upgrades. The “Just Over Pricing” strategy suggests that increasing the base model’s price can lead to more upgrades by leveraging psychological thresholds.

Psychological thresholds are mental barriers where changes are perceived as more significant than they are. For instance, turning 40 feels more significant than turning 39, and similarly, a price of \$20,000 feels much higher than \$19,999.

Just Under Pricing vs. Just Over Pricing

The “Just Over Pricing” strategy capitalizes on the “Threshold Crossing Effect,” where once a psychological threshold is crossed, the difference between prices seems smaller. This makes the upgrade option more appealing, as the emotional leap from a \$20,000 car to a \$23,000 upgrade feels smaller than from \$19,999 to \$23,000.

This strategy works because consumers often use the base price as a reference point. When this point shifts to a higher category, the relative cost of upgrading appears smaller, encouraging more consumers to choose the upgrade.

Empirical Evidence

Researchers from the Journal of Consumer Research, Kim, Malkoc, & Goodman (2022), investigated this with six lab studies and one field study. In the field study, the researchers set up a coffee cart at a university for two days. The two pricing options tested the Just Below (Small \$0.95 and Large \$1.20), against the Just Above (Small \$1.00 and Large \$1.25) strategy. Each strategy sold a similar amount of coffee. Just

Below had 29% upgrades, while Just Above had 56% upgrades, almost double the upgrade rate.

In a lab experiment, 313 undergraduate students were presented with a car purchasing scenario with one base product and three upgrade options. The participants were split into two groups: one saw Just Under Pricing, and the other saw Just Over Pricing.

Just Below	
Small Coffee	\$0.95
Large Coffee	\$1.20
Total Sales	38
Upgrades	29%

Just Above	
Small Coffee	\$1.05
Large Coffee	\$1.25
Total Sales	36
Upgrades	56%



The Just Above pricing led to an upgrade rate about 10% more than the Just Below pricing. These results were mirrored in further lab experiments using four different products with upgrade options: apartments, blenders, face masks, and streaming services.

Just Below	
Base Model	\$19,500
Upgrade A	\$22,800
Upgrade B	\$26,100
Upgrade C	\$28,600
Upgrades	76.9%

Just Above	
Base Model	\$20,250
Upgrade A	\$23,550
Upgrade B	\$26,850
Upgrade C	\$29,350
Upgrades	85.4%



This consistent pattern across various products suggests that the psychological impact of crossing a price threshold is a significant factor in consumer decision-making.

Summary



Just Under pricing is not the best pricing strategy for products with upgrade options. When pricing products with upgrades, Just Over pricing for the base option has been shown to increase the likelihood that customers will choose the upgrade.

Just Below	
Base Model	\$19,500
Upgrade A	\$22,800
Upgrade B	\$26,100

Just Above	
Base Model	\$20,250
Upgrade A	\$23,550
Upgrade B	\$26,850

Contact Us


Monday to Thursday 7:30am – 4.30pm
Friday 7:00am – 2.30pm

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