

# Introducing the Best Way to

- Increase your profits
- Reduce days on lot
- Improve your CSI
- Be SMART

## It's the SMART Program from Katzkin Leather

### What is SMART?

- A way to stock leather and earn rewards.
- Automatic, turnkey and simple.
- A way to differentiate your dealership, increase your profit per vehicle, and increase your customer loyalty.

**smart**  
dealer rewards

### Why Katzkin Leather?

- Consumers want leather more than any other vehicle option.
- Dealers offer leather on their top trim lines but typically don't get the higher profit.
- Katzkin gives consumers the leather they want and the profit dealers have earned.

**katzkin**<sup>®</sup>

AUTOMOTIVE LEATHER

Tailor-Made. Custom-Fit. Trusted Choice.™

OEM's and niche vehicle builders trust one company with their interior designs: Katzkin.



Jeep



DODGE



AutoNation

CARmax

SMART Program is available in select markets only. See Katzkin for current program details.