

Simple™ KEY

FREQUENTLY ASKED QUESTIONS

Q. WHAT IF I DON'T SELL CAR KEYS AND REMOTES?

A. We developed Simple™ Keys, so now you can. We've removed the barriers to providing this service. Our EZ-Installer™ removes the need for expensive programming equipment and our industry-unique universal keys dramatically reduce inventory cost. Some Simple™ Keys will need the blade to be cut at a hardware store or locksmith if you do not currently offer key cutting services.

Q. CAN SIMPLE™ KEYS DAMAGE MY CUSTOMERS' CAR?

A. No. Instructions step users through the same pairing process used for OEM key. For Nissan Smart Keys, users are instructed to verify that their vehicle's programming slot is functional, prior to pairing.

Q. CAN PEOPLE STEAL CARS WITH SIMPLE™ KEYS?

A. No. Just like an OEM key, Simple™ Keys require an existing key to add another key.

Q. DO I NEED A KEY CUTTER?

A. Some Simple™ Keys do not require a key to be cut at all. However, most Simple™ Keys can be cut using the same cutting equipment used to make residential keys found in hardware stores. In the case of high-security blades, keys will need to be cut by a locksmith or a car dealership.

Q. I'VE GOTTEN OUT OF KEY CUTTING BECAUSE IT JUST WASN'T WORTH THE EFFORT?

A. Key replacement is now a multibillion-dollar industry. There's significant demand for modern, high-profit keys. These modern keys have a much higher ASP than older generations of car keys and have been limited to dealerships, until now.

Q. WHAT IF I DON'T DO COMPUTER CAR KEYS?

A. With Simple™ Keys, there is no need to. Cut the customer's key, and they can easily pair it to their vehicle with the included EZ-Installer™. The GM Simple™ Key can be paired by customers using easy-to-follow instructions—no installer required.

Q. YOU DON'T OFFER SIMPLE™ KEYS IN THE MOST COMMON MAKES AND MODELS I SERVICE.

A. We are actively developing over twenty additional Simple™ Keys, many of which will be released in the next year. We started with Ford and GM because these two keys cover a large segment of vehicles on the road today. These Simple™ Keys are a great way to get started and become familiar with the program. As soon as new Simple™ Keys are available, you can begin offering those.

Q. I ONLY SERVICE HIGHER END CARS LIKE MERCEDES, LAND ROVER, PORSCHE, AUDI.

A. As the largest retailer of keys and remotes on the planet, we can actually supply you with OEM keys for those makes. Contact us for a quote.

Q. WHAT IF I'M CURRENTLY IN TEST WITH ANOTHER COMPANY AND AM WAITING TO SEE THE RESULTS?

A. Simple™ Keys are a great interim option that can deliver immediate, chainwide results. Operational tests on next-generation programmers could take years before you can launch a chainwide solution. With Simple™ Keys, you can offer a DIY solution for modern keys today.



Replacing car keys is simple and affordable again.™