

Make car keys with your phone.™

2024 Media Kit

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# OVERVIEW

## Do-it-yourself car key replacement with your phone.

Reach in your pocket.

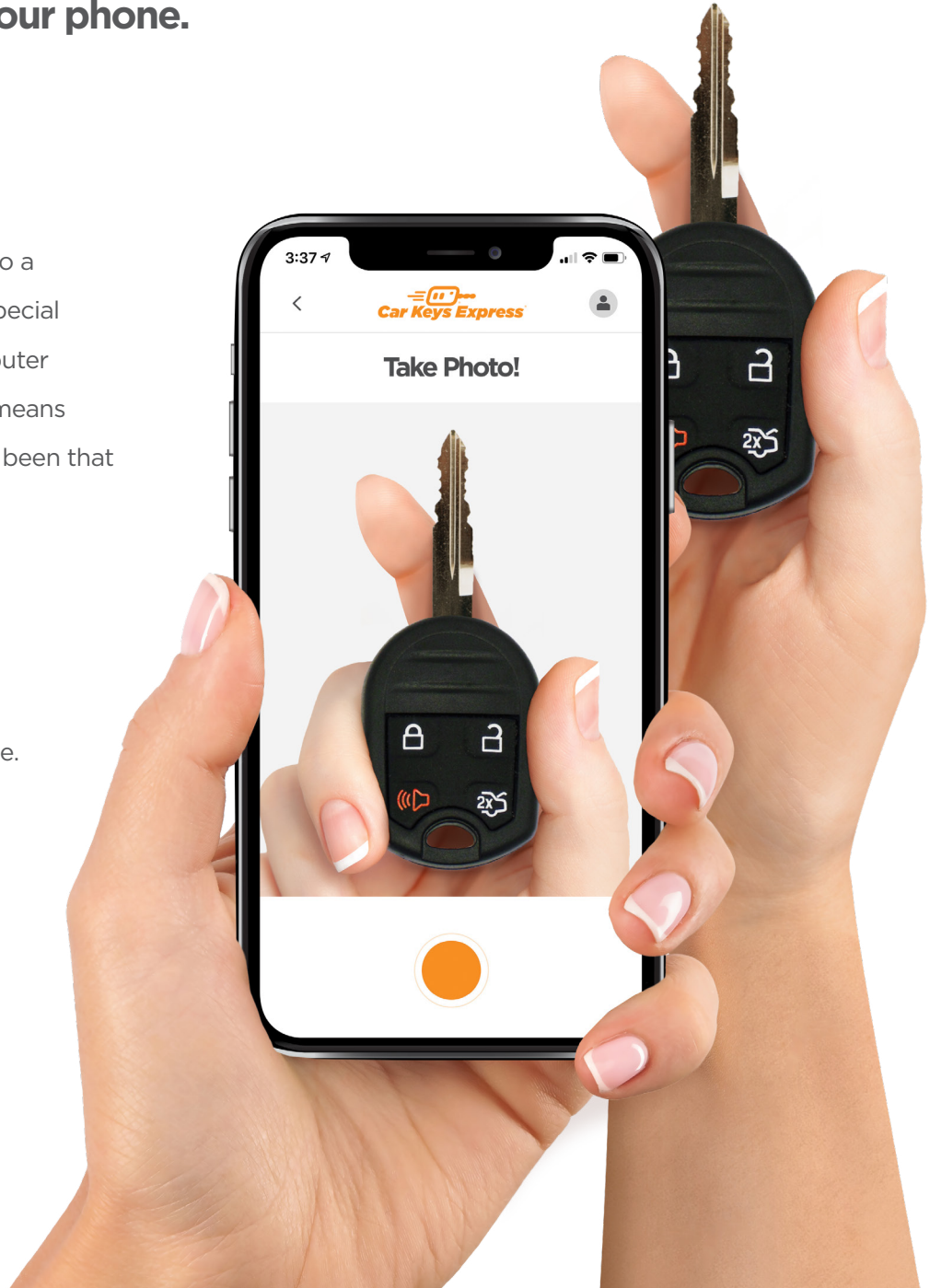
Pull out your keys.

Chances are, if you want to replace that car key, you need to go to a dealership. You'll pay for an expensive key. They'll cut it using a special cutting machine. Then, they'll hook your car up to a special computer to electronically "pair" the key with your car. All this technology means dealerships have a virtual monopoly on key replacement, and it's been that way for decades.

Not anymore.

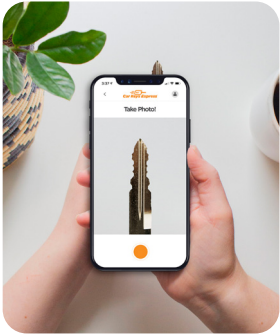
Introducing SnapKey from Car Keys Express. SnapKey lets consumers replace car keys themselves, using just a mobile phone.

SnapKey uses patented technology that lets consumers avoid the time, expense, and hassle of a dealership service appointment. It's also safe and secure, while saving users up to 75% off dealership prices.



# HOW IT WORKS

## It's just two steps: "pic and pair."



### **Pic.**

The user takes pictures of their key using their phone's camera. We'll ship them a key that's already cut.



### **Pair.**

Next, they "pair" the key to their vehicle with the included Key Genius™ programmer. Key Genius (formerly the Universal EZ Installer™) connects to your car and lets you easily pair new car keys or remotes using an app on your phone. The do-it-yourself installer is compatible with thousands of vehicle makes and models. Skip the dealership, program new keys to your car at home. Just download the app, plug the installer into your vehicle's standard diagnostic port, and follow simple instructions on your phone.

With today's high-tech car keys easily topping \$400 or more, consumers are desperate for alternatives. With SnapKey, gone are the days when replacing keys means traveling to a specific dealership, in a specific location, during specific hours of the day, to pay for an expensive key that's made to work using specialized key cutters and computers. With SnapKey, drivers can "do it themselves" with their phone, without ever leaving home.

### **Features and Benefits**

- No hassles—skip the dealership and the locksmith, add new keys to your car at home
- Keys shipped pre-cut for your vehicle
- Patent-pending Optical Key Recognition technology
- Key Genius lets consumers "pair" key to vehicle without dealership computers
- Key Genius can be re-used to add more keys later
- Save time and money
- Safe and secure
- Live support
- Keys have 3-year "better-than-OEM" warranty
- Unique in the industry—only Car Keys Express cuts keys by photo and provides an installer for pairing
- SnapKey is available via web store checkout or via the Car Keys Express mobile app

# CONTENT

Use our pre-written story ideas or social media inspiration to share this exciting new technology with your audience.

## STORY INSPIRATION

1

### Here's how I'm breaking a 30 year-long monopoly

- Reach in your pocket, pull out your keys. That car key needs to be replaced at a car dealership, and it's been that way for decades.
- With key prices easily topping \$400, consumers are desperate for alternatives.
- Breakthroughs in technology at Car Keys Express make key replacement easier than ever.
- Now anyone can easily replace keys without the time, expense, and hassle of a dealership service appointment.
- You can use your phone to easily photograph a keyblade—all without leaving your home and while saving up to 75% off dealership pricing. We'll ship you a new key that's already cut along with a do-it-yourself installer to make it work with your car.

2

### Replace your car keys with your phone without ever leaving home

- Every day, when you leave home, you take five things: the clothes on your back, the shoes on your feet, your phone, wallet, and keys.
- Each of these are multi-billion dollar industries because everyone uses them every day. Retailers sell tens of billions of dollars of them each year.
- Not car keys. They're hard to replace because you have to go to a dealership for an expensive key and a special computer to make it work with your car.
- Not anymore. SnapKey allows users to replace car keys using their phone. Users take a photo of their key, and a new key is cut and shipped to them along with a Key Genius programmer to quickly and easily make it work with their car.

3

### Need a car key? Skip the trip to the dealership and make a new key from your phone

- Years ago, replacing car keys was easy and inexpensive everywhere. Today, modern car keys are only available at dealerships. That's a monopoly.

- If you live in an average city, there's usually just one or two dealerships you can go to. And if you're in a rural area, maybe none.
- With SnapKey, from Car Keys Express, a consumer can now use their phone to easily photograph a keyblade and order a new cut key—all without leaving their home, saving up to 75% off dealership pricing.

## SOCIAL MEDIA INSPIRATION

1

### What would you do if you lost a key?

If you're like me, you occasionally misplace your keys. But have you ever thought about what you'd really do if you lost that car key? What if you just want to have an extra key or two for other drivers or to have a spare? Now, you don't have to buy expensive dealership keys. SnapKey, from Car Keys Express, is the new way to replace your keys with your phone. Try SnapKey: [URL].

2

### We carry them every day

Every day, when you leave home, you take five things: the clothes on your back, the shoes on your feet, your phone, wallet, and keys. Now there's SnapKey, a new way to replace your keys using only your mobile phone. For decades, you HAD to go to a dealership. Not anymore. [URL].

3

### Skip the dealership

Everyone knows replacing car keys is a hassle because today's high-tech keys mean you have to go to the dealership. You're the first to hear about SnapKey, a new way to replace your keys with your phone. Try SnapKey: [URL].

4

### Technology makes it easy

If you can take a selfie, you can make a car key.

Before now, replacing car keys was complicated and expensive. New breakthrough technology from Car Keys Express lets you make new keys from your phone. Take a picture of your key and a new key is shipped to you already cut along with a do-it-yourself installer to make it work with your car.



# AS SEEN ON YOUTUBE

We partnered with leading YouTube influencers, big and small, to introduce Car Keys Express' do-it-yourself SnapKey key replacement service. See how influential YouTube creators talk about SnapKey:



[Wild Wonderful Off Grid](#)



[Emily The Engineer](#)



[Robby Layton](#)



[TheStradman](#)



[B is for Build](#)



[Rich Rebuilds](#)



[Samcrac](#)



[Throtl](#)

# RECOGNITION & REVIEWS

The Car Keys Express App was voted Best New Product at the 2019 Automotive Aftermarket Parts Expo (AAPEX) in Las Vegas.

[Read more here](#)

The Car Keys Express Key Genius programmer (formerly Universal EZ Installer), wins Best New Product at the 2023 Automotive Aftermarket Parts Expo (AAPEX) in Las Vegas.

[Read more here](#)

## More awards

- Inc Magazine, “Inc. 5000” in 2016, 2017, 2018, 2019, 2020 and 2021.
- Ernst and Young Entrepreneur of the Year® in 2017.
- EnterpriseCorp’s FAST Innovation award winner in 2017.
- Business First Magazine “Best Large Company” award winner, 2017.



SnapKey  
2024 Media Kit

## Customer Reviews

It's our mission to make replacing car keys simple and affordable again. After online customers told us how difficult it was to get their keys cut, we created SnapKey so users can replace keys from their phone. Since the launch of SnapKey, we've successfully cut tens of thousands of keys—just from photographs.

See what our customers have to say about SnapKey.



**Holmes60**

*Google Play review*

This app was very easy to use. Instructions were spot on. Received my key within a few days and the key worked great.



**James Casas**

*Google Play review*

I lost my original car key with a chip in it and needed a replacement. I ordered one from these guys at a discount, and this app made it so they could cut the key for me, saving me a trip somewhere.



**Fortnitejackson**

*App Store review*

Easy to use, keys worked! Ordered 2 keys, one for my car and one for my wife's. Both keys I had cut from the pictures I took and both keys worked perfectly! I really like the key vault storage.



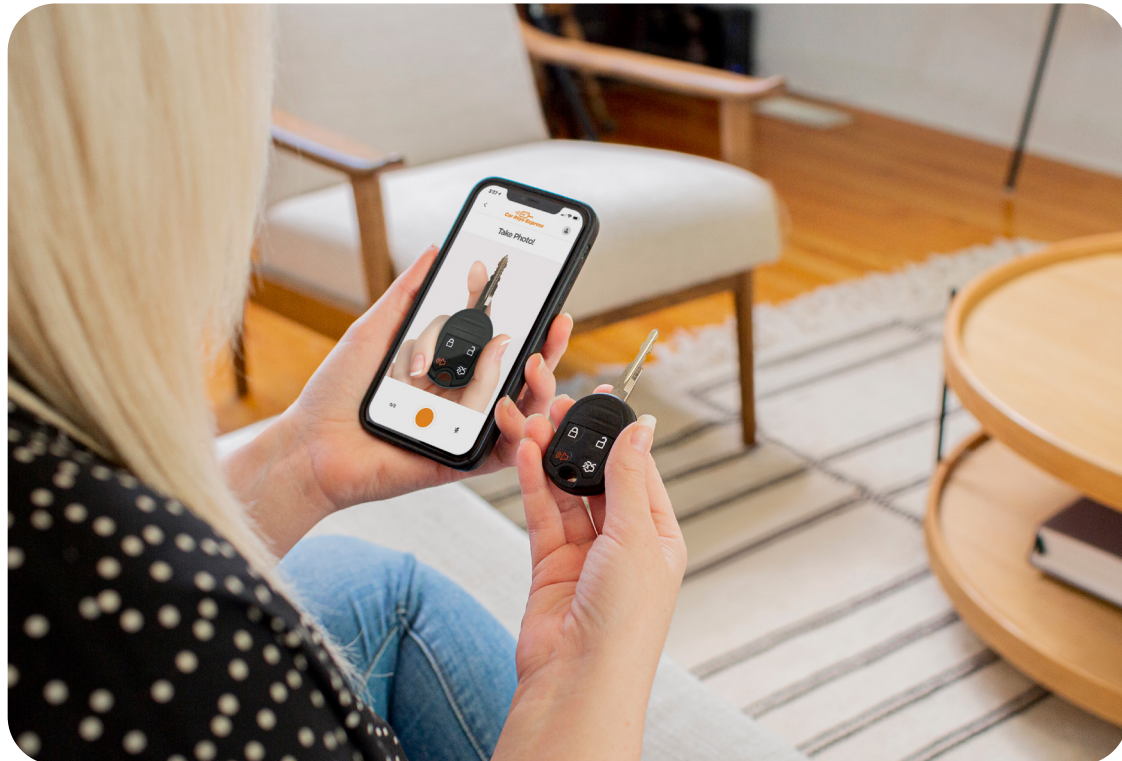
Google Rating

**5.0** ★★★★★

Car Keys Express has 35,000+ 5.0 star reviews on Google!

# REVOLUTIONARY IMAGING TECHNOLOGY

Our Optical Key Recognition™ technology identifies each key's unique dimensions. We have successfully decoded keys for tens of thousands of customers with greater than 99% cutting accuracy.





# CUSTOMER SAVINGS

You can save up to 75% off dealership keys when buying a key through Car Keys Express. See example savings below.



**2018**  
**NISSAN SENTRA**

Nissan Remote Key - 4 Button

**Dealership price:** \$313.45

**Car Keys Express price:** \$154.85

(includes key cutting and  
Key Genius programmer)

**Savings:** \$158.60 (51%)



**2018**  
**TOYOTA CAMRY**

Toyota Remote Key Combo - 4 Button

**Dealership price:** \$375.00

**Car Keys Express price:** \$224.95

(includes key cutting and  
Key Genius programmer)

**Savings:** \$150 (40%)



**2017**  
**DODGE GRAND CARAVAN**

Chrysler/Dodge/Volkswagen 6-Button

**Dealership price:** \$360.00

**Car Keys Express price:** \$174.95

(includes key cutting and  
Key Genius programmer)

**Savings:** \$185 (51%)



**2015**  
**CHEVROLET MALIBU**

GM Flip Key - 4 Button

**Dealership price:** \$260.00

**Car Keys Express price:** \$114.90

(includes key cutting)

**Savings:** \$145.10 (56%)

# LIFESTYLE IMAGES

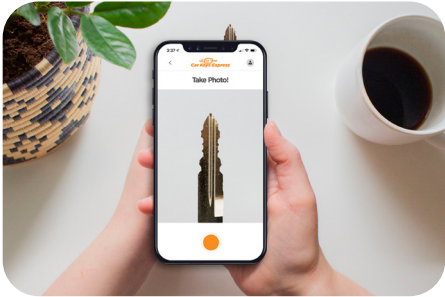
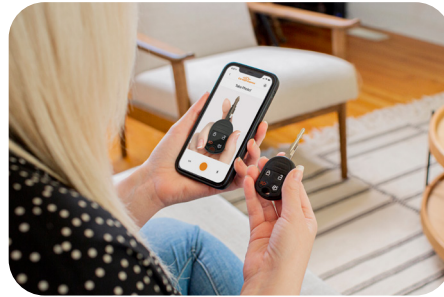


Image of key blade



Taking picture of key



Holding phone and key



Plugging in Key Genius programmer



Car key and Key Genius programmer



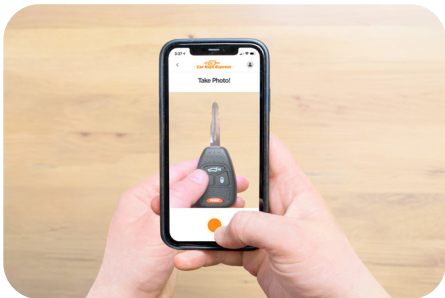
CKE App on phone on table



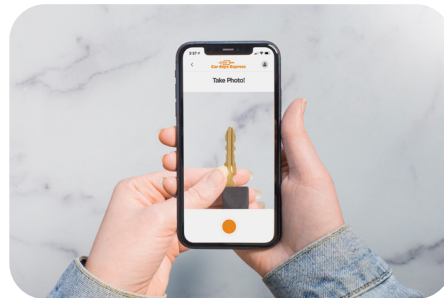
Taking good picture of key



Taking bad picture of key



Taking picture of remote key



Taking picture of emergency key



Taking picture of key standing



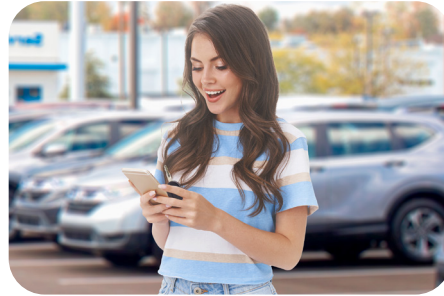
Holding keys and phone



# LIFESTYLE IMAGES



Receiving new key and programmer



Taking picture of key at car lot



Holding phone and key



Taking picture of key in car



Ordering new key on phone



Photographing a key outside



Ordering a new key from couch



Photographing a key outside



Ordering a new key from couch

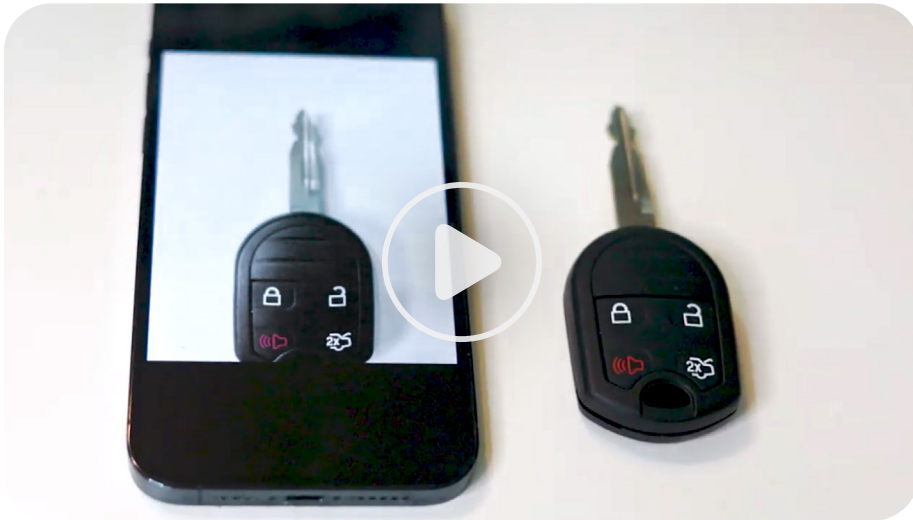


Looking up key in app

# VIDEOS

## Promotional Video

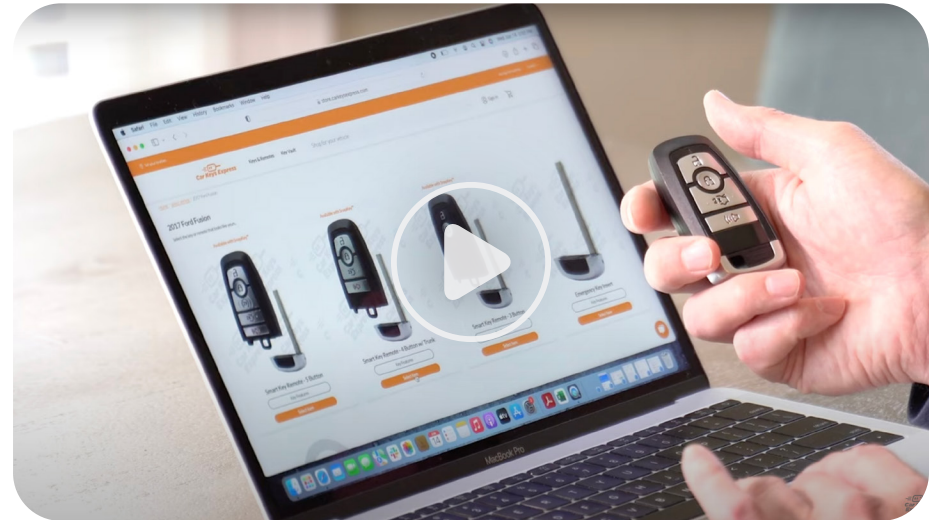
SnapKey: Make Car Keys With Your Phone



[Watch video](#)

## Experience Video

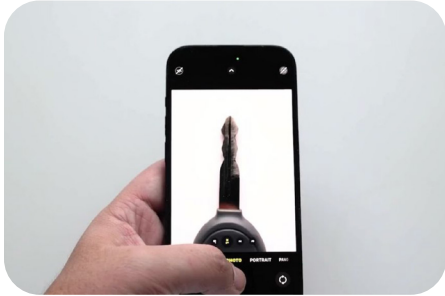
SnapKey: How it works



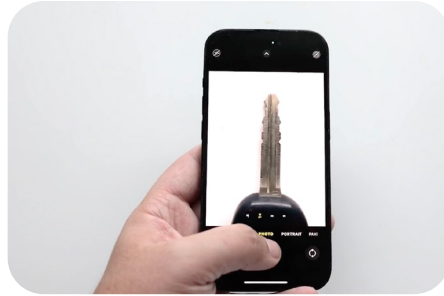
[Watch video](#)



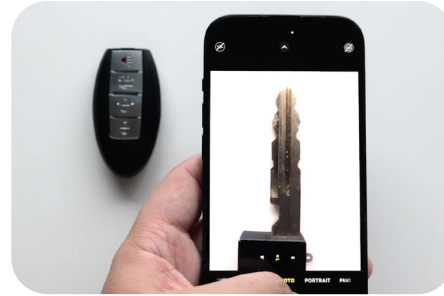
# VIDEOS FOR INFLUENCERS



CKE SnapKey Influence Key 1



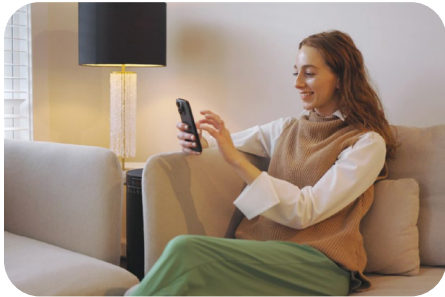
CKE SnapKey Influence Key 2



CKE SnapKey Influence Key 3



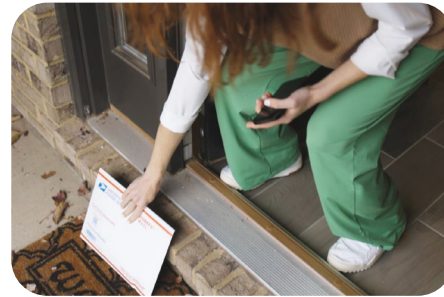
CKE SnapKey Influence RH 1



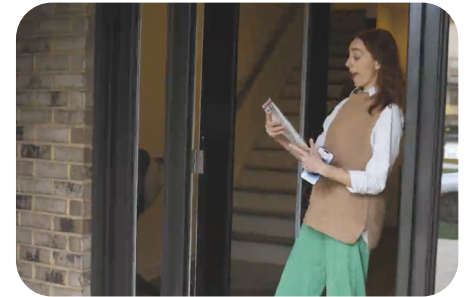
CKE SnapKey Influence RH 2



CKE SnapKey Influence RH 3

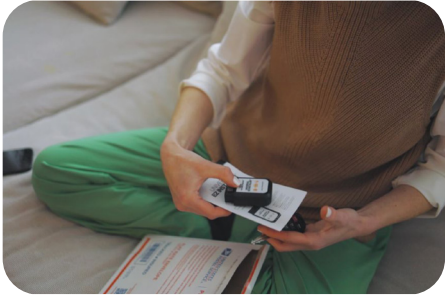


CKE SnapKey Influence RH 4



CKE SnapKey Influence RH 5

# VIDEOS FOR INFLUENCERS CONTINUED



CKE SnapKey Influence RH 6



CKE SnapKey Influence RH 7



CKE SnapKey Influence RH 8



CKE SnapKey Influence RH 9



CKE SnapKey Influence RH 10

# CONTACT INFO

Interested in learning more about SnapKey?  
Reach out to us today.

Media Contact:

[Retail@CarKeysExpress.com](mailto:Retail@CarKeysExpress.com)



# FREQUENTLY ASKED QUESTIONS

## SAFETY AND SECURITY

Customer data security is a top priority for Car Keys Express. We have taken many security measures to mitigate data risk.

### Is my information secure?

Yes. All customer information is kept secure and confidential. We leverage military-grade encryption to protect user data. Customer information is secured in separate servers apart from key images and data.

### Can someone order a key for a vehicle they don't own?

No. We only provide keys to the owner of the vehicle. To protect against unauthorized duplication, we require customers to submit proof of ownership. We only ship keys to the verified address listed on the ownership documents.

### Can someone sneak a picture of my key and steal my car?

No. First, to duplicate a key, we require three high-quality photos taken from a specific orientation with the key ring removed, along with proof of vehicle ownership. Next, modern vehicles are equipped with electronic anti-theft transponders. Car keys will not work unless they're first electronically paired to the vehicle, and pairing a key requires at least one working key. Only dealers and qualified locksmiths can pair a new transponder key without having a paired key present.

### Can I use SnapKey to remotely unlock car doors or start my car?

No, SnapKey is not a substitute for a vehicle key. It's used to create digital images of your keys for the purpose of easy, secure duplication without needing to visit a dealership or locksmith.

## ORDERING

### How long does it take Car Keys Express to ship my new key?

Keys are typically cut within 2-3 business days. Customers may choose from a variety of expedited delivery options, including overnight.

## KEY TYPES

### Do you offer keys for all vehicles?

We offer keys for nearly every vehicle and our Key Genius programmer pairs keys for more than 80% of vehicles on the road. Enter your vehicle's make, model, and year in the app or go to our website to determine availability for your vehicle.

### What types of keys do you duplicate?

We offer both of North America's common key types: standard "edge cut" blades as well as high-security "laser cut" keys.

### Do you offer house keys with SnapKey?

Not at this time.

## VEHICLE PAIRING

### Do I need to take the key to a dealership or locksmith to make my new key work?

No, Car Keys Express makes pairing new keys to your vehicle simple with its revolutionary Key Genius programmer. The disposable consumer DIY device pairs keys at the press of a button, eliminating the need for expensive dealership computers. Key Genius covers more than 80% of vehicles on the road. In most cases, the vehicle owner can pair keys by following a few steps (like turning their existing key in the ignition several times, pressing the door unlock button, etc), check your owner's manual. In rare cases, vehicles may require proprietary computer equipment used by dealerships. Enter your vehicle's make, model, and year in our online store or the Car Keys Express app to verify Key Genius compatibility.

## CUSTOMER SERVICE

### What if my key doesn't work?

We've successfully duplicated thousands of keys using SnapKey technologies. Miscuts are rare, but possible due to keys being worn over time. If your existing key works in a particular lock cylinder that your new key doesn't (door, ignition, etc), contact customer service. We'll work to find out why and if necessary, send you a replacement. Your satisfaction is guaranteed, or your money back.

## CUSTOMER SUPPORT

**Phone:** 1-877-445-3953

**Online:** [CarKeysExpress.com/contact-us](https://CarKeysExpress.com/contact-us)

M-F 8:30am - 5:00pm EST



# DOWNLOADABLE ASSETS

- Lifestyle Images
- B-Roll Footage
- Logos

[Download here](#)



# ABOUT CAR KEYS EXPRESS

## Who we are

We're a successful fast-growing company specializing in automotive key replacement solutions for businesses and consumers based in Louisville, Kentucky. In the past ten years, we've grown from 60 employees to over 400. We've averaged 50% revenue growth each year over the past 6 years.

## Our start

In 2002, Mark Lanwehr, our CEO, founded our company from scratch on his dining table in his one-bedroom apartment in Louisville, Ky. In just a few short years, we became the world's first online retailer of automotive keys and keyless entry remotes.

## Impressive lists of "firsts"

During the last 20 years, we've become the hottest and fastest-growing tech leader in the auto key replacement space. Our successful launches include:

- The world's first online store to sell keys and remotes to consumers
- The world's first Universal Car Remote
- The world's first Universal Car Key
- The world's first app to replace car keys with your phone
- The world's first car key vending machine

## Mission statement

At Car Keys Express, our mission is to offer the most comprehensive, affordable, and high-quality automotive key replacement and mobile reconditioning solutions in the world. We are dedicated to delivering exceptional customer service with warmth, friendliness, individual pride, and a strong company spirit. Our success is measured by our clients' satisfaction.

We prioritize diversity among our employees and strive to develop a culture of innovation. Upholding the highest ethical standards, we foster respect and integrity with our clients and colleagues. We ensure the safety of our communities by operating our vehicles responsibly and contribute positively through local and global charitable efforts. We are committed to creating an inclusive work environment that values and respects the unique perspectives and experiences of all employees.



# OUR CORE VALUES



## RESPONSIVENESS

Blow the minds of our customers and teammates.



## GROWTH

Pursue self-development and learning.



## DON'T REINVENT THE WHEEL

Leverage the work of experts.



## COMMITMENT

Say, and ask: "When?"



## NO WAITING

Start your own engine and move forward.



## INTEGRITY

Exhibit the highest levels of responsibility, accountability, honesty, transparency, and fairness.



## PASSION

Love what you do. Be committed. Motivation is a two-way street.



## RECOGNITION

The final word. Rewarding exceptional performance is an essential ingredient to our success.

## Boilerplate

Car Keys Express is the global leader in discount, automotive key replacement for businesses and consumers. The company invented the world's first Universal Car Remote and Universal Car Keys and is the only company that manufactures a full line of aftermarket versions of modern car keys, like remote keys and smart keys. Car Keys Express offers a complete line of retail-friendly solutions to allow retailers to build a key replacement program or enhance an existing program. Car Care Express, a division of Car Keys Express, offers mobile vehicle reconditioning service for businesses and consumers. Founded in 2002, Car Keys Express is continually recognized for excellence in the industry, winning Inc. Magazine's, "Inc. 5000" in 2016, 2017, 2018, 2019, 2020, and 2021, AAPEX "Best New Product" Award in 2015, 2019 and 2023, Ernst and Young Entrepreneur of the Year® in 2017, and EnterpriseCorp's FAST Innovation Award Winner in 2017, among others. To learn more, visit [www.CarKeysExpress.com](http://www.CarKeysExpress.com).





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