

Make car keys with your phone.™

2021 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.

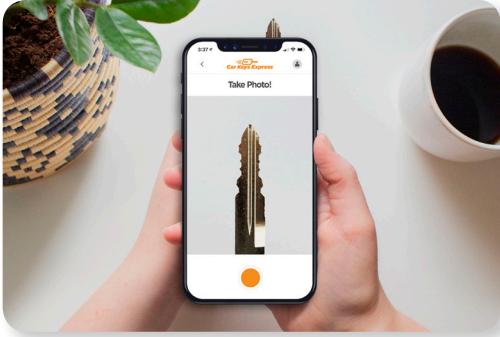
Introducing SnapKey from Car Keys Express. SnapKey lets consumers replace car keys themselves, using just a mobile phone.

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 the vehicle with the included EZ installer. The EZ installer plugs into the vehicle's standard diagnostic port. It does the same thing as the special dealership computer but it's disposable, and works with the press of a button.

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
- EZ Installer lets consumers "pair" key to vehicle without dealership computers
- EZ Installer 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 an EZ Installer to quickly and easily make it work with their car. Now there's an app where you can replace your keys. You used to have to go to the dealership.

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

Personal experience replacing keys

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. Car Keys Express just launched SnapKey, a new way to replace your keys with your phone. Try SnapKey: [URL].

2

Automotive news breaking

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

Automotive news breaking

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

Simplifying your followers' lives ("pro hack")

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.

PRESS RELEASE

Car Keys Express Launches Groundbreaking Car Key Replacement App

Optical Key Recognition™ technology allows consumers to skip dealerships, make keys using their cell phone.

Louisville, KY—August 31, 2020—Car Keys Express, the US-based global leader in automotive key replacement has announced the release of their mobile application designed to create fully operational car keys leveraging the use of consumers' mobile phones.

The process involves two steps: “pic” and “pair.” In the app, the user takes a picture of their key. Car Keys Express ships them a new, already cut key. Next, the consumer “pairs” the key to their vehicle with the included “EZ installer,” which plugs into the vehicle’s standard diagnostic port.

Most users enjoy significant savings over dealership prices. The app is free of charge. Significantly, users have the option to protect themselves against future loss using another innovation of the app: “digital spare” keys. This allows for users to keep a digital version of their keys in secure cloud storage. In the event a key is lost or damaged, the customer can easily request a replacement.

“Car keys are more complex than ever and it’s increasingly difficult for our customers to find retailers that cut keys—especially high-security, laser-cut keys,” said Mike Bliss, Vice President of Sales & Marketing at Car Keys Express. “Our new app puts key replacement—literally—in consumers’ hands. Instead of having to go to a dealership to replace a key, you can reach in your pocket and replace it yourself with your phone.”

The app won the highly-coveted “Best New Product” award when it was launched at the 2019 Automotive Aftermarket Products Expo (AAPEX) in Las Vegas. AAPEX is the automotive parts industry’s premier trade show, showcasing the most innovative products, services, and technologies. Winners were selected by vote by industry leaders in attendance.

“We transformed key replacement in the B2B channels we serve and we’re gaining strong footholds in retail,” said Mark Lanwehr, Founder and CEO of Car Keys Express LLC. “The app is a quantum leap for our direct-to-consumer business and it will serve as a platform for other new technologies we’re working on that will change the automotive key replacement landscape forever.”

RECOGNITION & REVIEWS

The new Car Keys Express App was voted Best New Product at the 2019 Automotive Aftermarket Products 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.



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 beta release of the Car Keys Express App last year, we've successfully cut thousands of keys—just from photographs. The customer feedback we received during our beta release indicated they wanted more vehicle coverage with our EZ Installers. Our EZ Installers use breakthrough technology to allow consumers to pair keys to their cars at the press of a button. Our new Universal EZ Installer (coming soon) covers more than 80% of vehicles on the road.

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.

REVOLUTIONARY IMAGING TECHNOLOGY

Our Optical Key Recognition™ technology identifies each key's unique dimensions.

We have successfully decoded keys for thousands of customers and have already achieved greater than 97% 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 EZ Installer)

Savings: \$158.60 (51%)



2017 FORD ESCAPE

Ford Remote & Key Combo - 4 Button

Dealership price: \$210.00

Car Keys Express price: \$154.90

(includes key cutting and EZ Installer)

Savings: \$55.10 (26%)



2013 CHRYSLER 300

Chrysler Smart Key - 4 Button

Dealership price: \$293.00

Car Keys Express price: \$214.89

(includes key cutting and EZ Installer)

Savings: \$78.11 (27%)



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

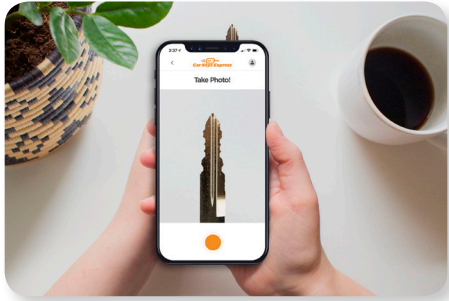
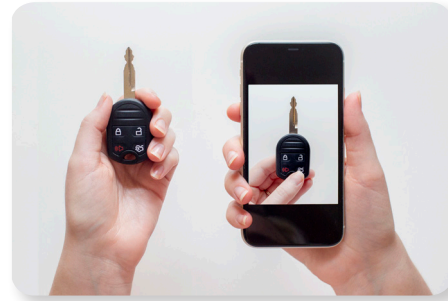


Image of key blade



Taking picture of key



Holding phone and key



Plugging EZ Installer into OBD port



Car key and EZ Installer



Photographing a key



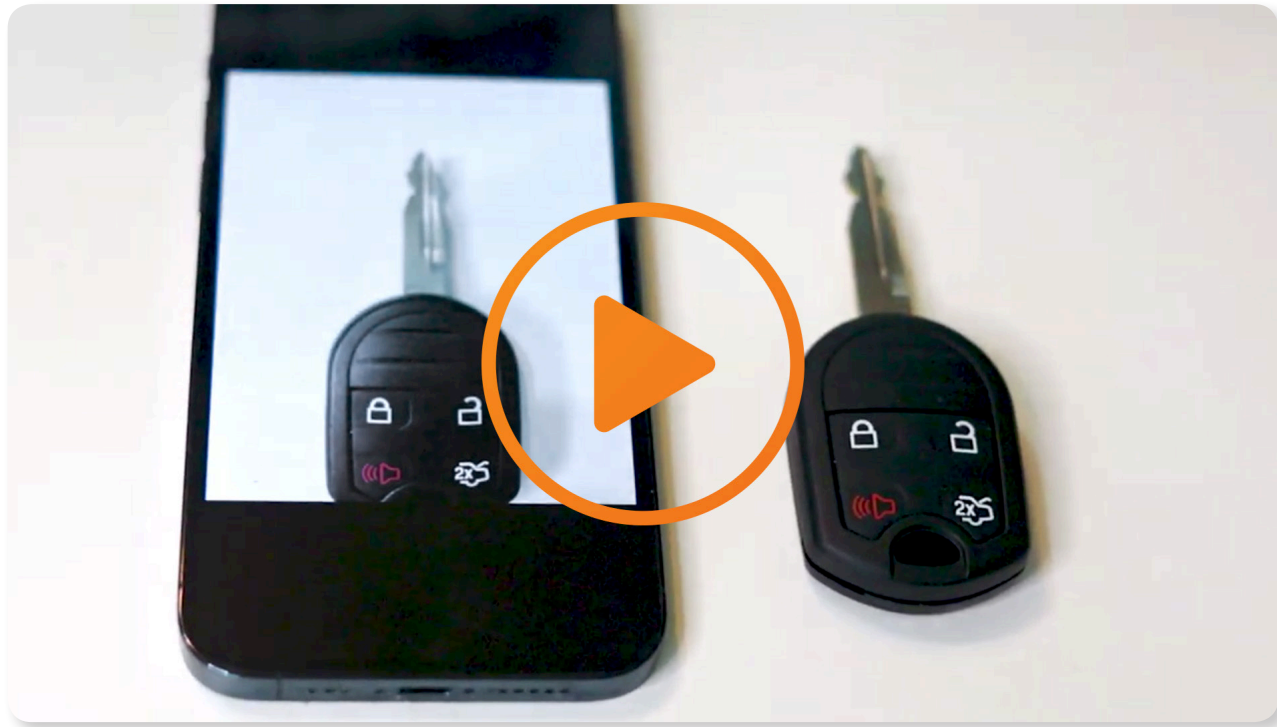
Ordering a new key



Receiving a new key and an EZ Installer

PROMOTIONAL VIDEO

SnapKey: Make Car Keys With Your Phone



[Watch video](#)

CONTACT INFO

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

Media Contact:

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 Universal EZ Installer 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?

Car Keys Express makes pairing new keys to your vehicle simple with its revolutionary EZ Installer. The disposable consumer DIY device pairs keys at the press of a button, eliminating the need for expensive dealership computers. Our Universal EZ Installers cover 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 EZ Installer availability.

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

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

DOWNLOADABLE ASSETS

- Lifestyle Images
- 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 five 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, we're driven to provide the most comprehensive, affordable, and high-quality automotive key replacement and mobile reconditioning solutions in the world. We're committed to the highest quality customer service, delivered with a sense of warmth, friendliness, individual pride, and company spirit. We measure ourselves by our client's satisfaction. We seek a diverse group of employees and work to bring them inspiration and the benefits of innovation. We promote and display the highest ethical standards with our clients and fellow employees. We operate our vehicles with the highest regards to the safety of our fellow neighbors in the communities where we live and serve. We preserve and promote positive contributions to our communities through supporting charitable work locally and globally. We're firmly committed to creating a work environment that welcomes employees of different backgrounds and respects their unique perspectives and experiences.



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 a 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 and 2019, 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.





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