

Survey of Major Yellow Pages Advertisers *

Auto Alarm & Security Systems

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Auto Alarms (Remote) Sales/Service/Repair Navigation Systems Vehicle Tracking Ignition Kills Remote Keyless Entry Car Jack Vehicle Recovery (Satellite) Vehicle Tracking Window Tinting Remote Car Starter Systems Radio Repair CD Players Power Locks / Hood Locks Steering Column Locks Anti-Car-Jacking Devices Citizen Band Radios	SUV/Sports Car Experts Digital Audio Systems "Service & Repair All Stereo & Alarm Equipment" Security Accessories Security & Sound Advisor Fleet Service Available Car Stereos/Radios Vibration & Glass Sensors CD Changers Difficult-to-Secure Vehicles – Trucks, Convertibles, etc. One-Piece Back Glass Custom Installation VIN Etching	Cellular/PCS Wireless Phones/Pagers Mobile Installation (for Disabled Vehicles) Cruise Control Electrical Repairs Security Packages Car TV-VCR-DVD (Mobile Video) 4 x 4 Accessories XM Satellite Radio Radar Detectors Brush Guards / Rail Guards / Bug Guards Bike Racks Running Boards Back-Up Proximity Sensor Talking Alarms / Remote Alarms
Key Brand Names:	Alpine Club Automane Code Alarm Avital Crime Guard Black Maxx Diamond	Enforcer JL Audio Fosgate JVC G4 Lanzar Hornet Marksman	Nakamichi Prestige Omega Python On Guard Sidewinder Pioneer Viper ETC.
Confidence Factors:	Years in Business Guarantees/Warranties Meticulous Installation Certified Technicians State Licensed (Where Req.) Newest Code Hopping Technology	Insured & Bonded Friendly Knowledgeable Staff Low/Affordable/Discount Prices Factory Authorized Dealer MECP Certified Installers	State-of-the-Art Technology Personalized Service Install to Factory Specs "Qualifies for Insurance Discount" Package Deals With Prices
Convenience Factors:	Days/Hours Open Location Data / Multi Locations Same Day Installations Website Address Installation While-U-Wait	Toll-Free Number Credit & Debit Cards / Checks Mobile Service Open 6/7 Days	Free Estimates / Financing Plans Prices Given in Some Ads Invitation to Visit Website
Special Services or Extras:	Auto Accessories Lay Away Plans Pin Striping & Graphics Vinyl Tops / Upholstery CB Installation	RV Specialist / Boat Specialist Pagers / Mars Lighting Tires/Rims/Wheel Chrome Foreign Language(s) Spoken Performance Accessories	Sun & Moon Roofs / Convertible Tops Neon Lights for Cars / Fog Lights Strobe Lighting / Spoiler Kits 24K Gold Plating
Typical Related Headings:	Auto Stereos	Glass – Auto, etc.	

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