



# THE BMW X3 SALES KIT. DESIGNED AND MADE IN MOORABBIN.

Communications agency Visual Identity needed a sales kit for their client BMW to communicate valuable sales information about the X3 to their dealer network.



We designed the 'tool kit' binder with the same clean tough lines as the X3, and simple kick plate pattern that gave it a high-end auto-shop flavour.

Inside, we created a Turtlene cover page with a lockable CD sleeve for the instructional CD,

which slotted into the binder's 4D ring fitting.

The combination of black on clear Turtlene created a realistic metallic effect that ensured it looked like nothing else on the dealer's desk. A great example of a one-colour job.