[DATE]

[ORGANIZATION]

[CONTACT NAME]

[ADDRESS]

Re: [SUBJECT]

Dear [NAME],

All Traffic Solutions (ATS) is the premier manufacturer of portable and long-lasting radar speed displays, variable message signs, and speed and message trailers. Since our founding 24 years ago, we've dedicated ourselves to delivering cutting-edge solutions thoughtfully designed to support our customers' daily needs. With over 10,000 signs deployed nationwide, most still in use today, our products have proven their reliability.

ATS products are popular for their portability and user-friendliness, helping customers address their traffic safety, data collection, and message-sharing needs anywhere, anytime. Our cloud-connected signs and devices allow for remote management through our patented TraffiCloud® portal. You can save time by changing sign messages, updating settings, tracking device locations, monitoring battery levels, and more directly from a computer or smartphone. Plus, traffic data collected by ATS signs and devices can be easily accessed online through TraffiCloud. Download ready-made reports that show information in clear-cut tables, graphs, and charts for easy interpretation and sharing.

We proudly engineer and manufacture our signs and trailers in the United States, ensuring the highest quality craftmanship and exceptionally fast lead times. With US-based customer support, complimentary one-on-one product training sessions, and industry-leading warranty plans, we're committed to maximizing your investment for years to come.

[CLOSING CALL-TO-ACTION]