

# Autodesk Reseller Marketing | Email Copy

## Inventor 2022 What's New

Let **legacy customers** know there are new features, updates, and enhancements to Inventor.

### Email copy components

<p><b>Subject line options</b> Choose most appropriate option for your email—or create your own.</p>	<ol style="list-style-type: none"> <li>1. Don't miss out on everything new in Autodesk Inventor 2022</li> <li>2. Inventor 2022 is here</li> <li>3. Inventor 2022 was worth the wait</li> </ol>
<p><b>Preview line/pre-header options</b> Choose most appropriate option for your email—or create your own.</p>	<ol style="list-style-type: none"> <li>1. See why it's better than ever</li> <li>2. Improved performance, new commands, and more</li> <li>3. Check out what's new and improved</li> </ol>
<p><b>Headline options</b> Choose most appropriate headline for your email—or create your own.</p>	<ol style="list-style-type: none"> <li>1. The Inventor you've been waiting for is here</li> <li>2. Must-see release: Autodesk Inventor 2022</li> <li>3. What's new in Autodesk Inventor 2022?</li> <li>4. Autodesk Inventor 2022 is here</li> <li>5. Update now to Autodesk Inventor 2022</li> </ol>
<p><b>Call-to-action</b> Use this CTA for your email—or create your own.</p>	<p>SEE WHAT'S NEW</p>
<p><b>Body copy</b> Suggested copy can be adjusted to meet your preferences.  Please include the Autodesk trademark information as indicated for product mentions.</p>	<p>Autodesk® Inventor® 2022 is here and better than ever thanks to a host of productivity and performance enhancements customers have asked for.</p> <p>With a powerful new capability called Model States you can now create and manage multiple representations of a part or assembly within a single document.</p> <p>A new Simplify command makes BIM project collaboration easier thanks to time-saving presets for exporting your designs to Autodesk® Revit®.</p> <p>You'll also find a range of enhancements, including new camera view and annotation options and an improved drawing view display that shows the active lighting style.</p> <p>Explore all the new features of Inventor 2022 and see why this is the release you've been waiting for.</p>
<p><b>Reseller paragraph</b></p>	<p>With <b>[Partner Company]</b>'s dedicated Autodesk team guiding you through subscription, consultation, training, and support, you can get started quickly on your unique project. Call us to hear about special offers and options for updating to Inventor 2020 today.</p>

<p>Suggested copy can be adjusted to meet your preferences.</p>	<p>CTA: Contact us</p>
<p><b>Legal</b> This is required at the footer of your email and should not be altered.</p>	<p>You are receiving this email from [Partner Company], your Autodesk Authorized Reseller.</p> <p>Autodesk, the Autodesk logo, Inventor, and Revit are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document. Portions © 2021 Autodesk, Inc. All rights reserved.</p>

### Putting it together

Below are examples of layouts to illustrate usage of both Partner logo and Autodesk Partner-tier logos – since reseller templates will vary, images are provided uncropped ([on DAM](#)) to accommodate different formats.

**Header image**  
Choose from several options

**Headline**  
Select from suggested options

**CTA**  
Link to Inventor announcement, landing page, or blog on your partner site

**Partner company logo**  
Place in upper area of email

**Body copy**  
Recommended copy provided—adjust as needed

**Reseller paragraph**  
Customize this paragraph to highlight your services

**Autodesk Partner Program logo**  
Include your tiered Autodesk partner logo (can use full stack or simple tier version)

**Legal**  
Ensure from-address is your company location and opt-out and privacy links are partner-managed

Include the appropriate Autodesk legal disclaimer and trademark information along with your legal copy

Image options on Partner DAM

Example co-branded layout

### Additional resources

For more info on **Autodesk Partner co-branding** visit the [Autodesk Brand Hub](#)  
For more content on **What's New in Inventor**, visit the Autodesk Partner DAM [here](#)