




































# THE ROAD TO RETENTION

*CUSTOMER EXPERIENCE +  
FOLLOW-UP*



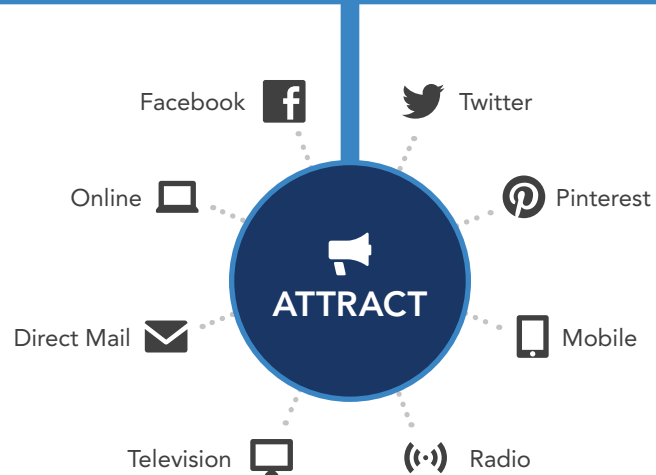
## NOT ANOTHER "OFF THE SHELF" PLAN

Dealer-Owned Maintenance Plans™ are designed to benefit your dealership instead of the manufacturer. That's why you have full customization rights to create a plan that fits the needs of your dealership and your customer base. You determine maintenance options, pricing, funding options and more.

UPGRADE 24 MONTHS/30,000 MILES Standard Oil 	COMPLIMENTARY 12 MONTHS/15,000 MILES Standard Oil 	UPGRADE 36 MONTHS/45,000 MILES Standard Oil 
<ul style="list-style-type: none"><li> Replace Engine Oil* (6 visits)</li><li> Replace Oil Filter* (6 visits)</li><li> Lubricate Chassis (6 visits)</li><li> Inspect All Fluid Levels (6 visits)</li><li> Tire Rotation, Adjust Pressures (2 visits)</li><li> Multi-Point Vehicle Inspection (2 visits)</li><li> Exterior Car Wash (if time permits)</li><li> Complimentary Shuttle Service</li><li> Personalized Key Tags</li><li> Service Reminder System</li></ul>	<ul style="list-style-type: none"><li> Replace Engine Oil* (3 visits)</li><li> Replace Oil Filter* (3 visits)</li><li> Lubricate Chassis (3 visits)</li><li> Inspect All Fluid Levels (3 visits)</li><li> Tire Rotation, Adjust Pressures (1 visit)</li><li> Multi-Point Vehicle Inspection (1 visit)</li><li> Exterior Car Wash (if time permits)</li><li> Complimentary Shuttle Service</li><li> Personalized Key Tags</li><li> Service Reminder System</li></ul>	<ul style="list-style-type: none"><li> Replace Engine Oil* (9 visits)</li><li> Replace Oil Filter* (9 visits)</li><li> Lubricate Chassis (9 visits)</li><li> Inspect All Fluid Levels (9 visits)</li><li> Tire Rotation, Adjust Pressures (3 visits)</li><li> Multi-Point Vehicle Inspection (3 visits)</li><li> Exterior Car Wash (if time permits)</li><li> Complimentary Shuttle Service</li><li> Personalized Key Tags</li><li> Service Reminder System</li></ul>

## A MAINTENANCE INCLUDED STRATEGY

Attract customers for less and sell more cars by advertising "Maintenance Included" on new and/or pre-owned inventory. Not only will service visits give you an opportunity to build a loyal relationship with your customer, but it provides an opportunity to stand out against your competition.





## A SERVICE-DRIVEN EXPERIENCE

We put a process in place at delivery to ensure a positive purchase experience. Marketing materials are included to inform customers of your Maintenance Included Benefits and upgrade options. Sales and F&L Laminates are created, printed and provided to your dealership via PAC.



 Sales Laminate



 F&L Upgrade Laminate

## WELCOME CUSTOMERS AFTER DELIVERY

After customers drive off your lot we send personalized Welcome Kits to introduce them to their savings benefits plan courtesy of your dealership. Welcome Kits include a letter, program guide and key tags. All kits are printed and shipped via PAC as if they were sent directly from your dealership.



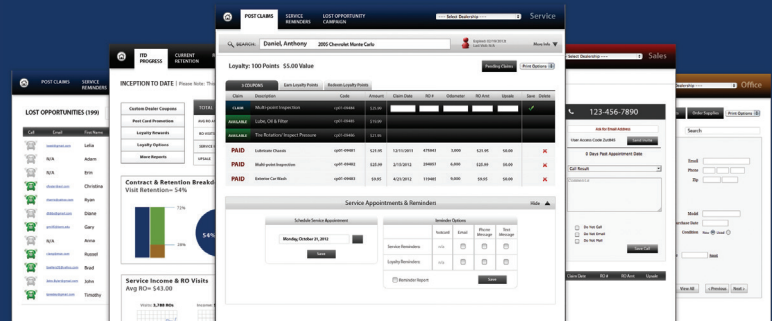
Welcome Kit





## KEEP YOUR DEALERSHIP TOP OF MIND

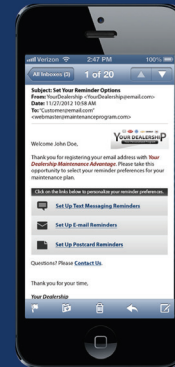
With a dashboard for every department, Maintenance Program Online arms your team with various tools to lead customers from sales to service. Keep in touch with customers, win-back lost opportunities and manage your retention progress all in one place.



MaintenanceProgram.com

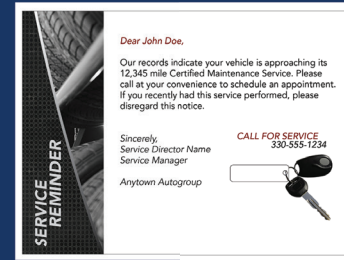
## DRIVE CUSTOMERS BACK

Customers receive timely service reminders based on their driving habits and before each scheduled appointment so they return to your dealership instead of the competition. Reminders are sent in the form of a phone call, postcard, email and/or text message.



Sample Email

## Reminder Postcard



Phone Calls



REMIND

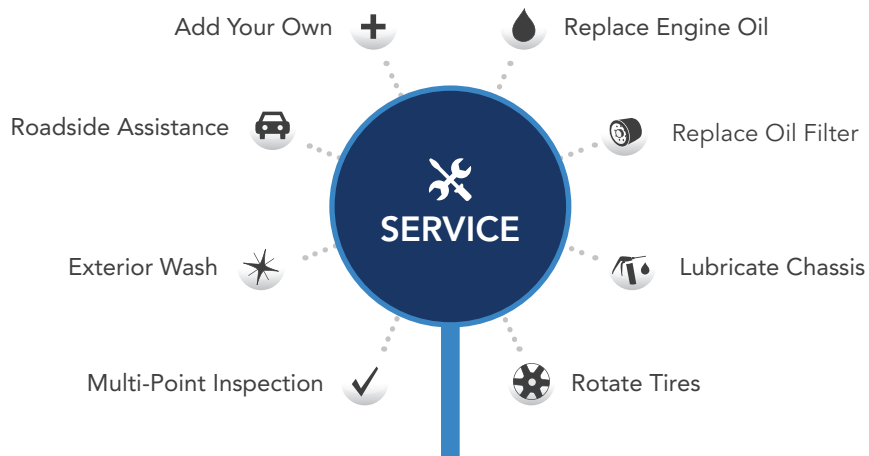


Postcards

Email

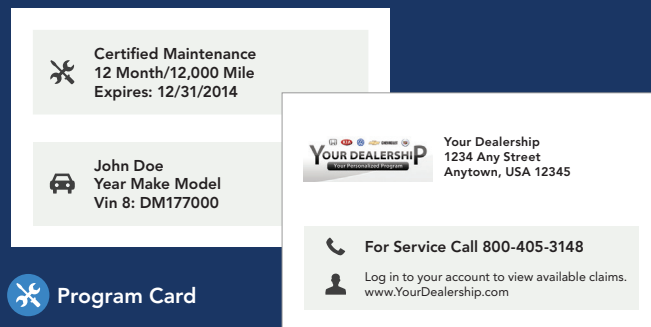


Text Messages



## SERVICE RETENTION AT YOUR DEALERSHIP

When customers return to your dealership they'll present a program card or key tag which is provided in their welcome kit. These pieces provide service and vehicle information so service history records can quickly be accessed to better assess service needs.





## EASY PROCESS FOR CLAIMS

Post claims Online in three easy steps at [MaintenanceProgram.com](http://MaintenanceProgram.com). These Online tools allow you to view available service claims, redeem loyalty points and schedule the next service appointment.

Claims Posting



3 COUPONS				Earn Loyalty Points		Redeem Loyalty Points					
Claim	Description	Code	Amount	Claim Date	RO #	Odometer	RO Amt	Upsale	Save	Delete	
CLAIM	Multi-point Inspection	cp01-09484	\$25.99								
AVAILABLE	Lube, Oil & Filter	cp01-09485	\$19.99								
AVAILABLE	Tire Rotation/ Inspect Pressure	cp01-09486	\$21.95								
PAID	Lubricate Chassis	cp01-09481	\$21.95	12/11/2011	475843						
PAID	Multi-point Inspection	cp01-09482	\$25.99	2/15/2012	294857						
PAID	Exterior Car Wash	cp01-09483	\$9.95	4/21/2012	1194						
						RO #	Odometer	RO Amt			



1

Enter  
odometer  
reading

2

Enter  
repair order  
number

3

Enter  
reimbursement  
amount



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