



# Merchandising Made Appealing

Parts and Service Solutions

**U.S. and Canada**

Build customer loyalty and generate sales by offering custom coupons and special deals with Card w/A-Peel.

## Benefits Abound

Keep your customers loyal by providing easy-to-use coupons and compelling offers. Customizable coupons can help you maximize your brand-building efforts in a variety of formats, including key fobs, wallet cards, and postcards. Use Card w/A-Peel to tailor promotions, discounts, and other customer perks that help you:

- Build customer loyalty.
- Bring back “inactive” customers.
- Promote service specials.
- Reward “VIP” customers.
- Encourage customer referrals.

**Card w/A-Peel**



*Send customers unique postcards with removable coupons to encourage return visits and referrals.*

**Card w/A-Peel**



The easy-to-see dispatch number works with your current service processes.



The Care Card uses Card w/A-Peel so coupons are easy to remove and use.



The dispatch number is printed on one side of the key fob. Use the other side for a special offer.

**Versatile Marketing**

In-Vehicle Merchandising combines a hang tag with a Care Card and key tag to remind your customers to return to your dealership for their service needs. The fully-customizable coupons enable you to promote seven or more unique offers at one time and may qualify for co-op reimbursement. Boost your profits and customer loyalty with In-Vehicle Merchandising.

For more information on Card w/A-Peel, please contact your Reynolds Document Consultant or call 800.344.0996 (U.S.) or 800.247.9934 (Canada).

