



Better Relationships Delivered

Dealership-wide Solutions

U.S. and Canada

Build stronger relationships by staying connected to your customers with full-color, automotive-themed greeting cards.

Show You Care

Keeping in touch with your customers is a key part of your customer relationship management efforts. It's easy to show your customers you care with greeting cards for every occasion.

- Improve overall customer satisfaction.
- Encourage return visits to your dealership.
- Generate more customer referrals.

Customized Contact

Connect to your valued customers with professionally designed greeting cards from Reynolds. The cards can be customized to meet your standards and goals.

- Strengthen your brand recognition by adding custom images and logos, even your Dealer Image from Reynolds.
- Target your specific customer base with personalized messages.
- Match your brand standards with a wide a palette of ink colors.
- Capture attention and generate interest with eye-catching die-cut options.



Promote your brand and build stronger relationships with custom greeting cards that feature your Dealer Image.

Greetings for All Occasions

Build positive relationships and encourage repeat business by contacting your customers with a variety of thank you, holiday, anniversary, and birthday cards. The personal interaction can help differentiate your dealership.

- Send thank-you cards to prospects following dealership visits and to customers after purchases or major service appointments.
- Mail personalized holiday cards to customers, thanking them for their business, and to employees, showing you appreciate their efforts.
- Acknowledge special anniversaries with targeted greetings for your customers.
- Offer special promotions or sales offers that coincide with birthdays.

Build strong relationships that lead to repeat business. Team up with Reynolds for automotive-themed greeting cards that can help improve CSI and remind your customers you care about their business.

Build a Better Greeting

Make the most of your greeting card investment by following these helpful tips:

- **Make It Personal** – Add your own short note to make cards more sincere.
- **Limit Length** – Craft short messages that customers are more likely to read.
- **Pencil It In** – Set up reminders to send cards to your customers on an ongoing basis, so you don't lose touch.
- **Be Prepared** – Be ready to send a personal greeting, no matter the occasion, by keeping blank greeting cards on hand.
- **Enticing Envelopes** – Print special envelope messages that hint to contents and generate interest.



Examples of standard greeting cards.

For more information on Automotive-Themed Greeting Cards, please contact your Reynolds Document Consultant, call 800.344.0996 (U.S.) or 1.800.247.9934 (CN), or e-mail IDS_Mktg@reyrey.com.



MAKING BUSINESS BETTER.