



Guide to Success

Parts and Service Solutions

U.S.

Service Maintenance Books

Build customer loyalty, increase profitability, and establish consistent branding by offering simple, easy-to-use maintenance schedule books.

Lifelong Customers

Building lifelong, loyal customers is the key to success. Maintenance books can guide customers along the path to proper vehicle maintenance, increasing loyalty by bringing customers back to you for regular service. With Reynolds' Service Maintenance Books, you can:

- Create lasting service relationships.
- Strengthen your brand with books that can be tailored to meet your standards.
- Boost buyer confidence and improve overall satisfaction.

Did you know?

On average, 86% of customers purchase new vehicles from dealerships they visit for service work two or more times per year.

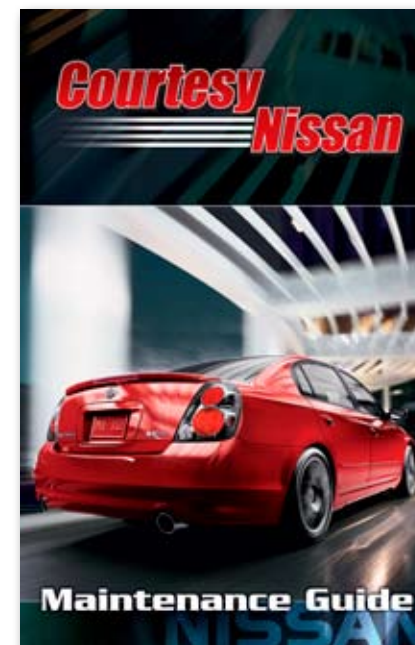
Source: CNW Marketing Research

Build Profit

Every customer interaction is an opportunity to upsell and drive additional revenue to your dealership. Service Maintenance Books are your perfect opportunity to:

- Bring more business to your dealership by enabling customers to easily track regularly scheduled maintenance.
- Increase profit in your service department by drawing more return customers.
- Remind your customers that they should return to your dealership for all of their needs.

This all leads to greater profits, improved service, and superior customer satisfaction.



Maintenance Guide

Service Maintenance Books

Promote Your Brand

Service Maintenance Books can double as an advertising tool to attract attention and set your dealership apart.

Our expert consultants help you define the design and content of your book with:

- Customizable graphics.
- Optional coupons.
- Custom layouts.
- Full-color printing.

Find Success Simply

A dealership's highest profit potential doesn't come from individual vehicle sales, but from lifelong customer relationships.

With the costs of acquiring new customers continually rising, it makes sense to leverage existing customers and strengthen your service relationships.

Take the simple route to success and boost your bottom line with Service Maintenance Books from Reynolds.



Service Maintenance Book

For more information on Service Maintenance Books, please contact your Reynolds Document Consultant, call 800.344.0996, or e-mail IDS_Mktg@reyrey.com.

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MAKING **BUSINESS** BETTER.