

Document Services

EASY. ENGAGING. EFFECTIVE.
9 BRAND NEW TEMPLATES

Full Check
FREE

Shocks, Hoses & Belts,
Battery, Alignment,
Suspension, Brake,
Filters, Spark Plugs, and
Battery Check

GAFFNEY
TOYOTA

4567 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.GaffneyToyota.com

KEEP YOUR VEHICLE IN TOP CONDITION.

Take care of your car, and it will take care of you.



WE WANT YOUR EMAIL



Without us, it's in for you:

- We relay important safety recall information when it is released from the manufacturer.
- We personally send you your recall letter.
- We are constantly trying to improve, so your response to manufacturer surveys really matter!
- The national company for recommended services.
- Oh yeah...it's already in there...COLP0002

Expert service for extraordinary vehicles.



LEXUS
of Anytown

4567 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.LexusofAnytown.com

Worn tires can increase your stopping distance
an average of 87 feet.



THAT'S LONGER THAN A SEMI-TRUCK!

ALL TIRES BUY 3, GET 1 FREE

OTHER TIRE PERKS

- ☑ Honor competitors coupons
- ☑ Free lifetime tire rotation
- ☑ 5-year warranty upon purchase

Baker Volkswagen

456 Reynolds Way
Dayton, OH 45678
937-456-7890
www.BakerVolkswagen.com

BE A PART OF THE HAVERFIELD HONDA FAMILY!

We'd love to add you to our list of happy customers!

SCHEDULE A SERVICE APPOINTMENT NOW!



FULL SYNTHETIC OIL & FILTER CHANGE
\$10 OFF

HAVERFIELD Honda

4567 Reynolds Way
Dayton, OH 45678
937-456-7890
www.HaverfieldHonda.com

2021 SEGMENT & EVENT MAILER TEMPLATES

Segment: Inactive, Conquest, & Special Segments
Event: Grand Opening, New Management, & More
Repair Type: Tires, Brakes, & Timing Belt
Other: Body Shop, Rewards Programs, & Digital Tie-ins

KEYS TO YOUR DEALERSHIP'S

SUCCESS

Reactivate lost customers, attract new customers, retain current customers, and upsell additional services with Direct Mail campaigns from Reynolds Document Services. Look for the icons below throughout this book to see how our campaigns can help you maximize the return on your marketing investment.



REACTIVATE CUSTOMERS

Check out our top tips for reaching **inactive customers** on pages 9-10.



ATTRACT NEW CUSTOMERS

Reach new prospects effectively. Learn more about reaching **conquest customers** on pages 25-26.



RETAIN CUSTOMERS

Ensure customers are aware of key changes at your dealership, like renovation, management changes, etc., with our **event templates**, page 57.



UPSELL CUSTOMERS

Increase service revenue with your current customer base with templates designed to bring in **older vehicles** and those with **high mileage** (pages 49-52), and bring in customers due for **services beyond basic maintenance** (pages 68-73).

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FIRSTLY

THANK YOU

FOR CONSIDERING US!

WHY CHOOSE REYNOLDS AND REYNOLDS?



PERSONALIZATION

Generate a higher return on your investment with personalized mailers that catch your customers' attention and convince them to take action.



VARIABLE PRINTING

Send the right offer to the right customers with variable printing. With one campaign you can target multiple customer segments with different offers, increasing response rates and protecting your bottom line. (See page 6 for examples).



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.



INTELLIGENT OFFERS

Our nationwide network of marketing consultants has the experience to create offers that bring customers in. Throughout this book, you'll see examples of the ROI generated when these campaigns have been run for real dealers, and you'll see the offers that brought customers in.



SMART DATA

Send targeted, cost-effective mailers by using data to fine-tune your mailing list. In addition to choosing makes, models, year, and a zip code radius, Reynolds will work with you to identify top prospects.



QUICK TURNAROUND

Within 24 hours, our design team will create a mailer that meets your goals. Following approval, your mailers will be produced in three days or less.

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT

1. Logo

2. Address, Phone Number, and Website

3. Choice of vehicle images

4. Amenities

5. Personalized/variable text

6. Service hours

7. Custom coupons

TEMPLATE CUSTOMIZATION

1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes

1. Logo

2. Address, Phone Number, and Website

3. Choice of vehicle images

4. Amenities

5. Personalized/variable text

6. Service hours

7. Custom coupons

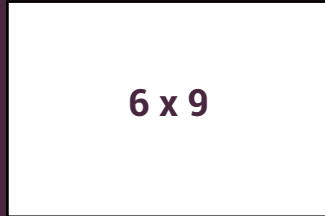
8. Maps - especially important on conquest pieces!

9. QR codes

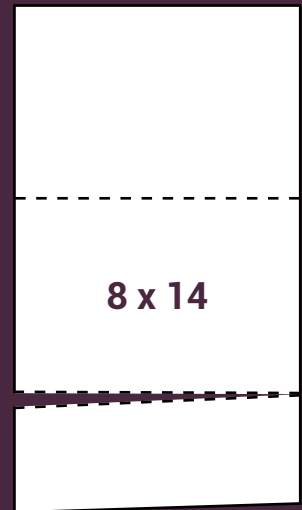
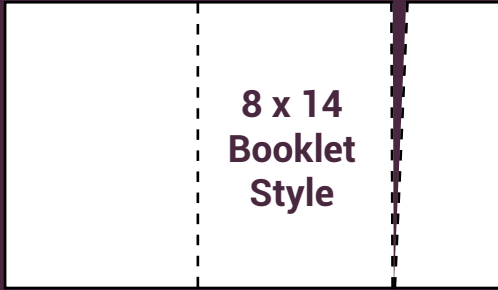
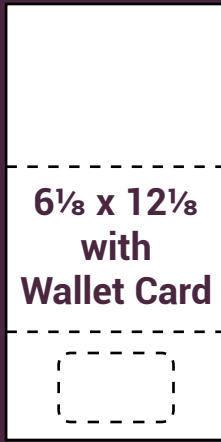
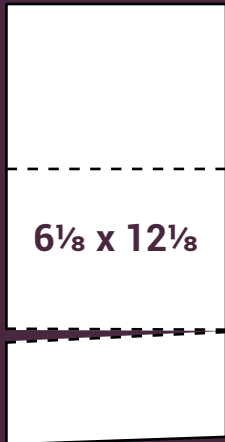
These options can be added to
ANY template!

SIZES

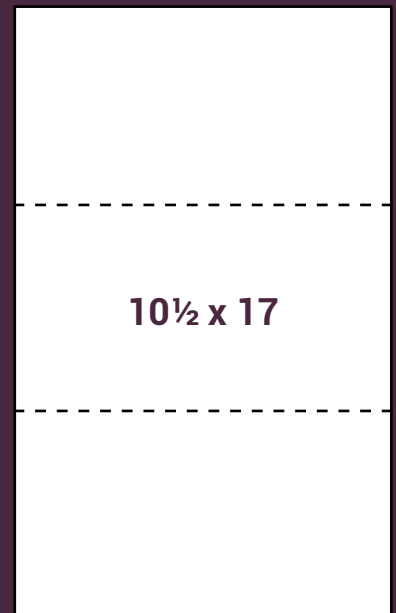
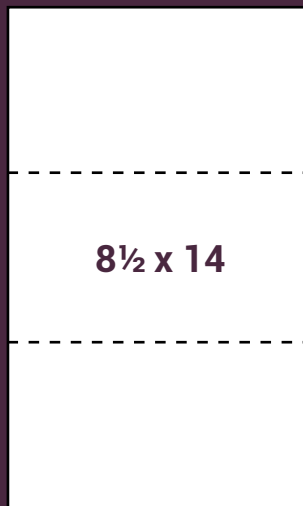
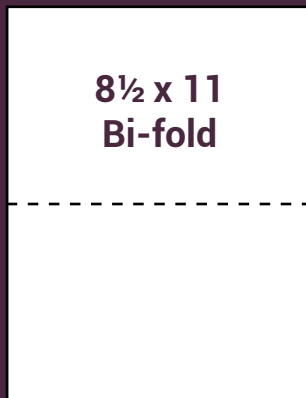
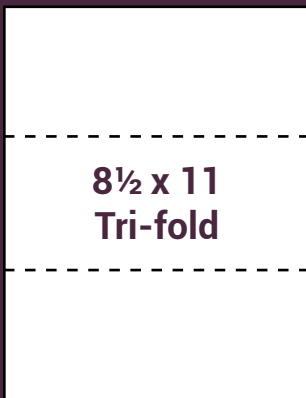
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



SELF-MAILER



VARIABLE OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085 and the date is 06/01/19. It is payable to John Samples for \$500. The payee is Dave Hoffman. The check is for "The Jackson Dale Automotive Rebate" and is worth "Five dollars - good towards any service performed".

Target 1

Current customers who had service in the past 5 months received **\$5.00** off.



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085 and the date is 06/01/18. It is payable to Joe Buyer for \$10.00. The payee is Dave Hoffman. The check is for "The Jackson Dale Automotive Rebate" and is worth "Ten dollars - good towards any service performed".

Target 2

Recent inactive customers with no service in the past 6-8 months received **\$10.00** off.



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085 and the date is 06/01/18. It is payable to Jane Smith for \$15.00. The payee is Dave Hoffman. The check is for "The Jackson Dale Automotive Rebate" and is worth "Fifteen dollars - good towards any service performed".

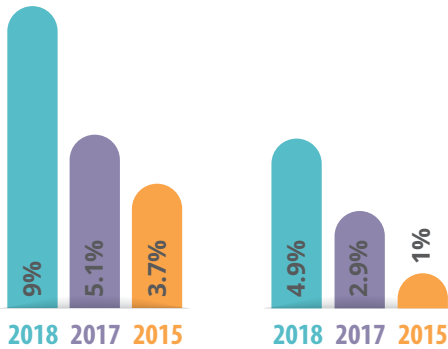
Target 3

Longer-term inactive customers with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

STATISTICS

2018 RESPONSE RATES

- 9% response rate to house lists (2017 response rate was 5.1%)
- 4.9% response rate to prospect lists (2017 response rate was 2.9%)



HOUSE LISTS **PROSPECT LISTS**

What about all that digital marketing? No digital channel comes close to generating the response rates of direct mail.



ONLINE MARKETING

THE POWER OF DIRECT MAIL



73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.



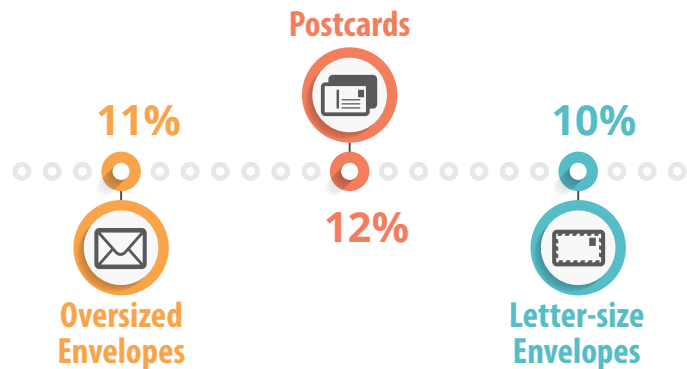
Advertising mail is kept in a household for **17 days** on average.



Direct mail recipients purchased **28%** more items and spent **28%** more money than people who didn't get the direct mail piece.

*Source for all 3 statistics: September 2019 "Mail Spoken Here" newsletter from the US Postal Service.

2018 RESPONSE RATES BY FORMAT



THE HUMAN CONNECTION

Our brains are wired for direct mail: It's no surprise then that a study conducted by the UK Royal Mail, The Private Life of Mail, concluded that the upswing in the use of direct mail and its enduring effectiveness is because, "Giving, receiving and handling tangible objects remain deep and intuitive parts of the human experience." This emotional effect is what's at the bottom of its effectiveness.



60%



57%

- 60% said this effect made a more lasting mental impression on them, making it easier to recall later on.
- 57% of respondents said that postcard marketing makes them feel more valued and creates a more authentic relationship.



135%

- Get personal: Adding a person's name in full color in the direct mail can increase response by 135%.

OFFERS THAT

DRIVE ACTION

“What’s in it for me?” That’s how a customer decides to keep or toss your offers. With shorter attention spans than ever before, it’s critical that your offers instantly make the customer say, “I want that.” The mailer below generated an impressive 10% response rate from inactive customers. It’s a great example of an effective, stand-out mailer.

People generally lose concentration after eight seconds.*

Simple offers with minimal restrictions work best.

Low price oil changes, tiered discounts based on the amount spent, and flat discounts (such as this offer for \$15 off any service) work well. They tell the customer exactly what they are getting without any work to figure out if it is a good deal or not.

Offers must be easy to redeem.

Make it easy for customers to contact you. On just this side of the postcard, the website is referenced three times—two times with the web address and once with a QR code.

Personalized offers with the customer’s name grab attention and give the offer a more exclusive feel.

RHG Auto Group
800 Presidential Blvd. | Schaeffer, AZ 85501
1-800-767-7879 | www.rhgauto.com

5000 You are due for service at RHG Auto Group!

Offer
Expires 6/30/17 2967
RHG Auto Group
800 Presidential Blvd. • Schaeffer, AZ 85501 • 1-800-767-7879
Joe Reynolds **\$15.00**
Fifteen Dollars - Good towards any service or repair DOLLARS
Service Rewards **RHG Auto Group**
002230 7862103330 01482467

Scan to Schedule Your 1st Service Appointment & Start Saving!

FREE Car Wash With Every Service
FREE Certified Multi-Point Inspection

Service Hours:
Monday-Friday 7am to 5pm • Saturday 8:30am to 5pm

Schedule Online At
www.RHGAuto.com

Offers should stand out.
In this example, the coupons stand out because the white background contrasts well with the orange surrounding them. The word FREE is in a bright, large font to draw the customer’s attention.

*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

SEGMENT & EVENT

TEMPLATES

CATEGORIES

SEGMENT	EVENT	REPAIR TYPE	OTHER
INACTIVE	GRAND OPENING	TIRES	BODY SHOP
CONQUEST	NEW LOCATION	BRAKES	REWARDS PROGRAMS
SPECIAL SEGMENTS	UNDER CONSTRUCTION	TIMING BELT	DIGITAL TIE-INS
	NEW MANAGEMENT		

CAMPAIGN GOALS



REACTIVATE



ATTRACT



RETAIN



UPSELL

REALRESULTS

Throughout this book, ROI results are shown for previous customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.

SEGMENT

TEMPLATES

**CAMPAIGN GOAL:
BRING BACK
INACTIVE CUSTOMERS**



REACTIVATE

INACTIVE CUSTOMERS

Targeting inactive customers is one of the best ways to increase service revenue. Here are tips to maximize your inactive campaign's potential:

Target customers as soon as possible after they miss a service.

Once the service interval has lapsed, you have a short window of opportunity to retain customers before they defect. It's easier – and less costly – to retain customers, than to try to win them back. Be sure to include customers who purchased vehicles, but have not returned for service.

**6 MONTHS:
SERVICE DUE**

RETENTION WINDOW

**9 MONTHS:
SERVICE PAST DUE**

Get aggressive.

The longer it has been since the customer's last service, the more aggressive the offer needs to be to entice them to return. Leverage our variable print capabilities to target different segments with different offers. See page 7 for an example.

**6-12 MONTHS INACTIVE:
\$10 OFF**

**13-24 MONTHS INACTIVE:
\$15 OFF**

Amenities matter.

Consumers love convenience, so focus on amenities that make your dealership the easy choice – loaner vehicles, shuttle service, extended service hours.



free car wash



extended service hours



comfortable lounge



loaner vehicles



shuttle service

TEMPLATES

INACTIVE CUSTOMERS

Inactive Cheat Sheet

Here are the list criteria and offers for our inactive campaigns that generated the highest response rates.



LIST CRITERIA THAT GENERATED THE HIGHEST RESPONSE RATES

- Customers last in for service 6–24 months prior.
- Car buyers from the last 24 months who have not come in for service.
- 15–20 mile radius.



OFFERS THAT GENERATED THE HIGHEST RESPONSE RATES

- \$10–\$15 off Any Service.
- \$19.95 Oil Change.
- Extra 10% off competitor's advertised price.
- Bonus Bucks.
(increasing discount based on purchase amount)



REACTIVATE



Outside



Inside

FOLDED



Front



Back

SEGMENT

INACTIVE



REACTIVATE

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$34:1

TARGET: INACTIVE, 6-30 MONTHS SINCE LAST SERVICE, IN A 25 MILE RADIUS

HOOK: \$18.95 OIL CHANGE; 25% OFF ANY OTHER SERVICE

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

John,
 Stop in for great service & savings at

GAFFNEY AUTO GROUP

\$18.95 Oil Change
 5 Quarts Regular Oil & Filter
 Synthetic Oil Extra

25% OFF
 Any Service
 Excludes Oil Change

FREE car wash with service • No-appointment oil changes
 Loaner vehicles available • Certified technicians • Coffee & snacks

Front

GAFFNEY AUTO GROUP
 456 Reynolds Way
 Dayton, OH 45678
 37-456-7890
 www.GaffneyAutoGroup.com

SERVICE HOURS
 Mon-Thurs 7:30 AM to 10:00 PM
 Fri 7:30 AM to 6:00 PM
 Closed Sat | Sun 9:00 AM to 6:00 PM

WELCOME BACK TO GAFFNEY AUTO GROUP!

WE SERVICE ALL MAKES & MODELS
 SHUTTLE SERVICE AVAILABLE

SERVICE WHILE YOU SHOP!
 Take our shuttle to the Target across the street

TEMPLATE N23

John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

Schedule Service Online at www.GaffneyAutoGroup.com

Back



REACTIVATE



Front

Jackson Dale
 1234 Hollywood Ave.
 Hollywood, CA 45401
123.456.7890

Service Hours: Mon - Fri 7:00 AM to 6:00 PM • Sat 7:30 AM to 1:00 PM

"It's like cash in your pocket" Savings!

Spend	10 - 149	150 - 199	100 - 199	200 - 299	300 - 399	400 & over
Save	\$10	\$20	\$40	\$60	\$80	\$100

Certified Service

- work stations
- coffee
- starline service
- comfortable lounge
- big screen TV
- free Wi-Fi

John, to schedule your appointment, call **123.456.7890** or online at www.JacksonDaleGMC.com

Save up to \$100!

PREMIERED STANDARD U.S. POSTAGE PAID PERMIT NO. 233

TEMPLATE N16
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

Back

SEGMENT

INACTIVE

CUSTOMER FAVORITE! ★



REACTIVATE

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$48:1

TARGET: INACTIVE CUSTOMERS, 7-25 MONTHS SINCE LAST SERVICE, AND SALES NO SERVICE CUSTOMERS, 15 MILE RADIUS

HOOK: \$15.00 OFF ANY SERVICE



Front



Back



Here's how this campaign performed for one of our customers!

ROI: \$25:1

TARGET: INACTIVE CUSTOMERS, 8-15 MONTHS SINCE LAST SERVICE, 40 MILE RADIUS

HOOK: \$24.95 SYNTHETIC BLEND/ \$36.95 FULL SYNTHETIC OIL CHANGE

**WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.**



Front



Back

SEGMENT

INACTIVE



REACTIVATE

Wallet Card

ADAMS Ford 750 Reynolds Way - Dayton, OH 45434
937.456.7890
www.AdamsFord.com

Your home for quality service at a fair price, always backed by our 100% satisfaction guarantee.

We miss you, John!

We're giving you \$20.00 off your next service. No catches. BUT you do need to come in before March 31, 2019.

Looking forward to seeing you soon,
Joe Reynolds
Service Manager
Adams Ford

\$20 OFF Any service over \$40
JOHN SAMPLES
For VIN Ending in: 12345678

BIG SAVINGS!

Front

ADAMS Ford 750 Reynolds Way - Dayton, OH 45434
937.456.7890
www.AdamsFord.com

Service Hours:
Monday-Friday: 8 am to 6 pm
Saturday: 9 am to 4 pm

CONVENIENT:
Shuttle service and loaner cars!

COMPETITIVE:
Find a lower advertised price, and we'll meet it or beat it!

ADAMS Ford
\$20 OFF
Any service over \$40

Not valid on prior service visits. Cannot be combined with any other offers. Expires 3/31/2019.

COOL:
Free car wash with every service!

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back



Wallet Card



Front



Back

SEGMENT

INACTIVE



REACTIVATE

We miss you.



Come
back and
save
today!

John's
Welcome Back
Special

CONVENTIONAL OIL CHANGE

\$20.19

Plus tax. Valid only at Rods Chevrolet. Expires 8/30/18.

SYNTHETIC OIL CHANGE

\$29.95

Plus tax. Valid only at Rods Chevrolet. Expires 8/30/18.



937-456-7890

www.RodsChevrolet.com

Front



456 Reynolds Way • Dayton, OH 45678

937-456-7890

www.RodsChevrolet.com

Service Hours

Mon-Fri 7 AM to 6 PM

Sat 7 AM to 5 PM

FRESHFIELD
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 200

AIR CONDITIONING SPECIAL

FREE + 10% off

A/C check
A/C service

Please present coupon to advisor at time of write-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.

VARIABLE DISCOUNT

SPEND	SAVE	SPEND	SAVE
\$0-\$50 ^{MS}	\$10 OFF	\$151-\$200 ^{MS}	\$40 OFF
\$51-\$100 ^{MS}	\$20 OFF	\$201-\$250 ^{MS}	\$50 OFF
\$101-\$150 ^{MS}	\$30 OFF	\$251-\$300 ^{MS}	\$60 OFF

Please present coupon to advisor at time of write-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.

BATTERY SPECIAL

FREE + \$20 off

Battery check
Battery installation

Please present coupon to advisor at time of write-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.



Schedule
online
today!

TEMPLATE SM39



3-1

John Samples

Or Current Resident

123 Any Street

Hollywood, CA 54321

© 2018 The Reynolds and Reynolds Company 1-800-368-6888 DP21808 (2/18)

Back



REACTIVATE

Baker Volkswagen

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.BakerVolkswagen.com

Hours: Monday–Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM Sunday Closed

JOHN!!!

Are you **TARDY** for service on your Volkswagen?

Hurry into Baker Volkswagen today!

Front

TARDY SLIP

Baker Volkswagen

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.BakerVolkswagen.com

Name John Samples

Reason Late for service on Jetta

ADMIT CUSTOMER FOR SERVICE

EXCUSED
 UNEXCUSED

Jane Fonda
Manager Signature

\$15 OFF Any Service
\$39.95 and over

These points apply to orders of work up to \$39.95 and are combined with any other offers. Not valid with discounts or coupons. Only valid at Baker Volkswagen Service Centers. ©2019

POSTAGE

WE SERVICE ALL MAKES AND MODELS

TEMPLATE BTS19

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back

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19

SEGMENT

INACTIVE



REACTIVATE

Roses are red,
violets are blue,
is your car's
service
overdue?

\$24.95
Oil Change
*Synthetic extra

John, turn over to see more offers just for you!

Front

ROSERMAN

456 Reynolds Way
Dayton, OH 45478
937.456.7890
www.RosermanMazda.com

SERVICE HOURS:
Monday-Friday 7:00 AM to 6:00 PM
Saturday 8:00 AM to 3:00 PM

PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

Sweet Savings for John!

TIRE SAVINGS
Buy 3 tires, get the 4th for just
\$1

MY HEART RACES FOR YOU!

TO: _____ FROM: _____

WRITE YOUR OWN CHECK!

Pay to the order of John Samples **ROSERMAN**

Spend	\$0 - \$49	\$50 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 & over
Save	\$10	\$15	\$20	\$30	\$40	\$50

Present to Service Advisor at visit-up. Dealer may not be combined with other offers. May not be returned for cash. Valid at Roserman-Mazda only. Expires 1/31/18.

TEMPLATE V6
1-51
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

COMFORTABLE LOUNGE • FREE REFRESHMENTS • WIFI • SHUTTLE SERVICE • LOANER CAR

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



REACTIVATE

ADAMS Ford
456 Reynolds Way
Dayton, OH 45678
937-456-7890
www.AdamsFord.com

We'll Meet Or Beat Any Competitor's Coupons
See your service advisor for details.

24 Months Unlimited Miles Warranty On Parts Including Labor

We Miss You!

Service Hours: Monday, Wednesday & Friday 7:30 AM to 5:30 PM
Tuesday & Thursday 7:30 AM to 10:00 PM | Saturday 7:30 AM to 2:00 PM

Front

Lube, Oil & Filter Special
\$14.95

Includes: 5 qts standard oil, Genuine Ford oil filter and motor oil.
Excludes diesel vehicles.
Credits only slightly higher. Up to 5 quarts of standard oil. Valid only at Adams Ford.
Please present this coupon to your service advisor at time of make up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain services. Expires 7/31/18.

Free Vehicle Multi-point Inspection & No Appointment Needed

ADAMS Ford
456 Reynolds Way
Dayton, OH 45678
937-456-7890
www.AdamsFord.com

WE MISS YOU, JOHN!

• Courtesy Shuttle
• Loaner Cars Available
• FREE Car Wash with Every Service
• Large, Comfortable Waiting Lounge
• State-of-the-art Facility
• 10 Technicians, 8 are Senior Master Technicians
• Ohio's Largest Genuine Ford Parts Inventory

PRESENTED BY
STANDARD
U.S. POSTAGE PAID
DAYTON, OH
PERMIT NO. 290

John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

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Back



REACTIVATE

We Miss You!

Baker Volkswagen
 456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.BakerVolkswagen.com

**JOHN,
 WE OFFER YOU:**

- Factory Trained Technicians
- OEM Parts
- Satisfaction Guarantee
- No Appointment Needed
- Online Service Scheduling
- Shuttle Service
- We Service All Makes & Models
- Comfortable Lounge
- Wi-Fi
- Complimentary Snacks / Beverages
- Complimentary Multi-Point Inspection

HOURS: Monday-Friday 7:00 AM to 6:00 PM | Saturday 8:00 AM to 3:00 PM

Front

Winter Savings

Baker Volkswagen
 456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.BakerVolkswagen.com

SYNTHETIC OIL CHANGE
\$59.95
 *Toureg & V8's extra

TIRE SAVINGS
 Buy 3 Tires, Get the 4th Tire for Just **\$1**

TIRE ROTATION
\$12.95
 With Brake Check

VARIABLE SAVINGS
 SPEND MORE, SAVE MORE!

Service Value	SAVE
\$50 ⁰⁰ - \$99 ⁹⁹	\$5
\$100 ⁰⁰ - \$199 ⁹⁹	\$10
\$200 ⁰⁰ - \$299 ⁹⁹	\$20
\$300 ⁰⁰ - \$399 ⁹⁹	\$30
\$400 ⁰⁰ - \$499 ⁹⁹	\$40

SERVICE HOURS:
 Monday-Friday 7:00 AM to 6:00 PM
 Saturday 8:00 AM to 3:00 PM

TEMPLATE W23

1-1
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

PRESORTED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

© 2017 The Reynolds and Reynolds Company 1-800-884-0888 8728127 (11/17)

Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SEGMENT

INACTIVE



REACTIVATE

John,
we would like the
opportunity to service
your vehicle again!
Haverfield
Honda

WINTER SAVINGS

Any Oil Change
\$9.00 OFF

Tire Rotation
\$9.95

Any Service
or Repair
10% OFF

We Service All Makes & Models • Shuttle Service Available
(937) 456-7890 • Service Hours: Monday-Friday 8:00 AM-5:30 PM • Saturday 8:00 AM-2:00 PM

Front

Hurry in
to save!
These offers expire
on February 28!

Haverfield
Honda

750 Reynolds Way
Dayton, OH 45430
(937) 456-7890

PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

TEMPLATE W15

Schedule Your Next
Appointment Online
By Scanning This
QR Code With Your
Smart Phone

www.HaverfieldHonda.com

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

Back

SEGMENT

TEMPLATES

CAMPAIGN GOAL:
WIN NEW CUSTOMERS



ATTRACT

CONQUEST CUSTOMERS

Conquest customers are challenging to win, but they can be a great source of new service revenue. To convince a customer to break the habit of servicing their vehicles elsewhere, you've got to make them an offer they can't refuse. Think of it as trying to get a new customer to 'date' your dealership for their next service - your campaign is your dating profile, telling potential customers all of the reasons they should check you out. Effective conquest campaigns have these key elements:

Aggressive offers that stand out.

Customers decide to keep or toss your mailing based on how appealing your offer is. A strong offer is like a mental speed bump; it makes customers slow down and read on to see what you have to offer - exactly what you want them to do.



Differentiators.

Promote the ways your dealership's service is better than competitors, like free car washes, available loaner cars, high customer satisfaction ratings, etc. (If you aren't sure what to highlight, most competitors list their service benefits on their website.)



Points of pain.

Point out competitor's weaknesses. Quick lubes don't have the kind of skilled advisors and OEM parts that your dealership offers. Put those key values into a chart to help customers understand how much value you offer vs. lower quality competitors.



Maps.

Include a map with nearby landmarks that helps orient customers to where your dealership is.



Reach out to customers multiple times.

If a customer just had an oil change, getting an offer in the mail is unlikely to make them take action. Reaching out to the customer multiple times gives you a better chance to reach them when the message is relevant.



TEMPLATES

CONQUEST CUSTOMERS

Conquest Cheat Sheet

Here are the list criteria and offers for our conquest campaigns that generated the highest response rates.



LIST CRITERIA THAT GENERATED THE HIGHEST RESPONSE RATES

- Vehicle owners with the same make or related makes.
- All Years.
- 15 mile or less radius.

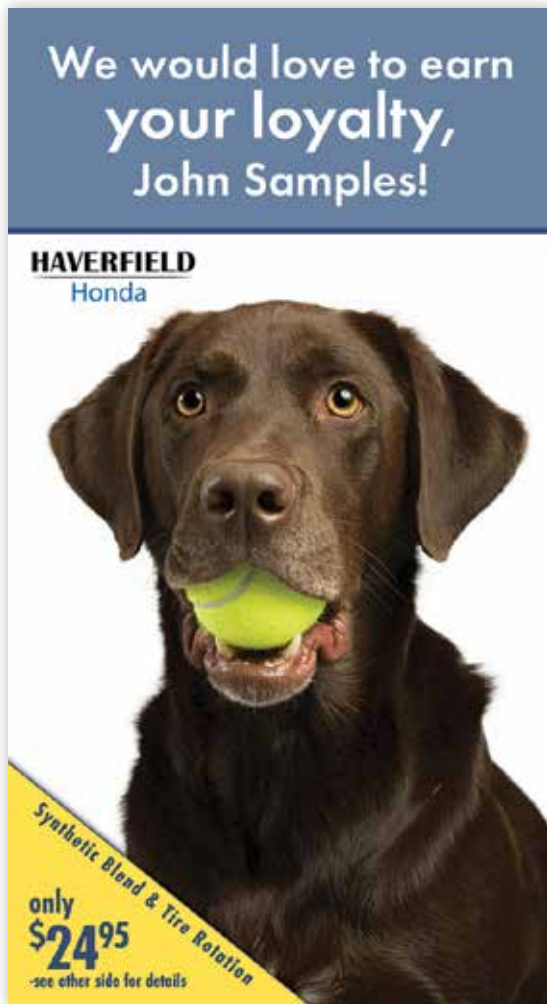


OFFERS THAT GENERATED THE HIGHEST RESPONSE RATES

- \$20–25 Off Any Service.
- \$9.95 Oil Change.
- Extra 10% off competitor's advertised price.
- Bonus Bucks.
(increasing discount based on purchase amount)



ATTRACT



Front

HAVERFIELD
Honda

1234 Reynolds Way | Dayton, OH 45678
937-456-7890

Free Shuttle Service
Monday-Friday
7:00 AM-6:00 PM
Saturday
7:00 AM to Noon

POSTAGE

The Works Special

Includes:
✓ FREE Tire Rotation
✓ Battery Test
✓ Multi-Point Inspection

Synthetic Blend
\$24.95

Includes taxes and environmental fees. Not valid on dealers.

Alignment Special

2-Wheel	4-Wheel
\$69.95	\$89.95

Price per axle. Maximum number of wheels. Maximum number of vehicles. Not valid on dealers. Excludes taxes and environmental fees. Not valid on dealers.

ACROSS FROM TARGET

A/C Performance Check

FREE with any service

Includes:
✓ Visual Inspection of A/C Components
✓ Check Belts
✓ Check A/C Temperature and Operation
✓ Monitor Air Flow from Vents

Some parts service unless a service (your car) is done. Inspected by our trained technicians. Excludes taxes and environmental fees. Not valid on dealers.

Write Your Own Check

Pay in the Order of: John Samples		up to \$100*	
SPEND	SAVE	SPEND	SAVE
\$0-\$100	\$20	\$0-\$100	\$0
\$101-\$200	\$30	\$101-\$200	\$30
\$201-\$300	\$40	\$301-\$400	\$40
\$301-\$400	\$50	\$401-\$500	\$50
\$401-\$500	\$75	\$501 OR MORE	\$100

*Maximum number of vehicles. Maximum number of wheels. Maximum number of vehicles. Excludes taxes and environmental fees. Not valid on dealers.

Loaner Vehicles Available
Ask Your Service Advisor For Details

5/31/2020
TEMPLATE 85P
████████████████████████████████████████
-4-
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Online Service Scheduling At Our Website
www.HaverfieldHonda.com

© 2021 The Reynolds and Reynolds Company. 1-800-844-8888. 202105 20-176

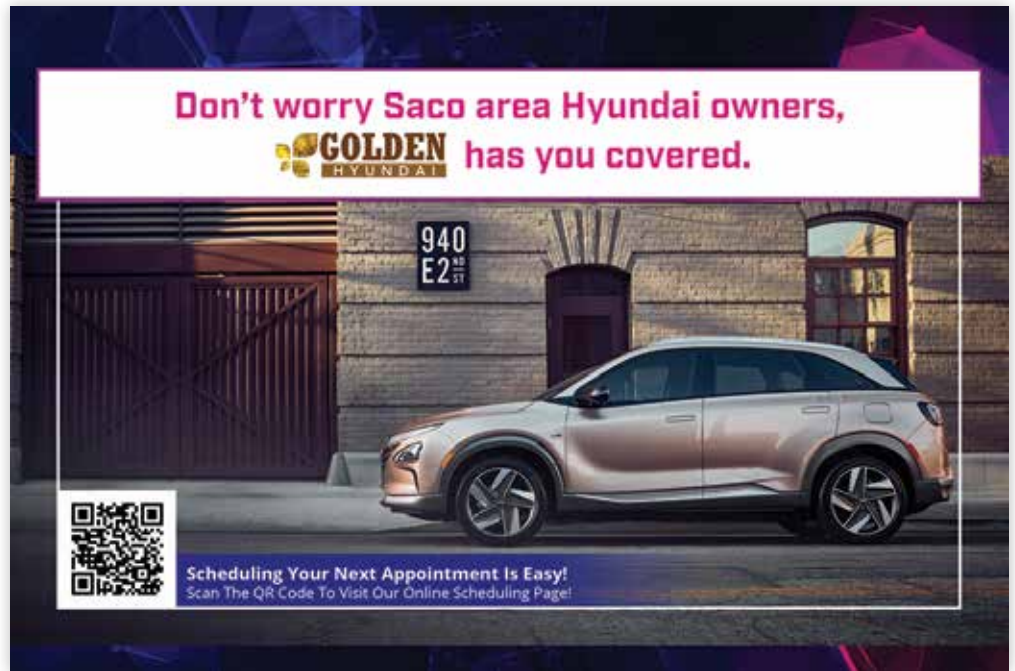
Back

SEGMENT

CONQUEST



ATTRACT



Front



Back



ATTRACT

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$3:1

TARGET: HONDA DEALER TARGETED CONQUEST ACURAS (2002-2018) IN SELECT CITIES; EXISTING CUSTOMERS WERE SUPPRESSED

HOOK: \$19.95 OIL CHANGE

John, YOU HAVE CHOICES when it comes to servicing your Infiniti.

- Our Master Nissan Technicians know your vehicle better than anybody.
- We have all of the tools and knowledge to properly diagnosis your Infiniti.
- Newly expanded service facility to ensure Fast, Accurate and Friendly Service of your Infiniti.
- Fast and Easy Express Service

Cloverdale NISSAN Online Service Scheduling Available At Our Website www.CloverdaleNissan.com

Front

OIL CHANGE
\$19.95
DW20 Synthetic or Conventional
Regularly \$32.75-\$43.90

GOT A DASH LIGHT ON? IT'S LIGHTS OUT AT CLOVERDALE

- Provide a **FREE** diagnostic
- Turn off the light
- Tell you what it means
- Provide a no-obligation estimate

Cloverdale NISSAN

456 Reynolds Way
Dayton, OH 45478
(937) 456-7890

Service Hours:
Monday-Friday 7:30 am-6 pm
Saturday 7:30 am-3 pm
Sunday Closed

10/31/2018

TEMPLATE N21

John Samples
Dr. Curlew Resident
123 Any Street
Hollywood, CA 54321

Complimentary Wi-Fi | Comfortable Waiting Area | Coffee & Beverages | Loaner Cars | Shuttle Service

Back

SEGMENT

CONQUEST



ATTRACT



Front

HAVERFIELD
Honda

456 Reynolds Way
Dayton, OH 45678
(937) 456-7890
www.HaverfieldHonda.com

Service Hours:
Monday-Friday 7:30 AM-5 PM
Saturday 7:30 AM-3 PM
Sunday Closed

REGISTERED
STANDARD
U.S. POSTAGE PAID
CDLWA, OH
PERMIT NO. 896

Conveniently located near
Dayton Park on Reynolds Way!

OIL CHANGE

\$19.95

0W20 Synthetic or Conventional
Regularly \$37.95-\$49.00

*Includes oil filter and labor. Excludes taxes. Excludes services not included in price. See us for more details. Offer good while supplies last. ©2011 Haverfield Honda. All rights reserved.

VARIABLE DISCOUNT

SPEND	SAVE
\$50.00-99.99	\$10
\$100.00-\$149.99	\$15
\$150.00-\$249.99	\$25
\$250.00 & over	\$50

*Not valid on already discounted models. *Maximum amount eligible for discount is \$50.00. **See us for more details. Offer good while supplies last. ©2011 Haverfield Honda. All rights reserved.

COME SEE EVERYTHING WE HAVE TO OFFER!

- Complimentary Car Wash
- Complimentary WiFi, Snacks & Beverages
- Leather Cars Available
- Factory Trained Honda Technicians
- Tools and knowledge to service your Acura.
- OEM Parts
- We Service All Makes & Models
- Complimentary Multi-Point Inspection

10/31/2018

TEMPLATE 800
#HaverfieldHondaHaverfield
14
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Online Service Scheduling Available At Our Website: www.HaverfieldHonda.com

Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**



ATTRACT

Putting your Ford in the hands of an untrained technician is a lot like letting this kid cut your hair.
NOT WORTH THE RISK!



ADAMS Ford

WE OFFER YOU:

- Total car care
- Expert Ford technicians
- Same day service on most repairs
- Clean, comfortable lounge
- FREE car wash with any service

OIL CHANGE SPECIAL

UNLIMITED \$29.95 OIL CHANGES!
With 100psi. Conventional oils.

Only on selected Ford. Please consult dealer to determine terms. The actual offer may vary. Not valid on previous periods. Offer subject to change without notice. See dealer for details. ©2019 Ford Motor Company. All rights reserved.

Cut the price, without sacrificing the high quality service, when you bring your car to **ADAMS FORD**

Front

ADAMS Ford

John, come in before **May 31** to get great savings on great service!

VARIABLE SAVINGS!				
SPEND	\$50 ⁰⁰ -\$99 ⁹⁹	\$100 ⁰⁰ -\$149 ⁹⁹	\$150 ⁰⁰ -\$249 ⁹⁹	\$250 ⁰⁰ & over
SAVE	\$10	\$15	\$25	\$50

Only on select Adams Ford. Please consult dealer to determine terms. The actual offer may vary. Not valid on previous periods. Offer subject to change without notice. See dealer for details. ©2019 Ford Motor Company. All rights reserved.

ADAMS Ford

50% OFF

SAVE NOW ON BRAKE PADS AND SHOES!

Only on select Adams Ford. Please consult dealer to determine terms. The actual offer may vary. Not valid on previous periods. Offer subject to change without notice. See dealer for details. ©2019 Ford Motor Company. All rights reserved.

ADAMS Ford

(937) 456-7890
456 Reynolds Way
Dayton, OH 45678
Monday-Friday 7:30 am-6 pm
Saturday 7:30 am-3 pm
www.AdamsFord.com



TEMPLATE N19
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Call or go online to schedule your appointment today!

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Back

SEGMENT

CONQUEST



ATTRACT

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$8:1

TARGET: HONDA DEALER TARGETED 2005-2018 ACURA OWNERS IN SELECT ZIP CODES

HOOK: \$29.95 SYNTHETIC OIL CHANGE, TIRE ROTATION, BATTERY CHECK AND MULTI-POINT INSPECTION



Front



Back



ATTRACT

Welcome,
John!

COME SEE EVERYTHING WE HAVE TO OFFER!

- Complimentary Car Wash
- Complimentary WiFi, Snacks & Beverages
- Loaner Cars Available
- Online Service Scheduling
- Factory Trained Technicians
- OEM Parts
- We Service All Makes & Models
- Complimentary Multi-Point Inspection

HAVERFIELD
Honda

456 Reynolds Way
Dayton, OH 45678
937.456.7890
www.HaverfieldHonda.com

Service Hours:
Monday-Friday 7 AM to 7 PM
Saturday 7 AM to 5 PM

Front

HAVERFIELD
Honda

456 Reynolds Way
Dayton, OH 45678
937.456.7890
www.HaverfieldHonda.com

PRESCRIBED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

"As good as new" Service

\$59⁹⁵

- Oil and Filter Change
- Tire Rotation and Balancing
- Battery Test
- Fluid Top Off

Valid only at Haverfield Honda. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 90 days from date on postcard.

Drop Date
TEMPLATE N14
1-1

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Conveniently located near Target on Reynolds Way!

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SEGMENT

CONQUEST



ATTRACT

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$4:1

TARGET: INACTIVE, 13-36 MONTHS SINCE LAST SERVICE, AND CONQUEST, 2006-2017 HYUNDAI OWNERS IN 40 MILE RADIUS; SUPPRESSED CUSTOMERS 0-12 MONTHS

HOOK: \$19.95 OIL CHANGE

WE WANT YOUR BUSINESS John!

UNDER NEW MANAGEMENT SINCE JUNE OF 2018
 "New People, New Process, Better Service!" – JANE DOE, Your New Service Manager

OIL CHANGE	BONUS SAVINGS	WARNING LIGHT DIAGNOSTICS	SERVICE SPECIAL																						
\$19.95 Up to 5 quarts	<table border="1"> <thead> <tr> <th>You spend</th> <th>You Save</th> </tr> </thead> <tbody> <tr><td>\$100-\$199**</td><td>-\$10</td></tr> <tr><td>\$200-\$299**</td><td>-\$20</td></tr> <tr><td>\$300-\$399**</td><td>-\$30</td></tr> <tr><td>\$400-\$499**</td><td>-\$40</td></tr> <tr><td>\$500-\$599**</td><td>-\$50</td></tr> <tr><td>\$600-\$699**</td><td>-\$60</td></tr> <tr><td>\$700-\$799**</td><td>-\$70</td></tr> <tr><td>\$800-\$899**</td><td>-\$80</td></tr> <tr><td>\$900-\$999**</td><td>-\$90</td></tr> <tr><td>\$1000 or more**</td><td>-\$100</td></tr> </tbody> </table>	You spend	You Save	\$100-\$199**	-\$10	\$200-\$299**	-\$20	\$300-\$399**	-\$30	\$400-\$499**	-\$40	\$500-\$599**	-\$50	\$600-\$699**	-\$60	\$700-\$799**	-\$70	\$800-\$899**	-\$80	\$900-\$999**	-\$90	\$1000 or more**	-\$100	50% OFF Engine light/ABS light, etc.	COMPLIMENTARY 27-Point Inspection With FREE Alignment Check
You spend	You Save																								
\$100-\$199**	-\$10																								
\$200-\$299**	-\$20																								
\$300-\$399**	-\$30																								
\$400-\$499**	-\$40																								
\$500-\$599**	-\$50																								
\$600-\$699**	-\$60																								
\$700-\$799**	-\$70																								
\$800-\$899**	-\$80																								
\$900-\$999**	-\$90																								
\$1000 or more**	-\$100																								

HYUNDAI of Ashley 456 Reynolds Way • Dayton, OH 45678
 937.456.7890 • www.HyundaiOfAshley.com

Front

HYUNDAI of Ashley
 456 Reynolds Way • Dayton, OH 45678
 937.456.7890 • www.HyundaiOfAshley.com

AMENITIES

- Factory Trained Technicians
- OEM Parts
- Shuttle Service
- Wi-Fi Available
- Complimentary Car Wash
- Complimentary Multi-Point Inspection
- Express Service

John,
 use the special offers on the back to save on expert service from the team who know your Hyundai best.
Hurry - your offers expire on January 1, 2019!

John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

Service Hours:
 Monday-Friday 7:30 AM to 5:30 PM • Saturday 8:00 AM to 1:00 PM

Back



ATTRACT

DON'T OPEN YOUR HOOD TO JUST ANYONE, JOHN!

Trust the experts at Adams Ford.
Service done right the first time!

\$19.95 OIL CHANGE
Plus FREE CAR WASH with any service!

ADAMS Ford
456 Reynolds Way
Dayton, OH 45478
937-665-7890
www.AdamsFord.com

Comfortable lounge Free Wi-Fi Shuttle service

Some restrictions may apply. See website for details. © 2021 Adams Ford. All rights reserved.

Front

\$39.95 Synthetic Oil Change & Tire Rotation
Regular Price: \$69.95

\$69.95 A/C Check
Inspect belts, hoses, and overall system performance
Regular Price: \$109.95

SPEND	SAVE	SPEND	SAVE
\$50-\$99	\$10	\$500-\$599	\$60
\$100-\$149	\$20	\$600-\$699	\$70
\$150-\$199	\$30	\$700-\$799	\$80
\$200-\$249	\$40	\$800-\$899	\$90
\$250-\$299	\$50	\$900-\$999	\$100

WE SERVICE ALL MAKES AND MODELS!

ADAMS Ford
456 Reynolds Way
Dayton, OH 45478
937-665-7890
www.AdamsFord.com

Service Hours:
Monday-Friday: 7:30 AM-6:00 PM
Saturday: 7:30 AM-12:00 PM

REGISTERED STANDARD U.S. LICENSE REQUIRED
\$100.00, OH PERMIT NO. 238

TEMPLATE N7
54
John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

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Back

SEGMENT

CONQUEST



ATTRACT

John,
Bring in your <year> <make> <model>
and save \$25 on any service!

See reverse for service savings

PERCEPTION vs REALITY

THINK DEALERSHIP SERVICE IS MORE EXPENSIVE? THINK AGAIN!

	Rods Chevrolet	Jiffy Lube	Wal-Mart
Conventional Oil Change	\$14.95*	\$29.95	\$24.95
Tire Rotation with oil change	✓	\$10.00 extra	\$10.00 extra
Car wash with oil change	✓	Not offered	\$9.95 Extra
Chevy Certified Technicians	✓	✗	✗
Chevy parts	✓	✗	✗
Best competitor advertised pricing	✓	✗	✗

*with coupon

Bottom line: For better service and better parts at competitive prices, we're your only choice!

COMPLIMENTARY SERVICES

- FREE Car Wash
- FREE Battery Test
- FREE Shuttle Service
- FREE WIFI

Plus, complimentary snacks & beverages while you wait in our comfortable lounge

Online service scheduling @
www.RodsChevrolet.com

From here to you at a car 877-466-7000

Front

\$25⁰⁰ OFF Any Service **\$25 OFF**

Not valid with any other special offers or discounts. Without 0% financing. Please present coupon when @ time of sale. Tax and other fees may apply. See retailer for pricing and restrictions. Expiry 1/31/2014.

\$39.95 **Oil Change & Tire Rotation**

Systemic services. Valid only at Rods Chevrolet. Please present coupon to retailer at time of sale. Tax and other fees may apply. Not valid on previous services performed. Dealer reserves the right to limit the amount of similar vehicles and services. Expiry 1/31/2014.

FREE Car Wash with any service **FREE**

Not valid with any other special offers or discounts. Without 0% financing. Please present coupon when @ time of sale. Tax and other fees may apply. Not valid on previous services performed. Dealer reserves the right to limit the amount of similar vehicles and services. Expiry 1/31/2014.

10% OFF **Competitor's Price**

Bring us a competitor's coupon and we'll beat their price by at least 10%!

Not valid with any other special offers or discounts. Valid only at Rods Chevrolet. Please present coupon when @ time of sale. Tax and other fees may apply. Not valid on previous services performed. Dealer reserves the right to limit the amount of similar vehicles and services. Expiry 1/31/2014.

RODS
RODS Chevrolet

458 Reynolds Way
Dayton, OH 45478
513-467-7830
www.RodsChevrolet.com

Service Hours:
Monday - Friday
7:30 AM - 6:00 PM
Saturday
7:30 AM - 12:00 PM

Just 1 mile from the Steps of Anytime!
Visit about our complimentary vinyl car stickers!

TEMPLATE N6

By
John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

www.RodsChevrolet.com

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Back



ATTRACT

COMFORTABLE LOUNGE · FREE WIFI · SHUTTLE SERVICE · PRICE MATCH

OIL & FILTER CHANGE

\$20 OFF! Regular price: \$59.95

Must present coupon at time of write-up. See service advisor for details. Certain models additional. Valid only at Baker Volkswagen. Expires 8/31/20.

Baker Volkswagen
456 Reynolds Way | Dayton, OH 45678
937.465.7890 | www.BakerVolkswagen.com

Front

Baker Volkswagen
456 Reynolds Way | Dayton, OH 45678
937.465.7890 | www.BakerVolkswagen.com

SERVICE HOURS
MON-FRI 8:00 AM TO 5:00 PM
SAT 9:00 AM TO 3:00 PM
CLOSED SUNDAY

SUMMER CHECK UP
\$24⁹⁵

- Check front and rear brakes
- Multi-point inspection
- Analyze tires for damage/wear

Must present coupon at time of write-up. See service advisor for details. Certain models additional. Valid only at Baker Volkswagen. Expires 8/31/20.

BOOK YOUR APPOINTMENT ONLINE
and get an extra
\$5 OFF

Enter promo code EXTRA when you schedule. May combine with other offers. Not valid on prior purchases. Valid only at Baker Volkswagen. Expires 8/31/20.

John, book your appointment online for NO-WAIT service!

TEMPLATE SM47
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

FREE SHUTTLE TO ANYWHERE WITHIN 15 MILE RADIUS

ONLINE SCHEDULING · FREE COFFEE & DONUTS · CAR WASH W/ SERVICE

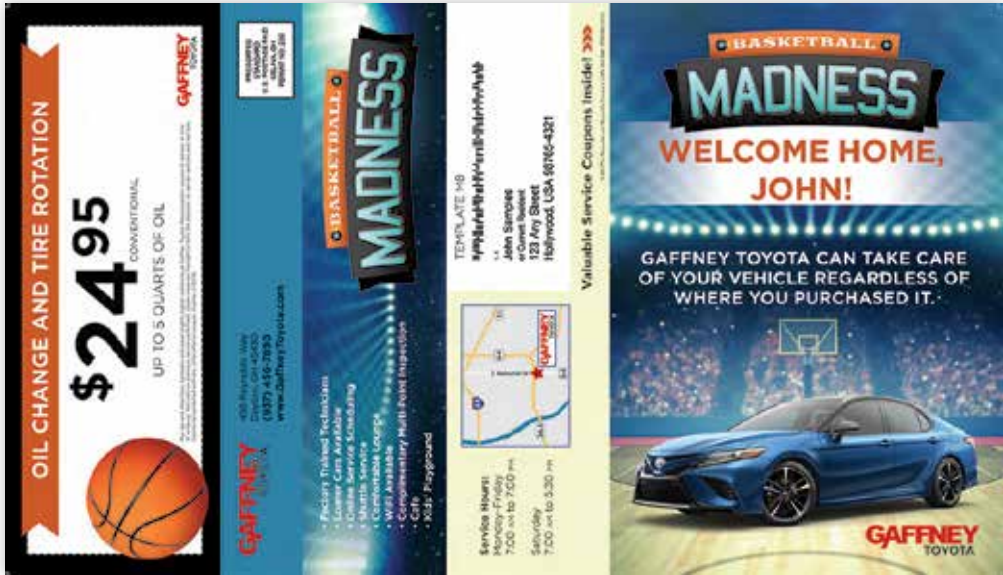
Back

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Back



Inside



ATTRACT

SERVICE SO GOOD,
you'll feel like you're at recess!

We even have snacks!

Hurry in for special Back to School savings.

As a <Jamestown> customer, you'll enjoy:

- Complimentary shuttle service
- A complimentary car wash with any service
- Loaner vehicles for major services
- Free Wi-Fi

Plus, we BEAT competitor pricing by 10%*.

*Must present competitor ad.

Service Hours: Monday-Friday 7:30 am to 5:30 pm
Online Service Scheduling Available At Our Website:
www.JamestownCDJR.com

JAMESTOWN
465 Reynolds Way • Dayton, OH 45478
123-456-7890

Front

JAMESTOWN 465 Reynolds Way • Dayton, OH 45478
123-456-7890 • www.JamestownCDJR.com
Service Hours: Monday-Friday 7:30 am to 5:30 pm

Text: Your Reynolds CDJR is \$15553 in...
PRESORTED STANDARD U.S. POSTAGE PAID DAYTON, OH PERMIT NO. 288

YOU DO THE MATH:

New Customer Special **\$14.95** OIL CHANGE + Recess Special **FREE** CAR WASH =

John's Back to School Bucks

Spend This:	SAVE THIS:	Spend This:	SAVE THIS:
\$50.00-\$99.99	SAVE \$5.00	\$300.00-\$399.99	SAVE \$20.00
\$100.00-\$199.99	SAVE \$10.00	\$400.00-\$499.99	SAVE \$40.00
\$200.00-\$299.99	SAVE \$20.00	\$500.00 or More!	SAVE \$50.00

TEMPLATE BTS15
by John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Inside



Back



ATTRACT

JOHN,
DON'T GET STUCK
ON THE IDEA THAT ALL SERVICE PROVIDERS ARE THE SAME!

Let our team of certified experts take care of your Kia, so it can take care of you. We're confident you'll be glad you put your Kia in our hands.

GAFFNEY KIA
937.465.7890
www.GaffneyKia.com

Front

Conventional Oil Change
\$5 OFF

Synthetic Oil Change
\$15 OFF

Valid only at Gaffney Kia. Please present coupon for additional services of write-up. Tax and other fees may apply. Not valid for previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 2/28/21.

456 Reynolds Way
Dayton, OH 45576
937.465.7890
www.GaffneyKia.com

Service Hours:
Mon-Fri 8 AM to 5 PM
Sat 9 AM to 3 PM

Located less than 1 mile from Shopping Center

GAFFNEY KIA

PRE-PAID STAMPED U.S. POSTAGE PAID CELINA, OH PERMIT NO. 280

WRITE YOUR OWN CHECK!

Pay to the order of John Samples **GAFFNEY KIA**

Spend	10 - 149	150 - 199	100 - 199	200 - 299	300 - 399	400 & over
Save	\$10	\$15	\$20	\$30	\$40	\$50

Valid only at Gaffney Kia. Please present coupon for additional services of write-up. Tax and other fees may apply. Not valid for previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 2/28/21.

WE OFFER YOU:

- Complimentary car wash
- Complimentary coffee
- Loung with Wi-Fi
- Shuttle service
- Rental cars available
- Price Match Guarantee
- Wash-ins welcome
- Service all makes & models

TEMPLATE W26

123 Any Street
Hollywood, CA 54321

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Back

SEGMENT

CONQUEST



ATTRACT

HAVERFIELD
HONDA
 456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.HaverfieldHonda.com
 Hours:
 Monday-Friday 7 AM to 7:30 PM | Saturday 7 AM to 6 PM

Premier Acura Service
at Honda Pricing!

John, we have:
*Acura & Honda
 Trained Technicians!*
*Acura & Honda
 Factory Parts!*

- Factory-Trained Technicians
- OEM Parts
- Coolant Service
- Service Scheduling
- Shuttle Service
- We Service All Makes & Models

Front

Welcome Acura Customers!

RESORTED STANDARD U.S. POSTAGE PAID COLUM, OH PERMIT NO. 256

We Will Do A FREE Multi-Point Inspection & If You Need Work Done, You Get

12% OFF
Parts & Labor

We will do a FREE multi-point inspection. If you need work done, you get 12% off parts and labor. This offer is good on all Acura vehicles. Excludes taxes, title, license, and other available services. Offer is available while supplies last. Offer ends 12/31/2019. See us for details. ©2019 Reynolds and Reynolds. All rights reserved.

Front Brake Pads

\$199.95
Regularly \$270

Includes Factory Pads & Machining Of Rotors

Includes front brake pads and rotors. Excludes labor and disposal. Offer is good on all Acura vehicles. Excludes taxes, title, license, and other available services. Offer is available while supplies last. Offer ends 12/31/2019. See us for details. ©2019 Reynolds and Reynolds. All rights reserved.

First Time Acura Customers

20% OFF
Any Service

20% off any service. Excludes taxes, title, license, and other available services. Offer is good on all Acura vehicles. Excludes taxes, title, license, and other available services. Offer is available while supplies last. Offer ends 12/31/2019. See us for details. ©2019 Reynolds and Reynolds. All rights reserved.

Coolant Service Coupon

\$20 OFF

\$20 off coolant service. Excludes taxes, title, license, and other available services. Offer is good on all Acura vehicles. Excludes taxes, title, license, and other available services. Offer is available while supplies last. Offer ends 12/31/2019. See us for details. ©2019 Reynolds and Reynolds. All rights reserved.

Conventional Oil Change

\$5 OFF
OR
Synthetic Oil Change
\$15 OFF

\$5 off conventional oil change or \$15 off synthetic oil change. Excludes taxes, title, license, and other available services. Offer is good on all Acura vehicles. Excludes taxes, title, license, and other available services. Offer is available while supplies last. Offer ends 12/31/2019. See us for details. ©2019 Reynolds and Reynolds. All rights reserved.

TEMPLATE W25

John Samples
 Or Contact Resident
 123 Any Street
 Hollywood, CA 54321

Premier Acura Service at Honda Pricing!
 937.456.7890 | www.HaverfieldHonda.com

Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



ATTRACT

John Samples,
DON'T LET A LITTLE WINTER SNOW SLIP UP YOUR PLANS TO COME SEE US

BRING THESE COUPONS WITH YOU ON YOUR NEXT VISIT!

Jackson Dale
GMC

456 Reynolds Way
Dayton, OH 45678
937-456-7890

Did You Know?

	Jackson Dale	Independent Repair Shops
Free Car Wash	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Original GM parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary Wi-Fi	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary shuttle service	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GM-trained technicians	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GM-approved diagnostics equipment	<input checked="" type="checkbox"/>	<input type="checkbox"/>
State-of-the-art facility	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Beautiful waiting room	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary coffee & water	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Schedule Your Next Appointment Online:
www.JacksonDaleBGM.com

GMC Certified Service

Front

Dexos1 Full Synthetic Oil Change

Starting At
\$41.95

Includes 5 quarts of oil & FREE multi-point inspection

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. May not be combined with any other offer(s). Expires 3/31/18.

Make Your Own Discount!

For every \$100 you spend, we give you \$10 back!

Spend	SAVE	Spend	SAVE
\$100.00	\$10.00	\$600.00	\$60.00
\$200.00	\$20.00	\$700.00	\$70.00
\$300.00	\$30.00	\$800.00	\$80.00
\$400.00	\$40.00	\$900.00	\$90.00
\$500.00	\$50.00	\$1000.00	\$100.00

And so on... And so on... And so on...

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. May not be combined with any other offer(s). Expires 3/31/18.

Jackson Dale
GMC

456 Reynolds Way
Dayton, OH 45678
937-456-7890
www.JacksonDaleBGM.com

PRESCORTED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

TEMPLATE W24

1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Mount, Balance & Alignment Special

\$119.95

WITH PURCHASE OF 4 TIRES

PLUS RECEIVE A \$20 PREPAID GIFT CARD AND:

- Tire Price Match Guarantee within 30 days of purchase of printed quote
- Free Tire Rotations & Balances for Life of Tires
- Best Road Hazard Warranty In The Valley (See Questions Asked)

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. May not be combined with any other offer(s). Expires 3/31/18.

4 Wheel Alignment

\$59.95

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. May not be combined with any other offer(s). Expires 3/31/18.

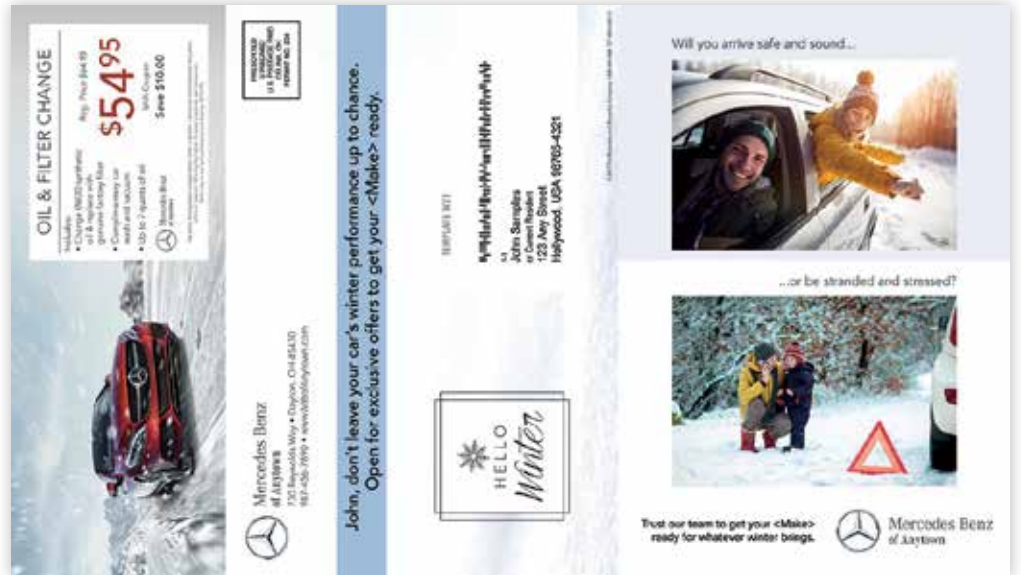
Back

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Back



Inside

SEGMENT

TEMPLATES

SPECIAL SEGMENTS

RECALL: Close more recalls

Unlike OEM recall communications that are often ignored, Reynolds recall campaigns are designed to stand out. We consulted with legal experts to craft recall campaigns that help dealers quickly and accurately communicate vital recall info. For vehicles with more than one open recall, we print multiple recall numbers on one postcard, instead of sending multiple mailings for each vehicle.

HIGH MILEAGE: Retain high mileage customers

Keep more high-value, high-mileage customers coming back, by rewarding them with perks for hitting high 'milestones'.

NEW CAR BUYERS: Improve your sales to service retention

Provide a warm welcome to the service drive; highlight the amenities you offer, as well as special incentives exclusively available for car buyers, like a complimentary first service.

WHOLESALE PARTS: Increase wholesale parts sales

Target existing wholesale customers, or ask your Document Services Consultant about targeting prospective parts buyers. Promote your extensive parts inventory, fast shipping or delivery, and include an offer for the customer's next parts order.

DIESEL: Grow your diesel customer base

Target owners of vehicles with diesel engines and make them aware that your service team is trained in proper diesel maintenance.

CAMPAIGN GOALS:



ATTRACT



RETAIN



RETAIN



UPSELL



RETAIN



ATTRACT



RETAIN



ATTRACT

SEGMENT

SPECIAL SEGMENTS

RECALL



ATTRACT



RETAIN

FOLDED



Front



Back



Outside



Inside

SEGMENT

SPECIAL SEGMENTS

RECALL



ATTRACT



RETAIN

**URGENT
RECALL REPAIRS**

According to our records and according to Honda records, your Honda motor vehicle is subject to a safety recall. These repairs will be performed at **NO CHARGE** to you. At the time of this notification, the listed safety recall showed the need to be completed. Please call Dean Honda at 412-466-8120 to schedule your appointment. Completion of the listed recall(s) will increase the safety and functionality of your vehicle.

VIN#: 12345

Recall #: 8048

Recall Description: Door Latch

CALL YOUR SERVICE TEAM AT 412-466-8120 TO SET YOUR APPOINTMENT

Front

**URGENT
RECALL REPAIRS**

FIRST-CLASS MAIL
PRESORTED
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

Call: **Dean Honda**

911 Clairton Blvd.
Pittsburgh, PA 15236
412-466-8120

Call your Dean Honda Service Team at 412-466-8120 to check your current recall and make your appointment.

1-1
John Samples
123 Any Street
Hollywood, USA 98765-4321

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Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

SEGMENT

SPECIAL SEGMENTS

RECALL



ATTRACT



RETAIN

URGENT RECALL REPAIRS

According to our records and according to GM Motors records, your Buick motor vehicle may have urgent recall repairs needed. These repairs are safety related and will be performed at **NO CHARGE** to you. At the time of this notification, the safety recall showed the need to be completed. Please call Haverfield Buick GMC at 937-456-8790 to schedule your appointment. Completion of the listed recall(s) will increase the safety and functionality of your vehicle.

VIN #: 12345

RECALL #: 8048

RECALL NAME: Please see service advisor for more information

Call your Haverfield Buick GMC Service Team at 937-456-8790 to make your appointment.

Front

URGENT RECALL REPAIRS

FIRST-CLASS MAIL
PRESORTED
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

HAVERFIELD



Schedule Service
Call: 937-456-8790
Service Hours: Mon - Fri 8AM-5PM
Sat 10AM-4PM



1-1
John Samples
123 Any Street
Hollywood, USA 98765-4321

Haverfield Buick GMC
456 Reynolds Way
Dayton, OH 45430

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Back



RETAIN



UPSELL

**Full
Check**

FREE

Shocks, Hoses & Belts,
Battery, Alignment,
Suspension, Brake,
Filters, Spark Plugs, and
Battery Check

*See only at Gaffney Toyota. Prices shown represent a standard vehicle at retail. Price, not an estimate, for other vehicles. See our other free services, but some are optional services and fees. Dealer reserves the right to change or discontinue services and vehicles. Expires 12/31/21

**GAFFNEY
TOYOTA**

4567 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.GaffneyToyota.com

KEEP YOUR VEHICLE IN TOP CONDITION.

Take care of your car, and it will take care of you.

Front

BONUS BUCKS

The more you spend, the more you save – up to \$100!

SPEND	\$50-\$150	\$151-\$250	\$251-\$350	\$351-\$450	\$451-\$550	\$551-\$650	\$651-\$750	\$751 & over
SAVE	\$10	\$30	\$40	\$60	\$70	\$80	\$90	\$150

*See only at Gaffney Toyota. Prices shown represent a standard vehicle at retail. Price, not an estimate, for other vehicles. See our other free services, but some are optional services and fees. Dealer reserves the right to change or discontinue services and vehicles. Expires 12/31/21

ANY DETAIL 1/2 OFF!

Take 50% off any detailing package: Express, Basic, or Deluxe

*See only at Gaffney Toyota. Prices shown represent a standard vehicle at retail. Price, not an estimate, for other vehicles. See our other free services, but some are optional services and fees. Dealer reserves the right to change or discontinue services and vehicles. Expires 12/31/21

Check out our detailing packages online at www.GaffneyToyota.com

GAFFNEY
TOYOTA

4567 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.GaffneyToyota.com

POSTAGE

Service Hours: Mon-Fri 7:30 AM-6 PM
OPEN SATURDAYS FOR YOUR CONVENIENCE
8:00 AM-4:00 PM

WE OFFER:

- ▶ OEM Parts
- ▶ Complimentary Snacks & Beverages
- ▶ Comfortable Lounge
- ▶ No Service All Makes & Models
- ▶ Online Service Scheduling
- ▶ Wi-Fi
- ▶ Free Multi-point inspection
- ▶ Factory Trained Technicians

TEMPLATE 862

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

SEGMENT

SPECIAL SEGMENTS

HIGH MILEAGE



RETAIN



UPSELL



Front



Back



RETAIN



UPSELL

GAFFNEY TOYOTA Let's Go Places
 456 Reynolds Way • Dayton, OH 45678
 937.456.7890
 www.GaffneyToyota.com

John,
 You're Now Part Of Our
100000 MILE CLUB

15% OFF Any Service
 for vehicles with 100,000 miles or more

ServiceCenters
 Keep Your Toyota a Toyota

Sales Hours: Monday-Friday 9 AM to 9 PM • Saturday 9 AM to 6 PM
Service Hours: Monday-Thursday 7:30 AM to 9 PM • Friday 7:30 AM to 7 PM
 Saturday 8 AM to 5 PM

Front

CONGRATULATIONS ON 100,000 MILES

Your 100,000 miles have earned you a special discount at Gaffney Toyota.

Call 937.456.7890 or email Appointment@GaffneyToyota.com to schedule your service appointment today.

100,000 MILE BONUS

- \$20.00 OFF** when you spend \$100.00 to \$199.99
- \$40.00 OFF** when you spend \$200.00 to \$299.99
- \$60.00 OFF** when you spend \$300.00 to \$399.99
- \$80.00 OFF** when you spend \$400.00 to \$499.99
- \$100.00 OFF** when you spend \$500.00 and up

Why you should visit your local Toyota dealership:

- > Certified Toyota-trained technicians
- > Convenient hours
- > Competitive or lower prices
- > Genuine Toyota Parts built for your Toyota
- > Exceptional customer service, where your needs come first!

GAFFNEY TOYOTA
 456 Reynolds Way • Dayton, OH 45678
 937.456.7890
 www.GaffneyToyota.com

PRESENTED STANDARD U.S. POSTAGE AND PERMIT NO. 200

TEMPLATE N1

1-1
 John Samples
 or Current Resident
 123 Any Street
 Hollywood, USA 98765-4321

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Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SEGMENT

SPECIAL SEGMENTS

HIGH MILEAGE



RETAIN



UPSELL



Front - Folded

Wallet Card



Front - Open



Back



RETAIN



456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.CloverdaleNissan.com

Parts Hours:
Monday-Friday 7:00 AM to 6:30 PM
Saturday 8 AM to 5 PM



GENUINE WHOLESALE PARTS

Cloverdale Nissan's Parts Department is the **ONLY place to get your GENUINE NISSAN PARTS!**

FAST & FREE DELIVERY

You'll get the right parts, **EVERY** order

Many parts & accessories kept **IN STOCK**

35% to 40% OFF

On qualified parts
CALL for Details

Many **HUGE** advantages, with **NO** added cost to you!

We're on: OPSTRAX, PARTS TRADER, & COLLISION LINK

CALL TODAY & FIND OUT HOW TO SAVE USING OUR NISSAN VALUE ADVANTAGE LINE!

- Brake Pads
- Brake Rotors
- Brake Shoes
- Shocks
- Struts
- Radiators
- Air Filters
- Fuel Filters
- Timing Belt Kits
- Spark Plugs
- Clutch Kits
- Engines



Front



456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.CloverdaleNissan.com

Parts Hours:
Monday-Friday 7:00 AM to 6:30 PM
Saturday 8 AM to 5 PM



PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

GENUINE WHOLESALE PARTS

PARTS & ACCESSORIES AT HUGE SAVINGS TO YOU!

Tina Fey
Parts Manager
Direct: 937.456.7890
Fax: 937.456.7899

Special Parts Savings

Extra 10% OFF

total order of \$200 or more

*Not valid on Cloverdale Nissan. Please present coupon at time of order. Tax and other fees may apply. Not valid on previous purchases. Dealer reserves the right to limit the discount on certain parts and services. Expires 10/31/18.



TEMPLATE N26



1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

SEGMENT

SPECIAL SEGMENTS

NEW CAR BUYERS



RETAIN



Outside

FOLDED



Front



Back



Inside



ATTRACT



RETAIN



456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.CloverdaleNissan.com

Parts Hours:
Monday-Friday 7:00 AM to 6:30 PM
Saturday 8 AM to 5 PM



GENUINE WHOLESALE PARTS

Cloverdale Nissan's Parts Department is the ONLY place to get your GENUINE NISSAN PARTS!

FAST & FREE DELIVERY
You'll get the right parts, EVERY order

Many parts & accessories kept IN STOCK

35% to 40% OFF
On qualified parts
CALL for Details

Many **HUGE** advantages, with **NO** added cost to you!

We're on: OPSTRAX, PARTS TRADER, & COLLISION LINK

CALL TODAY & FIND OUT HOW TO SAVE USING OUR NISSAN VALUE ADVANTAGE LINE!

- Brake Pads
- Brake Rotors
- Brake Shoes
- Shocks
- Struts
- Radiators
- Air Filters
- Fuel Filters
- Timing Belt Kits
- Spark Plugs
- Clutch Kits
- Engines



Front



456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.CloverdaleNissan.com

Parts Hours:
Monday-Friday 7:00 AM to 6:30 PM
Saturday 8 AM to 5 PM



PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

GENUINE WHOLESALE PARTS

PARTS & ACCESSORIES AT HUGE SAVINGS TO YOU!

Tina Fey
Parts Manager
Direct: 937.456.7890
Fax: 937.456.7899

Special Parts Savings
Extra 10% OFF
total order of \$200 or more

Valid only at Cloverdale Nissan. Please present coupon at time of order. Tax and other fees may apply. Not valid on previous purchases. Dealer reserves the right to limit the discount on certain parts and services. Expires 10/31/18.



TEMPLATE N26
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

SEGMENT

SPECIAL SEGMENTS

DIESEL



ATTRACT

Receive a FREE Power Stroke Hat with any diesel service!
while supplies last

THE DIESEL WORKS \$99.95
VEHICLE CHECKUP

Get more for your Power Stroke™ Diesel, including:

- Diesel oil change
- Brake inspection
- Belts & hoses check
- Tire rotation & pressure check
- Battery test
- Fluid top-off
- Multi-point inspection

Adams Ford
937-456-7890
Not valid with other specials and coupons. Expires 8-31-20.

Diesel Fuel System Service \$189.95
Cleaning & Fuel Filter(s) Replacement

Adams Ford
937-456-7890
Not valid with other specials and coupons. Expires 8-31-20.

OWNING WORK SINCE CB RADIOS WERE STATE-OF-THE-ART.

Ford POWER STROKE DIESEL

Front

Ford 1234 REYNOLDS WAY • DAYTON, OH 45678
ADAMS FORD **937-456-7890**
Hours: Mon-Fri 7:30 AM-8:00 PM | Sat 8:00 AM-4:00 PM

POSTAGE

WE SPEAK **Ford POWER STROKE DIESEL**

Your best choice for diesel maintenance & repairs!
At Adams Ford, our team of Senior Master Certified Diesel technicians will provide the best service to keep your vehicle operating at its peak.
Take advantage of the specials on the other side of this card before they expire on August 31 - and get the best diesel service in the Dayton area.

WE HAVE A 4.5 STAR GOOGLE RATING!
★★★★★

TEMPLATE N30
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321











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Back

TEMPLATES

When you're communicating with customers or prospects about major changes in your business, it's critical to let customers know how those changes will make their experience better – faster service, higher quality, more comfortable, etc. It's also an opportunity to show them that you appreciate their business, and offer incentives to keep them coming back.

CAMPAIGN GOALS:

GRAND OPENING	NEW LOCATION	UNDER CONSTRUCTION	NEW MANAGEMENT
 ATTRACT	 ATTRACT	 ATTRACT	 ATTRACT
	 RETAIN	 RETAIN	 RETAIN
	 REACTIVATE	 REACTIVATE	 REACTIVATE

EVENT

GRAND OPENING



ATTRACT



Outside

FOLDED



Front



Back



Inside



ATTRACT



Front



Back

If your new location features an express service lane that services all makes and models, consider sending a saturation mailing, targeting all customers nearby (5 mile radius). Ask your Document Services Consultant for details.


WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

EVENT

GRAND OPENING



ATTRACT




TO: John Samples

YOU'RE INVITED
to the Mercedes Benz of Anytown
GRAND OPENING EVENT!

Come see our brand new lounge, state-of-the-art repair facilities, meet our staff and factory trained technicians, and register to win exclusive prizes!


WHEN:
June 1st-3rd
10 AM-1 PM

JOIN US FOR HORS D'OEUVRES, COCKTAILS, SAVINGS, AND PRIZES



Mercedes Benz
of Anytown

456 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.MBAnytown.com



Front



 **Mercedes Benz**
of Anytown

456 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.MBAnytown.com

YOU'RE INVITED!

PRESORTED
STANDARD
U.S. POSTAGE PAID
COLUM, OH
PERMIT NO. 289

Visit our newly renovated lounge featuring:

- Complimentary gourmet coffee and pastries
- Big screen TVs, comfortable seating, and free Wi-Fi

Tour our new repair facility and meet our staff:

- State-of-the-art technology
- Mercedes-certified service team

Register to win:

- Mercedes-Benz merchandise
- Dinner for two at top steakhouse

GRAND OPENING SPECIAL

10% off
Any Service or Repair

Max discount 10%. Tax value. Please present coupon in window of vehicle. May not be combined with any other offers. Only valid at Mercedes-Benz of Anytown. Expires 12/31/18.

Service Hours: Mon-Fri: 8 am to 5 pm
Sat: 11 am to 3 pm

TEMPLATE N9

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

If your new location features an express service lane that services all makes and models, consider sending a saturation mailing, targeting all customers nearby (5 mile radius). Ask your Document Services Consultant for details.



ATTRACT



RETAIN



REACTIVATE

WE'RE MOVING!



COMING SOON...

Gaffney Hyundai

To: 781 Eckert Dr. 45677
(Just behind the Rave (Cinemark) Theatre)



State-of-the-Art Facility



Latest in Diagnostic Tools



Free Alignment Check with Every Service



Free Multi-Point Inspection with Every Service



Free Automatic Car Wash with Every Service (weather permitting)



We've Added Two Master Technicians to Help Make Sure Your Vehicle is Fixed Right the First Time




Front

WE'RE MOVING TO BETTER SERVE YOU!

OIL & FILTER CHANGE PLUS 4 TIRE ROTATION

Regular Price: \$59.95

Moving Special: **\$39.95**

up to 20% off up to 4 tires. Excludes taxes and fees.



4 WHEEL ALIGNMENT

Regular Price: \$99.95

Moving Special: **\$89.95**

781 Eckert Dr.
Dayton, OH 45677
Just behind the Rave Cinemark Theatre

MOVE OUT & MOVE IN SPECIAL

Oil & Filter Change up to 5 quarts

\$31.95

Synthetic Blend Oil

TIRE PRICE MATCH GUARANTEE

We will match any competitor's tire price on brands we carry within 30 days of purchase.

Buy 4 and get FREE Tire Rotations



Service Hours: Monday-Friday 7:00 AM to 6:00 PM | Saturday 8:00 AM to 1:00 PM

PRESTIGED STANDARD U.S. POSTAGE PAID COLUMBUS, OH PERMIT NO. 250



937-456-7890
www.GaffneyHyundai.com

TEMPLATE N25

John Samples

Or Current Resident

123 Any Street

Hollywood, CA 54321

Back

If your new location features an express service lane that services all makes and models, consider sending a saturation mailing, targeting all customers nearby (5 mile radius). Ask your Document Services Consultant for details.

EVENT

NEW LOCATION



ATTRACT



RETAIN



REACTIVATE

FOLDED



Front



Back



Outside



Inside

If your new location features an express service lane that services all makes and models, consider sending a saturation mailing, targeting all customers nearby (5 mile radius). Ask your Document Services Consultant for details.

RODS
456 Reynolds Way • Dayton, OH 45678
937.456.7890 • www.RodsChevy.com

Service Hours:
Mon-Fri 8 am to 6 pm • Sat 10 am to 3 pm

WE'RE UNDER CONSTRUCTION!

John,

Please pardon our mess! We're building a new, state of the art dealership to better serve the <city> area, with more service bays and more new Chevrolets to choose from. Construction will be complete in the Spring, but in the meantime, we're still open, and we invite you to take advantage of the special "Under Construction" savings on the back.

We look forward to seeing you soon!

Dayton's Premier CHEVROLET Service Center • Schedule Online at www.RodsChevy.com

Front



ATTRACT



RETAIN



REACTIVATE

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$62:1

TARGET: ACTIVE AND INACTIVE CUSTOMERS (0-30 MONTHS) IN A 50 MILE RADIUS

HOOK: OIL CHANGE, TIRE ROTATION, CAR WASH AND INSPECTION, \$49.95 (ACTIVE) OR \$29.95 (INACTIVE AND SALES NO SERVICE)

RODS
456 Reynolds Way • Dayton, OH 45678
937.456.7890 • www.RodsChevy.com

Service Hours:
Mon-Fri 8 am to 6 pm • Sat 10 am to 3 pm

SYNTHETIC OIL & FILTER CHANGE, TIRE ROTATION, AND CAR WASH

\$49.95
Reg. \$69.95

WRITE YOUR OWN CHECK

John Samples \$ up to \$100

10% OFF Any Additional Maintenance or Repair

Spend	\$100 ⁰⁰ -\$1,000 ⁰⁰	\$1,001 ⁰⁰ -\$1,500 ⁰⁰	\$1,501 ⁰⁰ -\$2,000 ⁰⁰	\$2,001 ⁰⁰ -\$2,500 ⁰⁰	\$2,501 ⁰⁰ -\$3,000 ⁰⁰	\$3,001 ⁰⁰ -\$3,500 ⁰⁰	\$3,501 ⁰⁰ -\$4,000 ⁰⁰	\$4,001 ⁰⁰ -\$4,500 ⁰⁰	\$4,501 ⁰⁰ -\$5,000 ⁰⁰	\$5,001 ⁰⁰ & over
Save	\$10	\$20	\$30	\$40	\$50	\$60	\$70	\$80	\$90	\$100

COMING SOON NEW CHEVROLET CITY OF THE ART SERVICE CENTER TO SERVE YOU!

TEMPLATE N22
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Service Hours: Monday-Friday 7am to 6pm • Saturday 8:30am to 5pm

Back

If your new location features an express service lane that services all makes and models, consider sending a saturation mailing, targeting all customers nearby (5 mile radius). Ask your Document Services Consultant for details.

EVENT

NEW MANAGEMENT



ATTRACT



RETAIN



REACTIVATE

Mercedes Benz of Anytown
 456 Reynolds Way • Dayton, OH 45478
 Near the Intersection of Reynolds Way and Meyer Way
 937.456.7890
 www.MercedesBenzofAnytown.com

John Samples,
 Great Service Awaits You!

OIL CHANGE SPECIAL \$18.95
 • All vehicles
 • Lube checks
 • Install new oil filter
 • Add up to 5 quarts motor oil
 • Rotate, check & adjust tire pressure
 • Check tire wear
 • Synthetic & diesel vehicles included

BUY 4 TIRES, GET \$100 OFF

FREE On-Site Car Wash With Every Service Visit!

**WE HONOR ALL COMPETITOR'S COUPONS!
 UNDER NEW OWNERSHIP!**

Front

Mercedes Benz of Anytown
 456 Reynolds Way • Dayton, OH 45478
 937.456.7890
 www.MercedesBenzofAnytown.com

REGISTERED STAGADO U.S. POSTAGE PAID COLUM, OH PERMIT NO. 256

WE SERVICE ALL MAKES & MODELS - FOREIGN AND DOMESTIC

\$100 BONUS DISCOUNT	SPEND THIS	SAVE THIS
\$300-\$499	40	
\$500-\$699	75	
\$700-\$899	110	
\$900-\$1099	145	
\$1100-\$1299	180	
\$1300-\$1499	215	
\$1500-\$1699	250	
\$1700-\$1899	285	
\$1900 or more	320	

COMPLETE VEHICLE DETAIL \$149.95
 • Wash of Exterior
 • Interior Shampoo
 • Complete Cleaning of All Interior Surfaces
 • Clean Headlights, Tires & C/W
 • Clean All Jambos
 • Clean Engine Compartment
 • Clean Clutch Pedal
 • Clean Mirrors & Dents Best

MANAGER'S SPECIAL
 GENUINE HONDA/AIR FILTER OR WIPER BLADES
FREE INSTALLATION & 10% OFF

FOR YOUR CONVENIENCE WE OFFER THESE FINE AMENITIES:

- COMPLETED WITH 90 DAYS IN YOUR EXTERMINAL
- SHAPING CUSTOMER'S NEEDS
- FREE DENTAL SERVICE TO MAKE WHILE WE SERVICE YOUR VEHICLE
- SPACIOUS CUSTOMER SERVICE
- CHILDREN'S PLAY AREA
- NO WAITING FOR PARTS AND TO OUR FREE INTERIOR OF MANUFACTURER'S OTHER QUALITY BRAND PARTS
- FREE ONLINE CAR WASH - FREE CAR WASH WITH ANY SERVICE
- FREE NEW INSURANCE IN OUR HEADQUARTERS
- FINCH (NEW SERVICE) AVAILABLE
- FACTORY TRAINED TECHNICIANS
- SATISFACTION GUARANTEED
- SERVICE CAR AVAILABLE
- NO APPOINTMENT NEEDED
- UNLIMITED SERVICE SCHEDULES
- COMPLIMENTARY WAXES, POLISHES
- COMPLIMENTARY MULTI-PURPOSE REFLECTOR
- FREE TIRE ALIGNMENT
- ALL WORK AT CUSTOMER'S CONVENIENCE

NEW ON-SITE CAR WASH - FREE CAR WASH WITH EVERY SERVICE VISIT

Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

NEW MANAGEMENT



ATTRACT



RETAIN



REACTIVATE

GAFFNEY TOYOTA

HEY DENVER!

GAFFNEY TOYOTA IS NOW UNDER NEW OWNERSHIP!

456 Reynolds Way, Denver, CO 45678
 Sales: 800-344-0996
 Service: 800-344-0997
 www.GaffneyToyota.com

Sales Hours: Mon-Fri 9 AM to 5 PM - Sat 10 am to 5 pm
 Service Hours: Mon-Fri 7 am to 6 pm - Sat 9 am to 4 pm

Conveniently located near Civic Center Park!

456 Reynolds Way, Denver, CO 45678
 Sales: 800-344-0996
 Service: 800-344-0997
 www.GaffneyToyota.com

Front

GAFFNEY TOYOTA

Sales: 800-344-0996
 Service: 800-344-0997
 www.GaffneyToyota.com

Service Hours:
 Mon-Fri 7 am to 5 pm
 Sat 10 am to 5 pm

PRESCRIBED STANDARD
 U.S. POSTAGE PAID
 CELINA, OH
 PERMIT NO. 230

Over 300 new Toyotas in stock!

Every new Toyota includes Toyota Care complimentary maintenance!

- No appointment oil changes
- Complimentary car wash
- Complimentary beverages and WiFi in our comfortable waiting room
- Complimentary loaner cars for most recalls and major services (over \$250)
- Competitor coupons honored
- We service all makes and models

Bring in this coupon to receive
\$10 off
OR 10% off
ANY SERVICE!

Small text: Valid only at Gaffney Toyota. Please present this coupon to receive service and/or parts. Some restrictions may apply. Not valid on previous visits. Participation not available. Expires 12/31/18

JOHN,
 STOP BY AND MEET
 OUR NEW STAFF!

PLUS: Mention the MANAGER SPECIAL and receive FREE Wiper Blades.

Benjamin Buffon
 Service Manager

TEMPLATE N12
 1-1
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

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Back

EVENT

NEW MANAGEMENT



ATTRACT



RETAIN



REACTIVATE

FOLDED



Front



Back



Outside



Inside

NEW MANAGEMENT

HAVERFIELD
ACURA

WELCOMES BRETT FAVRE
Our New Service Manager

Brett comes to us with over 20 years of Acura and Honda service experience and is ready to assist you with all your automotive service needs! Please take advantage of the attached coupons and say hello to Brett.

555-555-8000
WWW.HAVERFIELDACURA.COM

Service Hours:
Monday-Friday 7:30 AM to 6:00 PM
Saturday 8:00 AM to 1:00 PM
Closed Sunday



\$100 OFF

Any Timing Belt Replacement
See Advisor for Details.

Acura & Honda vehicles only. See and shop together only. Please present coupon in addition to base of vehicle. May not be combined with any other offer(s). Only valid at Haverfield Acura, Dayton, OH 45478.

BONUS BUCKS

You Spend This:	YOU SAVE THIS:
\$50 ⁰⁰ to \$99 ⁹⁹	SAVE \$5
\$100 ⁰⁰ to \$199 ⁹⁹	SAVE \$10
\$200 ⁰⁰ to \$299 ⁹⁹	SAVE \$20
\$300 ⁰⁰ to \$399 ⁹⁹	SAVE \$30
\$400 ⁰⁰ to \$499 ⁹⁹	SAVE \$40
\$500 ⁰⁰ or More	SAVE \$50

Acura & Honda vehicles only. See and shop together only. Please present coupon in addition to base of vehicle. May not be combined with any other offer(s). Only valid at Haverfield Acura, Dayton, OH 45478.

Front

JOHN, WE OFFER THESE GREAT BENEFITS TO OUR SERVICE CUSTOMERS!

- No Appointment Accelerated Service
- Online Service Scheduling
- Free Loaner Cars
- Exterior Car Wash With Every Service
- Comfortable Waiting Area
- Free Refreshments



\$20 OFF

When You Purchase An Oil Change & Tire Rotation

See and shop together only. Please present coupon in addition to base of vehicle. May not be combined with any other offer(s). Only valid at Haverfield Acura, Dayton, OH 45478.

ACURA ACCELERATED SERVICE

HAVERFIELD

ACURA

456 Reynolds Way
Dayton, OH 45478
555-555-8000
www.HaverfieldAcura.com

© 2018 The Reynolds and Reynolds Company 1-800-544-0094 2P11111 (John)

TEMPLATE N3

1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

SERVICE HOURS: MONDAY-FRIDAY 7:30 AM TO 6:00 PM, SATURDAY 8:00 AM TO 1:00 PM, CLOSED SUNDAY

Back



ATTRACT



RETAIN



REACTIVATE

REPAIR TYPE

TEMPLATES

CAMPAIGN GOAL: INCREASE SERVICE REVENUE



UPSELL

Want to increase your dollars per RO and give your service revenue a boost? These templates are designed to help you bring customers in for services beyond basic maintenance.

TIRES



Independent shops advertise tire specials often, so make sure your customers know that you offer the competitive tire prices they want, along with factory trained technicians that the independent shops don't have.

Popular offers:

- Manufacturer rebate incentives
 - Buy 3, get 1 for \$1.00
 - Meet or beat competitor advertised pricing
- Complimentary tire rotations for life with the purchase of tires and installation

Targets: Most tires are expected to last about 50,000 miles, so you can target customers close to that mileage, and exclude customers who purchased tires. Or, if you're targeting conquest and mileage is not available, target vehicles that are 3 or more model years old, likely to have traveled 45,000 or more miles.

BRAKES



Brake service is another area where independent shops advertise heavily. The OEM parts available from dealerships provide the best fit and performance, making them the best investment option - especially when OEM are offering incentives.

Popular offers:

- Manufacturer rebate incentives
 - Front / Rear Brake service
 - Dollars off or price per axle

Targets: Target customers based on vehicle mileage. Mileage criteria will vary based on where you're located; in urban areas with lots of stop-and-go driving, brakes will wear out much faster, so the mileage criteria would be lower than those in less populated areas. Exclude customers who have had brake service completed in the last few months.

TIMING BELTS



Our timing belt template is designed to educate customers - in simple terms - on what the timing belt does, and how replacing a worn timing belt can save a customer thousands versus repairing the damage caused if the belt breaks.

Popular offer:

- Timing belt and water pump replacement*

Targets: Timing belt replacement are usually a mileage-based recommendation, but the mileage varies by OEM. It's best to communicate with customers before the service is needed; if timing belt replacement is recommended at 100,000 miles, reach out to customers approaching that milestone - like those at 95,000 miles - so that the belt can be replaced before it breaks!

*Because of the extensive labor involved in timing belt replacement, many dealers recommend replacing the water pump at the same time, to save the customer money versus having these services performed separately.



UPSELL

Worn tires can increase your stopping distance an average of 87 feet.

THAT'S LONGER THAN A SEMI-TRUCK!

Source: <http://www.nhtsa.gov/ndp/roadwaysafetyfacts/worn-tires.html> and road stopping distance.

ALL TIRES BUY 3, GET 1 FREE

OTHER TIRE PERKS

- Honor competitors coupons
- Free lifetime tire rotation
- 5-year warranty upon purchase

With good check-out conditions. Please present coupon to address of tire of sale only. May not be combined with any other offers. Not valid with discounted tires. Only valid at Baker Volkswagen. Expires 11/30/21.

Baker Volkswagen
 456 Reynolds Way
 Dayton, OH 45678
 937-456-7890
www.BakerVolkswagen.com

Front

Baker Volkswagen 456 Reynolds Way Dayton, OH 45678 937-456-7890 www.BakerVolkswagen.com

Service Hours:
 Mon-Fri 8 AM to 5 PM
 Sat 9 AM to 3 PM
 Sunday 10 AM to 1 PM

POSTAGE

Looking for flexible monthly payments for parts & service?

ASK YOUR SERVICE ADVISOR ABOUT SUBIT!

1. Apply in less than 30 seconds.
2. Pre-Qualification does not affect credit score.
3. No interest if paid in 30 days / simple interest after that.
4. Flexible payment options (up to 12 months).

sunbit

\$15.00 OFF Any Service \$39.95 and over

Can use on tires after that date. Please present coupon to address of sale only. May not be combined with any other offers. Not valid with discounted services. Only valid at Baker Volkswagen. Expires 11/31/21.

TEMPLATE N43

John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

Back

REPAIR TYPE

TIRES



UPSELL

YOU DO THE MATH!

ONE GREAT DEAL.

Front

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

Jackson Dale

1234 Reynolds Way | Dayton, OH 45478
937-123-4567 | www.JacksonDaleGMC.com

Monday-Friday 7:00 AM-6:00 PM
Saturday 7:00 AM-4:00 PM

**BUY 3 TIRES
GET THE 4TH
FOR \$1***

*Offer valid 10/01/20-11/30/20. Available on select tires in stock at Jackson Dale Buick, Toyo, OHTSU and Kelly tires are excluded. See your Service Advisor for details.

OCTOBER 1–NOVEMBER 30

POSTAGE

\$15 OFF
Any Oil & Filter Change
Conventional, Synthetic, or Diesel

Valid only at Jackson Dale Buick. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 11/30/20.

FREE Tire Rotations
for the life of your tires

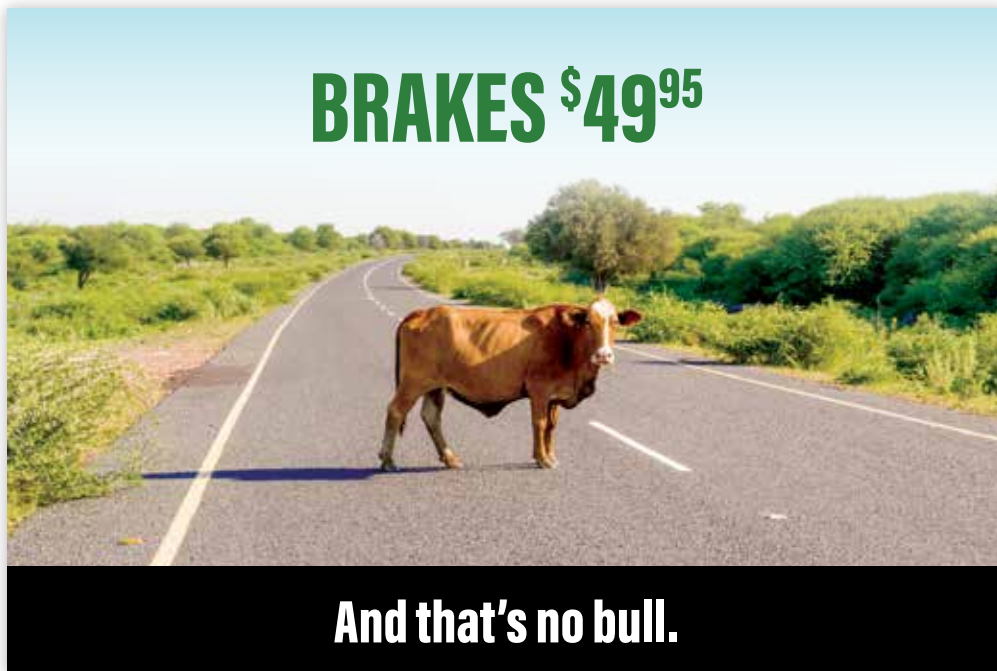
Tires must be purchased & installed October 1, 2020 thru November 30, 2020 at Jackson Dale Buick.

TEMPLATE N27

1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back



UPSELL

Front

GAFFNEY TOYOTA

1234 Reynolds Way
Dayton, OH 45678
(937) 456-7890
www.Gaffneytoyota.com

Monday-Friday 7:30 AM-5:30 PM Saturday 8:00 AM-2:00 PM Sunday Closed
Schedule online today at www.GaffneyToyota.com

GET A BREAK ON BRAKES.

\$49.95 Reg. \$69.95

Front Pad or Rear Shoes

- 45-point brake inspection
- Road test
- Front pads or rear shoes
- 12-month warranty
- Installation

Valid only at Gaffney Toyota. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 5/31/20.

POSTAGE

\$39.95 Reg. \$59.95

Conventional Oil Change

- Up to 5 quarts oil
- Tire rotation & pressure check
- Filter check
- Multi-point inspection
- Fluid top-off

Valid only at Gaffney Toyota. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 5/31/20.

\$10 off

ANY SERVICE!

Valid only at Gaffney Toyota. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 5/31/20.

WE OFFER

- Comfortable Lounge
- Shuttle Service
- Free Wi-Fi
- Free Car Wash

TEMPLATE N28

1-1

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back

REPAIR TYPE

TIMING BELT

NEW!



UPSELL

HAVERFIELD
Honda

4567 Reynolds Way | Dayton, OH 45678 | 937.456.7890 | www.HaverfieldHona.com

TEMPLATE N49

1-1
John Samples
123 Any Street
Hollywood, CA 54321

TIMING BELT REPLACEMENT RECOMMENDED

2014 Honda Accord • VIN: 12345 • Mileage: 78,800

Dear John,

As a valued customer, we wanted to make you aware of maintenance that Honda recommends for your vehicle based on your current mileage: **timing belt replacement.**

Your 2015 Honda Odyssey is equipped with a timing belt that helps keep the components of your engine working together in the right sequence. A worn timing belt can break and cause engine damage that may cost thousands to repair.

Unfortunately, timing belts often fail without warning. Completing this service now may help you avoid costly repairs later on.

If you have any questions about Honda service, you can reach our team at **937.456.7890.**

Sincerely,
Tom Doe

Tom Doe
Service Manager
Haverfield Honda

Looking for flexible monthly payments for parts & service?

WE OFFER FINANCING THROUGH SUNBIT!

- Apply in less than 30 seconds: www.appliesunbit.com/Haverfield
- Pre-Qualification does not affect credit score.
- No interest if paid in 30 days / simple interest after that.
- Flexible payment options (up to 12 months).

© 2018 The Reynolds and Reynolds Company 1-800-394-0896 DF1680 (2/16)

What does the Timing Belt do?

The timing belt ensures that the components of your engine work in time together, in the correct sequence. It's like a pacemaker for your car.

Why does it need to be replaced?

Timing Belts are made of rubber, and over time, they wear out.

How can I tell if it's wearing out?

Unfortunately, most owners do not notice anything before the belt fails – their engine just stops.

What if it fails?

Timing belt failure can cause costly engine damage, including bent valves, piston and cylinder wall damage, or in the worst cases, damage severe enough to require a new engine.

Timing Belt Savings

TAKE 25% OFF or \$200 OFF Timing Belt Service
Whichever is greater

- Replace Timing Belt with new, genuine Honda timing belt.
- Inspect tensioners and/or idler pulleys for wear; replace as needed.
- Replace water pump. Because the engine must be partially disassembled to replace the timing belt, replacing the water pump at the same time prevents you from paying for labor twice.

Please present engine to advisor at time of write-up. May not be combined with any other offers! Only valid at Haverfield Honda. Expires 9/30/18.

HAVERFIELD
Honda

Service Hours:
Monday – Friday 9:00 AM to 8:30 PM
Saturday 9:00 AM to 2:00 PM | Sunday Closed

Haverfield Honda
4567 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.HaverfieldHonda.com

Call 937.456.7890 for more information.



UPSELL

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45430
937.456.7890 • www.HaverfieldHonda.com


2024 Honda Accord • VIN: 11140 • Mileage: 75,805

John,

Based on your current mileage, Honda recommends replacing your timing belt soon. This critical service keeps your engine running reliably. Broken timing belts can cause thousands of dollars in damage.

Call 937.456.7890 today to schedule this important service.

Sincerely,
John Smith
Service Manager



PROTECT YOUR INVESTMENT!

Replace your Timing Belt




 **What does the Timing Belt do?**

The timing belt ensures that the components of your engine work in time together, in the correct sequence. It's like a pacemaker for your car.

 **Why does it need to be replaced?**

Timing Belts are made of rubber, and over time, they wear out.

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Unfortunately, most owners do not notice anything before the belt fails - their engine just stops.

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Timing belt failure can cause costly engine damage, including bent valves, piston and cylinder wall damage, or in the worst cases, damage severe enough to require a new engine.

Front

HONDA SERVICE ALERT:

Based on your current mileage, your vehicle may need a new timing belt.

PROPOSED
EPA CARB
U.S. POSTAGE PAID
COLUM, OH
PERMIT NO. 235



Free Shuttle Service | Competitor comparison | 4.3 Warranting on Google

Timing is EVERYTHING

Repairing damage caused by timing belt failure can cost thousands more than replacing the belt before it breaks.



Timing Belt replacement



Replace broken belt damage



Replace engine

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45430
937.456.7890 • www.HaverfieldHonda.com

Mon-Fri 9AM to 5 PM
Sat: 11 AM to 3 PM

Call 937.456.7890 to schedule service

Timing Belt Savings

**TAKE 25% OFF
or \$200 OFF**

Timing Belt Service

\$100+ labor is greater

- Replace Timing Belt with new, genuine Honda timing belt.
- Inspect tensioners and/or pulleys for wear; replace as needed.
- Replace water pump. Because the engine must be partially disassembled to replace the timing belt, replacing the water pump at the same time prevents you from paying for labor twice.

Please contact nearest Honda service center or visit us at www.honda.com for more details. Offer valid while supplies last. ©2021 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

TEMPLATE N8

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

4528786 - Timing Belt Template

Back

TEMPLATES

BODY SHOP: Shape your image

Make prospects aware of the expertise your body shop can provide to get their vehicles back to like-new condition.

REWARDS PROGRAM: Promote your perks

Promoting a dealer's customer incentive program is a great way to distinguish it from competitors. Make sure the piece clearly explains the exclusive benefits customers can receive from the program.

DIGITAL TIE-INS: Build your digital brand

With so many advertisers vying for attention, making an impression online can be a major challenge. Direct mail can help cut through that clutter and connect with customers one on one. So, if you want to spread the word about your social media, or increase the number of email addresses in your DMS, print is the perfect companion!

CAMPAIGN GOALS:



ATTRACT



ATTRACT



REACTIVATE



ATTRACT



RETAIN



ATTRACT



Front



Back

OTHER

REWARDS PROGRAMS



ATTRACT



REACTIVATE

Jackson Dale

1234 Reynolds Way • Dayton, OH 45678
937.456.7890
www.JacksonDaleBuickGMC.com

Welcome to the ALL NEW VIP Customer Loyalty Rewards Program exclusively at Jackson Dale Buick GMC!

1	VISIT	Jackson Dale Buick GMC for your vehicle's maintenance needs.
2	EARN	\$5-\$50 in REWARDS COUPONS , based on the amount of your service invoice.
3	RECEIVE	your REWARDS COUPONS by mail around the time your next service is due.
4	REDEEM	your REWARDS COUPONS when you return for your next maintenance.

\$20 OFF

Your 1st visit on any maintenance or repair

Only valid on vehicles never serviced at Jackson Dale Buick GMC. Please present coupon to advisor at time of write-up. Not valid on previous services performed. Expires 5/31/20.

FREQUENTLY ASKED QUESTIONS

1. Will I receive Rewards Coupons on warranty repairs?
YES! You will receive Rewards coupons if you bring your vehicle to Jackson Dale Buick GMC for any warranty repair.

2. Can I earn Rewards Coupon on multiple vehicles?
YES! Why take your other vehicles somewhere else that don't offer you Rewards coupons. Jackson Dale Buick GMC services ALL MAKES AND MODELS.

3. Do I have to sign up to start earning Rewards Coupons?
NO! Just bring in your vehicle to Jackson Dale Buick GMC and you will automatically start earning your Rewards coupons based on how much you spent during your previous service visit.

4. Is this VIP Customer Loyalty Rewards Program similar to programs other big box stores offer that I may shop at?
YES! Other companies reward you for shopping at their store, why wouldn't you take advantage of the same program at Jackson Dale Buick GMC! See the other side for our Reward levels.

Front

Jackson Dale

1234 Reynolds Way
Dayton, OH 45678
937.456.7890
www.JacksonDaleBuickGMC.com

Monday-Friday 7:00 AM to 6:00 PM
Saturday: 8:00 AM to 1:00 PM

POSTAGE

ALL NEW VIP CUSTOMER LOYALTY REWARDS PROGRAM ONLY AT JACKSON DALE BUICK GMC!

WE SERVICE ALL MAKES AND MODELS AND WANT TO BE YOUR SERVICE CENTER FOR YOUR ENTIRE FAMILY!

Service Invoice	Rewards
Spend up to \$99.99 Earn \$5.00
Spend \$100-\$199.99 Earn \$10.00
Spend \$200-\$499.99 Earn \$25.00
Spend \$500+ Earn \$50.00

We look forward to servicing your vehicle. After service, you will receive your Rewards Coupon by mail around the time your next service is due.

Sincerely,
Charlie Chapman
Jackson Dale Buick GMC Service Manager

JOHN,

Use your \$20 coupon on your first visit and start earning VIP Rewards Coupons!

TEMPLATE N34
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 12345

Schedule your first appointment online at JacksonDaleBuickGMC.com

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Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



ATTRACT

BE A PART OF THE HAVERFIELD HONDA FAMILY!

We'd love to add you to our list of happy customers!

SCHEDULE A SERVICE APPOINTMENT NOW!

2020
V.P. EXCELLENCE
CONSUMER
SATISFACTION
AWARD

TOP RATED
DEALER
2020

FULL SYNTHETIC OIL & FILTER CHANGE

\$10 OFF

*Offer valid on scheduled oil changes. Please call for details. Excludes taxes and fees. Offer good while supplies last. Offer ends 12/31/2020. ©2020 Haverfield Honda. All rights reserved.

HAVERFIELD
Honda

4567 Reynolds Way
Dayton, OH 45678
937-456-7890
www.HaverfieldHonda.com

Front

HERE'S WHAT CUSTOMERS ARE SAYING ABOUT HAVERFIELD HONDA SERVICE!

★★★★★
"My Accord just hit 300,000 miles and it still runs beautifully thanks to the team at Haverfield Honda. They provide the best Honda service at the best price."

★★★★★
"The only place I will take my Pilot for service is Haverfield Honda. When I needed a major repair they provided a complimentary loaner, which was super-convenient."

★★★★★
"Everyone was friendly, service was quick, and the service drive was smooth - exactly what I was looking for."

★★★★★
"Great prices on tires free lifetime rotation - yes please!"

Service Hours:
Monday-Friday 7:00 am-5:30 pm
Saturday 8:00 am-2:00 pm

PRESORTED
STANDARD
U.S. POSTAGE PAID
DAYTON, OH
PERMIT NO. 280

TEMPLATE 848

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back

OTHER

DIGITAL TIE-INS

NEW!



ATTRACT



RETAIN



Front



Back



ATTRACT



RETAIN



Front



Back

OTHER

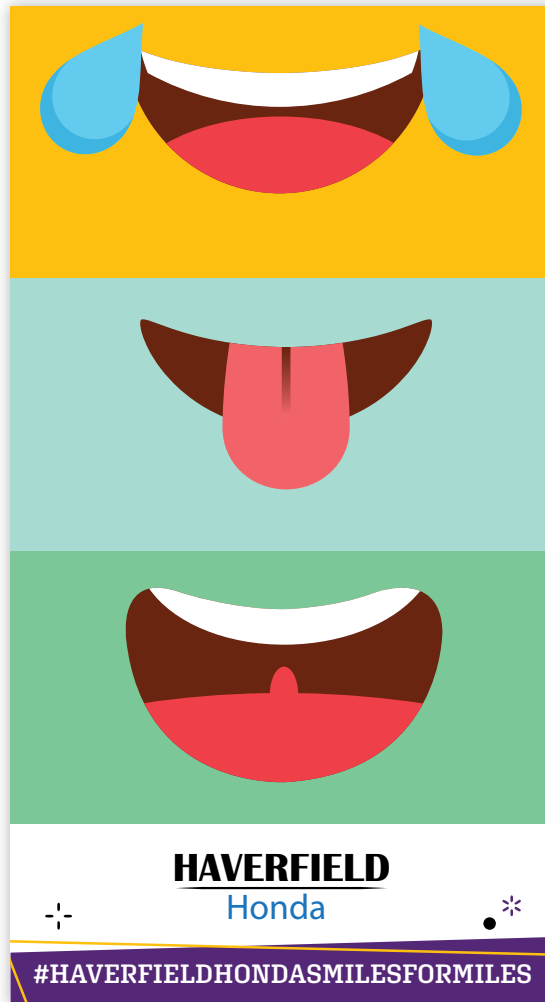
DIGITAL TIE-INS



ATTRACT



RETAIN



Front



Back

Customer referrals are a great way to increase business, and this template provides a fun way to reward customers for spreading the word about the dealership through social media.



Document Services

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