

ReminderTRAX[®] Testimonial

“ReminderTRAX drills down on our customer base, providing a more targeted approach. [...] With ReminderTRAX it’s easy.”

VALLEY FORD **VALLEY NISSAN**
 910 South 1st Street | Yakima, WA 98901
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Ford 509-453-3221 Nissan 509-469-1600
 www.DriveValleyFord.com www.DriveValleyNissan.com

Recommended Service
 45700 Hillcrest
 Honston, Texas 77040

November 2017
 VIN #: 3GTBCL3C38G218918
 Last Maintenance Service: 07/15/2009
 Last Maintenance Mileage: 12345
 Estimated Mileage: 5000

Dear Recommended Service,

Thank you for your recent visit to our service department to have your 2016 Ford Fusion serviced. It is our responsibility to keep you informed of anything that may need attention or additional service. To ensure the safety and reliability of your vehicle, our technicians noted that your vehicle needs the following:

RECOMMENDATIONS

AIR FILTER
 RIGHT FRONT TIRE (FOUND NAIL)
 REPLACE REAR BRAKES SOON
 WIPER BLADES
 BATTERY SERVICE NEEDED
 FUEL FILTER
 TRANSMISSION SERVICE
 RECOMMEND ALIGNMENT

To make an appointment, or for more information, please contact our service department directly at 509-453-3221 or 509-469-1600. Our service hours are Monday through Friday from 7:30 a.m. to 5:30 p.m. You can also schedule an appointment through our website: www.DriveValleyFord.com or www.DriveValleyNissan.com.

Sincerely,
 Cody Swearingen
 Cody Swearingen
 Service Manager

FOR YOUR CONVENIENCE:
 We service most makes and models!
 We offer fast lube service!

WRITE YOUR OWN CHECK
 Valley Ford Nissan **SAVE UP TO \$50**

SPEND	\$50 ⁰⁰	\$100 ⁰⁰	\$200 ⁰⁰	\$300 ⁰⁰	\$400 ⁰⁰	\$500 ⁰⁰	& over
SAVE	\$5	\$10	\$20	\$30	\$40	\$50	

Please present to service advisor at walk-in. Checks may not be combined with other offers. Not valid toward prior 100% or credits. In case value, void if other Ford Service day. Dealer copies of Day 100 form of offer.

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PHONE:
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WEBSITE:
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YOUR VEHICLE IS DUE FOR MAINTENANCE!



“I have used ReminderTRAX for 10 years at two different dealerships. I have stuck with ReminderTRAX in place of expensive programs that mass mail because ReminderTRAX drills down on our customer base, providing a more targeted approach. I like that with ReminderTRAX I have a lot of control over the program: for instance, Reynolds will build and design our communications the way I want them. Plus our Document Services Consultant does a great job for us, visiting monthly to review reports and monitor our return on investment.

The Declined Service communication is definitely our biggest money maker. Monthly return on investment reports not only show the response, but also break down the information by advisor. It takes constant reminders for our advisors to stay consistent, but it’s worth it. I’m a big fan of the declined program.

Our dealership is enrolled in both Ford’s ConsumerConnection program and ReminderTRAX, but I tend to do more with Reynolds. I like that with ReminderTRAX it’s easy: I don’t have to log into a system and take the time to manage the program on my own, Reynolds does all the work.”

Cody Swearingen
 Service Manager
 Valley Ford Nissan
 Yakima, Washington



Contact your Document Services Consultant for more information.

