

Document Services



2021 SUMMER MAILER TEMPLATES

May, June, July

Summer, Memorial Day, 4th of July

CONTENT

| | |
|--|--------------|
| WHY CHOOSE REYNOLDS AND REYNOLDS? | 2 |
| CUSTOMIZE YOUR TEMPLATE | 3 |
| MAILER SIZES | 4 |
| VARIABLE OFFERS | 5 |
| 2021 SCHEDULING SUGGESTIONS | 6 |
| DIRECT MAIL STATISTICS | 7 |
| INSIDE TEXT IDEAS | 8 |
| OFFERS THAT DRIVE ACTION | 9 |
| SUMMER TEMPLATES—INTRODUCTION | 10 |
| GENERAL SUMMER TEMPLATES | 11-40 |
| POSTCARDS | 11-28 |
| SELF-MAILERS | 29-40 |
| PATRIOTIC TEMPLATES | 41-55 |
| POSTCARDS | 41-49 |
| SELF-MAILERS | 50-55 |

POPULAR SEASONAL

OFFERS

- Pre-Vacation Tune-up
- Windshield Wipers
- Cooling System Service
- Car Wash Packages
- Air Conditioning
- Tire Rotation

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



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

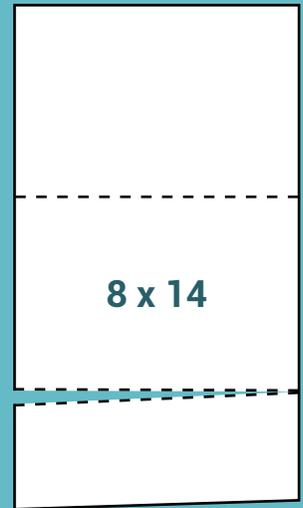
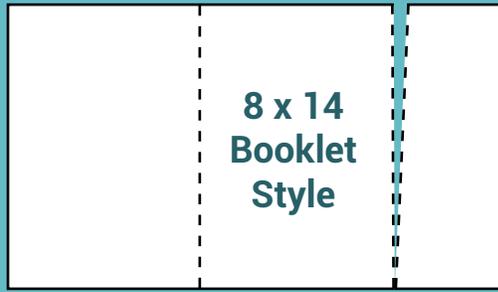
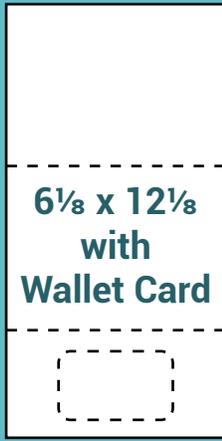
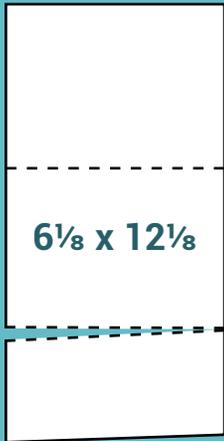
These options can be added to
ANY template!

SIZES

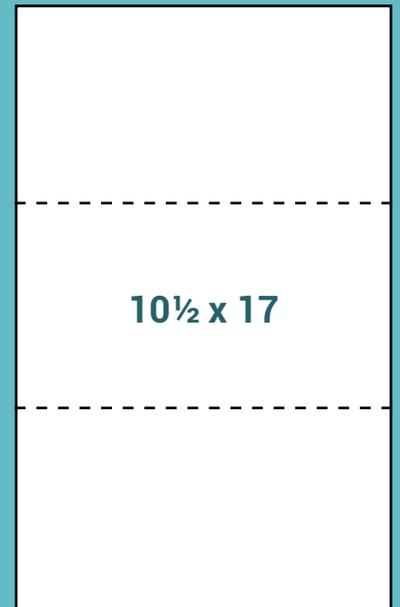
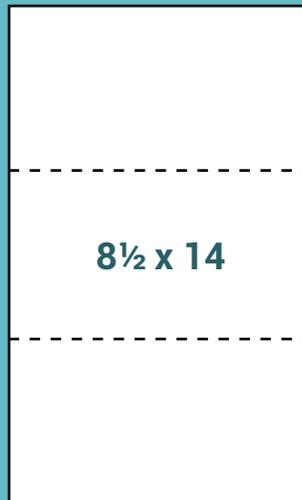
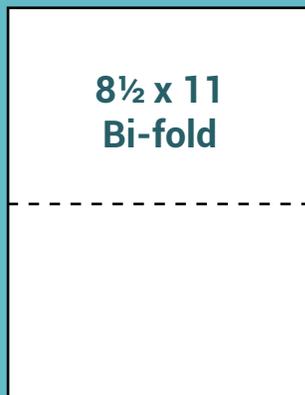
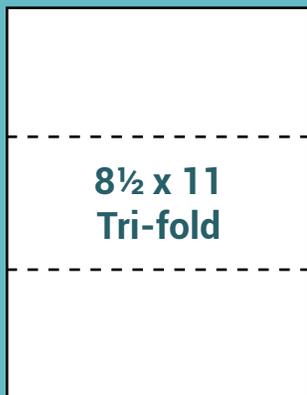
POSTCARDS



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



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

DATE 06/01/19

PAY TO THE ORDER OF John Samples

Five dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

Target 1
Current customers, who had service in the past 5 months, received **\$5.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

DATE 06/01/18

PAY TO THE ORDER OF Joe Buyer

Ten dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

Target 2
Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

DATE 06/01/18

PAY TO THE ORDER OF Jane Smith

Fifteen dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

⑆155774587⑆ 834872695 ⑆ 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 8/31/2017

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.

SCHEDULING SUGGESTIONS

Mailers will be produced and delivered to the post office within three days of final approval of your artwork and mailing list. To allow time for standard delivery (6-9 days from production) please note the guidelines below for order approval dates. Some deadlines are extended because heavy mail volumes can impact delivery time.

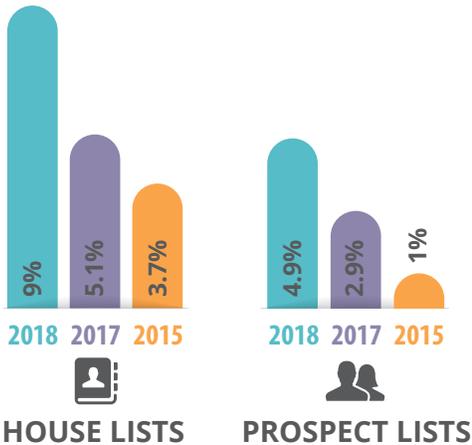
| Holiday | Suggested Mail Dates |
|-------------------------|----------------------|
| Summer | May-June |
| Memorial Day | By May 10 |
| 4 th of July | By June 11 |

READY TO GET STARTED?
Contact your Reynolds Document Consultant,
or email RDS@reyrey.com.

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%)



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



THE POWER OF DIRECT MAIL



75% of people who receive direct mail can recall a brand immediately after seeing it, vs. only 44% recall after seeing a digital ad.



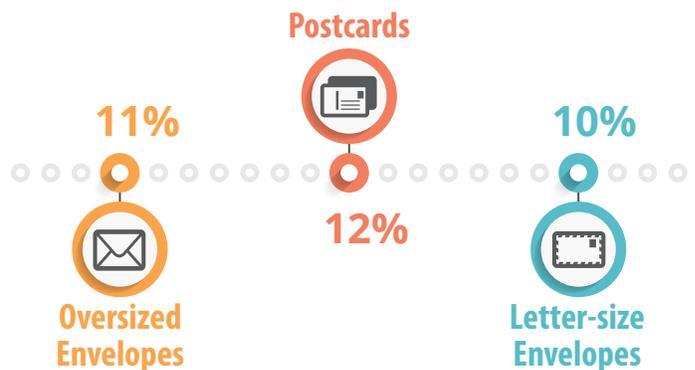
Advertising mail is kept in a household for **17 days** on average.



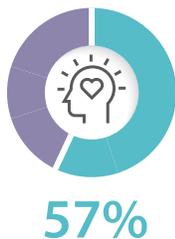
Direct mail recipients purchased **28%** more items and spent **28%** more money than people who didn't get the direct mail piece.

*Sources: September 2019 "Mail Spoken Here" newsletter from the US Postal Service. <https://www.smallbizgenius.net/by-the-numbers/direct-mail-statistics>

2018 RESPONSE RATES BY FORMAT



THE HUMAN CONNECTION



- 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.



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

IDEAS

GENERAL SUMMER

- Pre-Vacation Service Savings
- Road Trip Specials
- Life's a Picnic
- Summer Picnic Sale
- Summer of Savings
- Hot Savings
- Sizzling Savings
- Cool Summer Special
- Beat the Heat
- Dog Days of Summer
- Sunny Summer Savings
- Summer Vacation Sale
- Hottest Discounts
- Red Hot Savings
- Celebrate Summer
- Hot Days, Cool Savings

PATRIOTIC

- Red White & Blue Savings
- We Want You to Save Big
- Patriotic Savings
- Hot Dogs. Baseball. Savings
- Firecracker Savings
- Positively Patriotic Savings
- Let Freedom Ring
- Blast Off Sale

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.

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

SUMMER

TEMPLATES

THEMES

GENERAL
SUMMER

PATRIOTIC

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6 $\frac{1}{8}$ x 12 $\frac{1}{8}$ " SELF-MAILER

8 x 14" SELF-MAILER

8 $\frac{1}{2}$ x 11" SELF-MAILER

8 $\frac{1}{2}$ x 14" SELF-MAILER

10 $\frac{1}{2}$ x 17" SELF-MAILER

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.



Front



Back

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

GENERAL
SUMMER

6 x 11" POSTCARD

NEW!

NEW!



Front



Back




**Dive into
GREAT DEALS**

SUMMER SAVINGS

\$24⁹⁵ Reg. 39.95



Oil and filter change

Includes up to 5 quarts of oil, undercarriage inspection, alignment check, battery test, fluid check, and multipoint inspection

Excludes tax. Valid only at Ferman Infiniti. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous service. Photocopies not accepted. Expires 8/31/21.

FERMAN
INFINITI

937-456-7890

Mon-Fri 8 AM to 5 PM Sat 11 AM-2 PM

Front

**Swimming in
SAVINGS!**

| SPEND AND SAVE | |
|---------------------------|------------|
| SPEND THIS | SAVE THIS |
| \$49-\$149 | Save \$15 |
| \$150-\$300 | Save \$25 |
| \$301-\$500 | Save \$50 |
| \$501-\$1000 | Save \$75 |
| \$1001-\$1500 | Save \$100 |
| \$1501 ⁰⁰ & UP | Save \$200 |

Excludes tax. Valid only at Ferman Infiniti. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous service. Photocopies not accepted. Expires 8/31/21.

**SERVICE
VEHICLE
PICKUP
AND
DROP-OFF
AVAILABLE!**

937-456-7890 or
www.FermanInfiniti.com
to schedule!



FERMAN
INFINITI

POSTAGE

937-456-8790
4567 Reynolds Way
Dayton, OH 45678
www.FermanInfiniti.com

JOHN, WE OFFER YOU:

- FREE Shuttle Service
- Large Comfortable Lounge
- Early Bird or Late Drop Off Available
- FREE WI-FI

TEMPLATE SM52



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

© 2021 The Reynolds and Reynolds Company 1-800-368-8888 2373021 02/21

Back

GENERAL
SUMMER

6 x 9" POSTCARD

Our techs aren't this cute

BUT

they ARE certified to fix your <Make>!

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
\$24.95

- 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

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

Back

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

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45425
Service: 930-555-4566 • Sales: 930-555-4562
www.HaverfieldHonda.com

Summer FUN!

Dayton Summer Events

| JUNE | JULY |
|--|---|
| 6.1 • Beer, Ok & Yo ride with Bowling Bowl Green WoodPark | 7.1 • Multi-Use Western Fires Pavilion |
| 6.12 • Top Strawberry Festival | 7.6 • Daughtry New Music Center |
| 6.4 • Big & All Bass Music Center | 7.6 • Pat Benatar and Mar Shrike Fires Pavilion |
| 6.8 • Midway Springs Street Fair | 7.22 • Sheryl Crow Fires Pavilion |
| 6.9 • Dayton Jazz Festival Levi's Pavilion | 7.23-25 • DL John's Top City Festival |
| 6.11 • Beatty Day and Keanu Reeves Theatrical | 7.24 • The Montgomery County Fair |
| 6.12 • Bass Music Center | 7.25-29 • The Montgomery County Fair |
| 6.17 • Big Head Todd and The Mourning | 7.26 • Honda Life 1st State Holiday New Music Center |
| 6.18 • Bass Music Center | 7.27 • The Greenhouses Fires Pavilion |
| 6.19 • Bass Music Center | 7.28 • Brian Culbertson Fires Pavilion |
| 6.21 • WOODSHOP Bass Music Center | 7.29 • J-pop Open Fires Pavilion |
| 6.22 • Carlin Park Fall Festival | 7.30-31 • Dayton Open Festival |
| 6.23 • Hovey 6 Fires Pavilion | 7.31 • Prode County Fair |
| | 7.31 • South McLaughlin New Music Center |

Keep your vehicle up & running & ready for summer!
Save the rest of the year with these valuable coupons from Haverfield Honda.

| OIL CHANGE | OIL CHANGE | BONUS BUCKS | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----------------------------|--|------|------|-------|------|-------|------|---------|------|-------|------|---------|------|-------|------|---------|------|-------|------|---------|------|
| \$10 off VISIT #1 | \$10 off VISIT #2 | <table border="1"> <thead> <tr> <th>MPG</th> <th>SALE</th> <th>OFFER</th> <th>SALE</th> </tr> </thead> <tbody> <tr> <td>21-25</td> <td>\$10</td> <td>\$13.49</td> <td>\$20</td> </tr> <tr> <td>26-30</td> <td>\$15</td> <td>\$18.99</td> <td>\$30</td> </tr> <tr> <td>31-35</td> <td>\$20</td> <td>\$24.49</td> <td>\$40</td> </tr> <tr> <td>36-40</td> <td>\$25</td> <td>\$29.99</td> <td>\$50</td> </tr> </tbody> </table> | MPG | SALE | OFFER | SALE | 21-25 | \$10 | \$13.49 | \$20 | 26-30 | \$15 | \$18.99 | \$30 | 31-35 | \$20 | \$24.49 | \$40 | 36-40 | \$25 | \$29.99 | \$50 |
| MPG | SALE | OFFER | SALE | | | | | | | | | | | | | | | | | | | |
| 21-25 | \$10 | \$13.49 | \$20 | | | | | | | | | | | | | | | | | | | |
| 26-30 | \$15 | \$18.99 | \$30 | | | | | | | | | | | | | | | | | | | |
| 31-35 | \$20 | \$24.49 | \$40 | | | | | | | | | | | | | | | | | | | |
| 36-40 | \$25 | \$29.99 | \$50 | | | | | | | | | | | | | | | | | | | |

Front

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45425
Service: 930-555-4566 • Sales: 930-555-4562
www.HaverfieldHonda.com

Service Hours
Monday - Friday 9:00 am to 6:00 pm
Saturday 10:00 am to 5:00 pm

John,
The Haverfield Honda Team wishes you an awesome summer!

John Samples
Direct Business
123 Any Street
Hollywood, CA 54321

- Enjoy Honda-free online scheduling
- Complimentary Wi-Fi
- Fast service at fair prices
- Free shuttle service within a 20-mile radius
- Peace of mind with certified technicians

HAVERFIELD HONDA
123 Any Street
Hollywood, CA 54321

POSTCARD

Back

**MORE BANG FOR YOUR
DIRECT MAIL BUCKS!**

Postcards with magnets attached are read 51% more often than other postcards.

GENERAL
SUMMER

6 x 11" POSTCARD



Front



Back



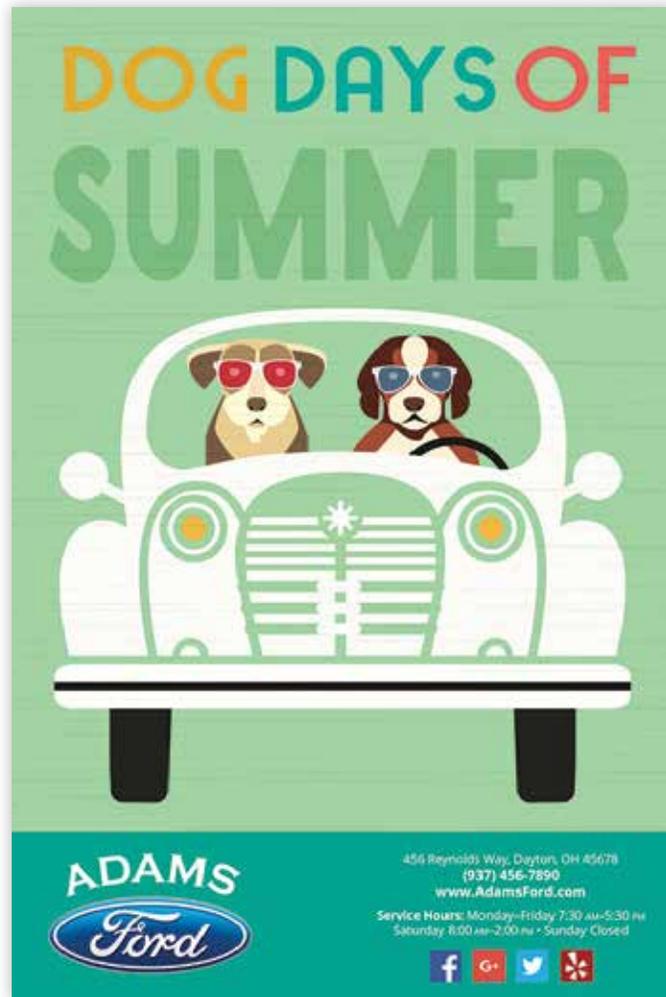
Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD



Front



Back



Front



Back

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

GENERAL
SUMMER

6 x 9" POSTCARD



Front

| | | | |
|--|--|--|----------------|
|  <p>Baker Volkswagen 456 Reynolds Way Dayton, OH 45678 937-456-7890 www.BakerVW.com</p> <p>Hours: Monday–Friday 7:00 AM to 6:00 PM Saturday 7:00 AM to 5:00 PM Sunday Closed</p> |  |  | <p>POSTAGE</p> |
| <p><i>Summer Oil Change Special</i></p> <p>\$20 off Any Oil change service</p> <p><small>Please present coupon to advisor at time of service. May not be combined with any other offers. Not valid with discounted services. Only valid at Baker Volkswagen. Expires 8/31/18.</small></p> <p>Chill out at Baker Volkswagen!</p> <ul style="list-style-type: none"> AIR CONDITIONED lounge with Wi-Fi Complimentary snacks and COLD beverages (and hot ones too) COOL DOWN in the car wash—free with any service INDOOR kids play area | | <p><i>Keep cool this summer!</i></p> <p>John, Hurry before this offer melts away!</p> <p>TEMPLATE SM41 1-1 John Samples Or Current Resident 123 Any Street Hollywood, CA 54321</p> <p><small>© 2018 The Reynolds and Reynolds Company 1-800-368-6888 DP21868 2/1/18</small></p> | |

Back

Your choice of local scenery here



Chisos Mountains

ROAD TRIP!

Take advantage of our summer service specials today!

Jackson Dale
GMC

486 Reynolds Way
Dayton, TX 45678
(937) 456-7890
www.JacksonDaleBGMC.com

WILDCARD SERVICE DISCOUNT

May be used on any qualified repair or service. Ask Service Advisor for details.
UP TO \$120 IN SAVINGS.

20% OFF

Maximum \$120 in savings. May not be used for. Replacement of worn suspension or brake. Excludes tire & wheel work. Not valid on labor only. Ask Service Advisor for details. ©2021 GM. All rights reserved.

CHECK ENGINE LIGHT DIAGNOSTIC

FREE

- FREE Check Engine Light Diagnostic to determine initial fault codes, address repairs or parts as diagnosed under advice only.
- FREE Multi-Point Inspection. **Save \$120 off normal price.**

Maximum \$120 in savings. May not be used for. Replacement of worn suspension or brake. Excludes tire & wheel work. Not valid on labor only. Ask Service Advisor for details. ©2021 GM. All rights reserved.

Front

Jackson Dale
GMC

486 Reynolds Way
Dayton, TX 45678
(937) 456-7890
www.JacksonDaleBGMC.com

Service Hours
Monday-Friday 7:30 am to 5:30 pm
Saturday 8:00 am to 1:00 pm
Closed Sunday

POSTAGE

Is your vehicle ready for a summer

ROAD TRIP?



San Antonio Riverwalk

\$34.95 OIL CHANGE PACKAGE IS BACK!

INCLUDES:

- FREE Tire Rotation \$21.95 Value
- FREE Multi-Point Inspection
- FREE Car Wash

\$34.95

Normal Package Price \$76.90
SAVE \$41.95

Maximum of \$120 in savings. May not be used for. Replacement of worn suspension or brake. Excludes tire & wheel work. Not valid on labor only. Ask Service Advisor for details. ©2021 GM. All rights reserved.

We Service Most Makes & Models

FREE Car Wash with Service

FREE Shuttle Service

TEMPLATE SM40

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

©2021 The Reynolds and Reynolds Company. All rights reserved. 2100000000000000

SCHEDULE YOUR NEXT APPOINTMENT ONLINE TODAY FOR NO-WAIT SERVICE! www.JacksonDaleBGMC.com

Back

GENERAL
SUMMER

6 x 9" POSTCARD

We miss you.

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.

RODS
 CHEVROLET
 937-456-7890
 www.RodsChevrolet.com

Come back and save today!

Front

RODS 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

POSTAGE

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 ⁰⁰ | \$10 OFF | \$151-200 ⁰⁰ | \$40 OFF |
| \$51-100 ⁰⁰ | \$20 OFF | \$201-250 ⁰⁰ | \$50 OFF |
| \$101-150 ⁰⁰ | \$30 OFF | \$251-300 ⁰⁰ | \$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

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

© 2018 The Reynolds and Reynolds Company 1-800-394-6888 2P21866 07/18

Back

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

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.HaverfieldHonda.com
Hours: Monday-Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM Sunday Closed

CALL
TODAY TO
SAVE!





Let's Get Ready For
SUMMER

Trust our team to provide the best service experience in the Lewiston area. Take advantage of all the extra benefits we provide!

- Factory Trained Technicians
- Coffee & Water Available
- Comfortable Waiting Lounge with TV
- Shuttle Service Available

Front

HAVERFIELD
Honda

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

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

POSTAGE

JOHN,
Let's Get Ready For
SUMMER



OIL CHANGE
\$10 OFF

Includes: Oil, Filter & Fluids
Must be scheduled for service by 10/31/2020

DISCOUNT ON VEHICLE SERVICE
15% OFF LABOR & 10% OFF PARTS

ANY SERVICE

A/C REPAIRS
20% OFF

LABOR ONLY

TEMPLATE 0000
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back

GENERAL
SUMMER

6 x 9" POSTCARD



Front



Back



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$9:1

TARGET: CONQUEST CUSTOMERS & EXISTING CUSTOMERS WITH ONLY 1 SERVICE VISIT IN PRIOR 15 MONTHS

HOOKS: BUY 1 GET 1 FREE OIL CHANGE; COMPLIMENTARY A/C INSPECTION



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD

REALRESULTS

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

 **ROI: \$60:1**

 **TARGET: ACTIVE CUSTOMERS**

 **HOOK: \$10 OFF OIL CHANGE**



2018 CINCINNATI REDS SCHEDULE

APRIL MAY

JUNE JULY

AUGUST SEPTEMBER

TIME IS SUBJECT TO CHANGE • TIMES LISTED ARE EASTERN TIME • **GG** = HOME, **GGH** = AWAY

GRAND SLAM SAVINGS!

Jackson Dale 456 Reynolds Way • Dayton, OH 45645
 Main: 800-555-4561 • Service: 800-555-4560
 Sales: 800-555-4562
 www.JacksonDale.com

 **GMC**

Front



Jackson Dale 456 Reynolds Way • Dayton, OH 45645
 Main: 800-555-4561 • Service: 800-555-4560
 Sales: 800-555-4562
 www.JacksonDale.com

Shuttle Service Available

Online Service Scheduling
 At Our Website At
 www.JacksonDale.com

ALIGNMENT SPECIAL
\$99⁹⁵ Front End, Rear Alignment

HOME TEAM SPECIAL
\$10⁰⁰ OFF Lube, Oil & Filter

JOHN'S BONUS BUCKS
 The More You Spend, The More You Save!

| | | | | | | | | |
|-------|--|---|---|---|---|---|---|----------------------------|
| Spend | \$50 ⁰⁰ - \$150 ⁰⁰ | \$151 ⁰⁰ - \$250 ⁰⁰ | \$251 ⁰⁰ - \$350 ⁰⁰ | \$351 ⁰⁰ - \$450 ⁰⁰ | \$451 ⁰⁰ - \$550 ⁰⁰ | \$551 ⁰⁰ - \$650 ⁰⁰ | \$651 ⁰⁰ - \$750 ⁰⁰ | \$751 ⁰⁰ & over |
| Save | \$10 | \$30 | \$40 | \$60 | \$70 | \$80 | \$90 | \$100 |

Hours: Monday-Friday 8:30 AM to 7:30 PM, Saturday 9:00 AM to 6:00 PM, Sunday 12:00 PM to 5:00 PM

Back

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

GENERAL
SUMMER

6 x 9" POSTCARD

REAL RESULTS

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

ROI: \$16:1

TARGET: CONQUEST CUSTOMERS

**HOOKS: \$14.95 CONVENTIONAL/
\$39.95 SYNTHETIC OIL CHANGE**

Front

Back

GENERAL
SUMMER

6 1/8 x 12 1/8" SELF-MAILER



Outside



Inside

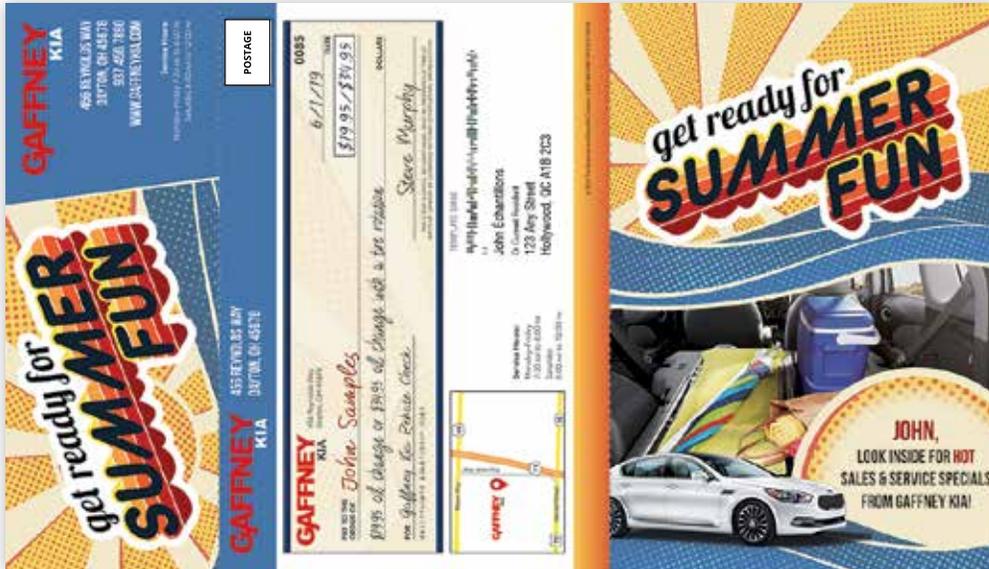
FOLDED



Front



Back

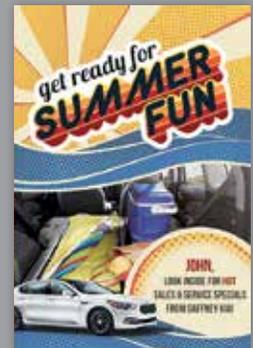


Outside

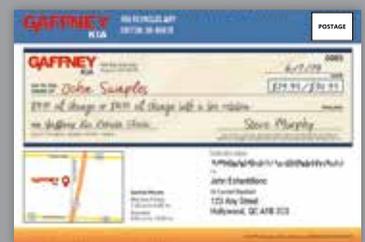


Inside

FOLDED



Front



Back

GENERAL SUMMER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back

REALRESULTS

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

ROI: \$13:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$34.95 OIL CHANGE WITH COMPLIMENTARY CAR WASH



Outside



Inside

FOLDED



Front



Back

GENERAL SUMMER

8 x 14" SELF-MAILER



Outside



Inside

FOLDED

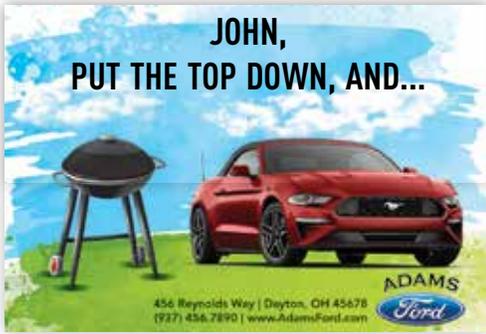


Front

LIFT THE FLAP TO REVEAL AN OPEN GRILL AND CONVERTIBLE!



Back



GENERAL SUMMER

10½ x 17" SELF-MAILER

REALRESULTS

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

ROI: \$21:1

TARGET: INACTIVE CUSTOMERS

HOOK: PRE-VACATION SPECIAL (OIL CHANGE AND TIRE ROTATION) \$39.95



Outside

FOLDED



Front



Back



Inside

REALRESULTS

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

ROI: \$57:1

TARGET: ACTIVE & INACTIVE CUSTOMERS (0-24 MONTHS) IN A 10 MILE RADIUS

HOOKS: \$8 OFF OIL CHANGE; 10% OFF FACTORY MAINTENANCE



Outside



Inside

FOLDED



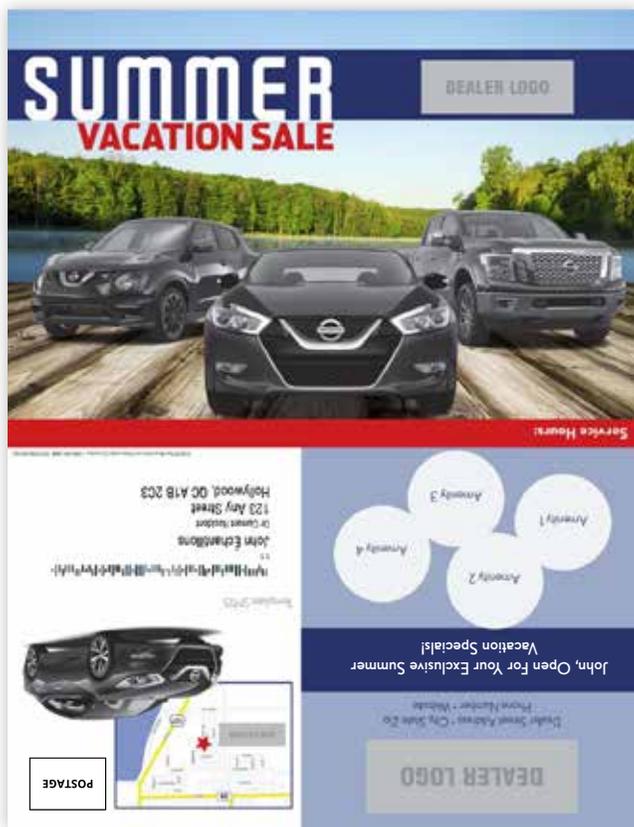
Front



Back

GENERAL
SUMMER

8½ x 11" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

GENERAL SUMMER

10½ x 17" SELF-MAILER

REALRESULTS

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

ROI: \$12:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: OIL CHANGE, TIRE ROTATION, AND INSPECTION, \$36.22

FOLDED



Front



Back

GENERAL
SUMMER

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

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

ROI: \$31:1

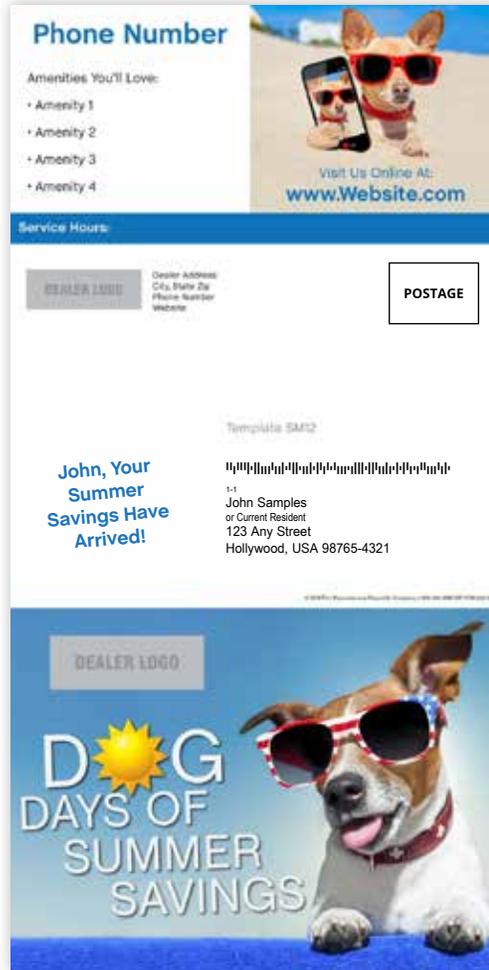
TARGET: INACTIVE CUSTOMERS

HOOK: BUY ONE-GET ONE FREE OIL CHANGE

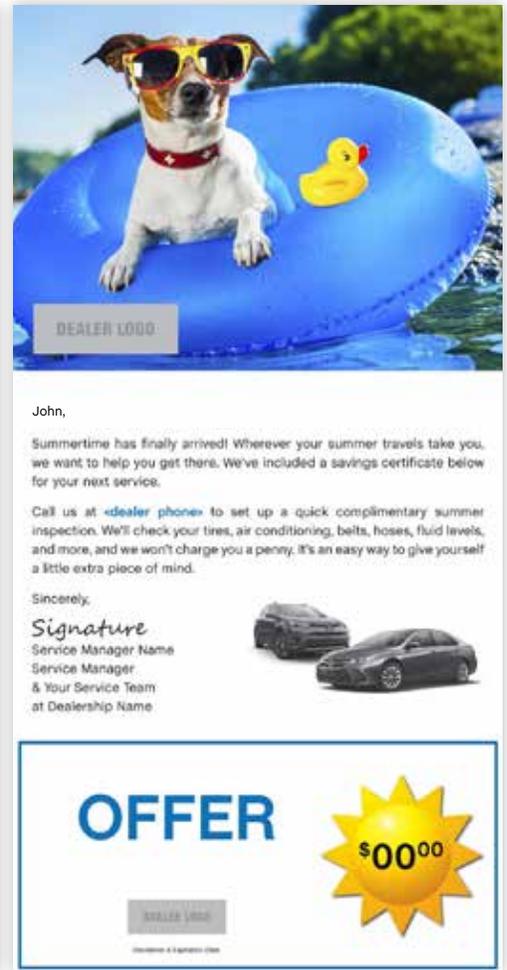
FOLDED



Front



Outside



Inside



Back



Front



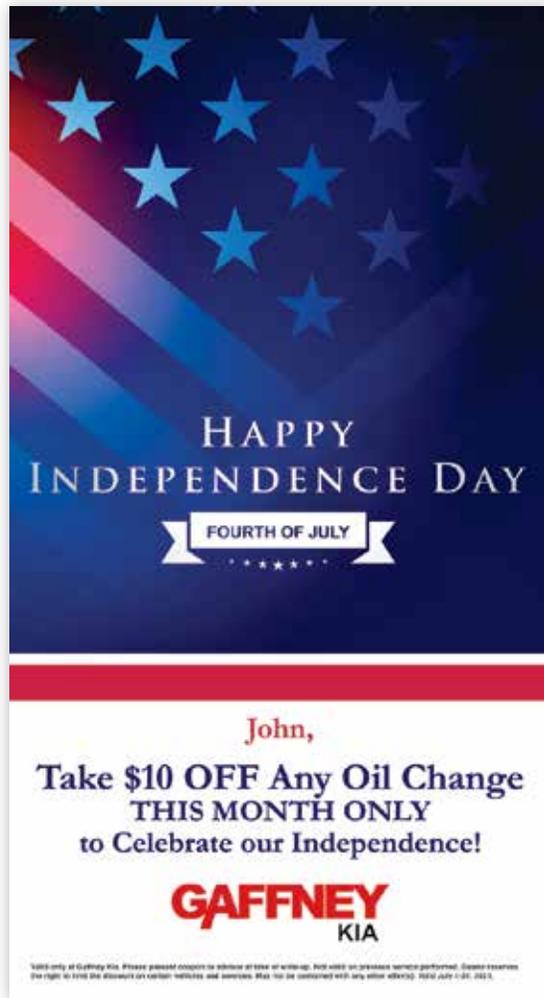
Back

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

PATRIOTIC

6 x 11" POSTCARD

NEW!



Front



Back



PATRIOTIC SAVINGS
\$25 OFF
Any Service

Excludes labor, oil & filter, tire rotations & fees. Excludes tax. Valid only at Roseman Mazda. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous services. Photocopies not accepted. May not be combined with other offer(s). Expires 8/31/21.

OIL CHANGE & TIRE ROTATION
Full Synthetic Oil
\$64.95
Regularly \$99.95

Excludes tax. Valid only at Roseman Mazda. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous services. Photocopies not accepted. Expires 8/31/21.

CAR WASH
FREE
With Any Service

Excludes tax. Valid only at Roseman Mazda. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous services. Photocopies not accepted. Expires 8/31/21.

INDEPENDENCE DAY

ROSERMAN
mazda

937-456-7890
Monday-Friday 7:00 AM to 5:00 PM
www.RosemanMazda.com

SCHEDULE SERVICE TODAY!

Front

ALIGNMENT CHECK
FREE
*Additional time required

Excludes tax. Valid only at Roseman Mazda. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous services. Photocopies not accepted. Expires 8/31/21.

BRAKE INSPECTION
FREE

Excludes tax. Valid only at Roseman Mazda. Please present this coupon to advisor before write-up. Tax extra. No cash value. Not valid on previous services. Photocopies not accepted. Expires 8/31/21.

4th of JULY HAPPY BIRTHDAY

POSTAGE

FREE Shuttle Service / Early Bird or Late Drop Off Available / Large Comfortable Lounge / FREE Wi-Fi

ROSERMAN
mazda

4567 Reynolds Way
Dayton, OH 45478
937-456-7890
www.RosemanMazda.com

Service Hours:
Monday-Friday 7:30 am to 6:00 pm | Saturday 8:00 am to 6:00 pm

TEMPLATE SM56

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

©2017 The Reynolds and Reynolds Company 1-800-368-8888 DP 1688-0017

Back

PATRIOTIC

6 x 11" POSTCARD



Front



Back

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

PATRIOTIC

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$56:1

TARGET: ACTIVE & INACTIVE CUSTOMERS, LAST SERVICE 4-18 MONTHS PRIOR

HOOK: \$5 OFF OIL CHANGE; 10% OFF ANY MILITARY SERVICE MEMBER

Thank You to Our Brave Military Members

MEMORIAL DAY

REMEMBER AND HONOR

Travel Package \$139.99
Synthetic Oil Change up to 5 quarts, Tire Rotation and Wiper Blades

Engine Coolant Special
Cars: **\$129.99** Trucks/SUV: **\$149.99**

Front or Rear Disc Brake Service \$189.99
With Pad Replacement

A/C Tune Up \$119.99
Evacuate & Recharge Freon, Disinfect HVAC System

\$10 OFF Battery Replacement

| Spend More, Save More | |
|---|--------------------|
| SPEND | SAVE |
| \$50 ⁰⁰ - \$100 ⁰⁰ | \$10 ⁰⁰ |
| \$100 ⁰⁰ - \$200 ⁰⁰ | \$20 ⁰⁰ |
| \$200 ⁰⁰ - \$300 ⁰⁰ | \$30 ⁰⁰ |
| \$300 ⁰⁰ - \$400 ⁰⁰ | \$40 ⁰⁰ |
| \$400 ⁰⁰ - \$500 ⁰⁰ | \$50 ⁰⁰ |

Cloverdale NISSAN
456 Reynolds Way
Dayton, OH 45678
937-456-7890
www.CloverdaleNissan.com

Front

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

MEMORIAL DAY

REMEMBER AND HONOR

EXPRESS SERVICE **POSTAGE**

- > We Service All Makes & Models
- > Online Service Scheduling At Our Website
- > Free Wi-Fi
- > iPad Stations
- > Children's Waiting Area
- > Courtesy Shuttle
- > Genuine Nissan Parts
- > While You Wait Services

Service Hours:
Monday-Friday 7:00 am to 6:00 pm
Saturday 7:00 am to 5:00 pm

TEMPLATE 3867
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Schedule Online at: www.CloverdaleNissan.com

Back

REALRESULTS

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

 **ROI: \$28:1**

 **TARGET: ACTIVE & INACTIVE CUSTOMERS**

 **HOOKS: \$10 OFF OIL CHANGE; BONUS BUCKS**



GAFFNEY TOYOTA
456 Reynolds Way
Dayton, OH 45478
937.456.7890
www.GaffneyToyota.com

Service Hours:
Monday-Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM

- FREE car wash with any service
- Loaner cars available
- Service without an appointment
- Complimentary snacks/beverages
- Kids play area

WE SERVICE ALL MAKES AND MODELS!

HAPPY 4th of July

Front



HAPPY 4th of July

GAFFNEY TOYOTA
456 Reynolds Way
Dayton, OH 45478
937.456.7890

POSTAGE

TEMPLATE SM35
John Samples
Current Resident
123 Any Street
Hollywood, CA 54321

Schedule Online at: **www.GaffneyToyota.com**

Back

PATRIOTIC

6 x 9" POSTCARD

REAL RESULTS

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

 **ROI: \$19:1**

 **TARGET: CONQUEST**

 **HOOKS: \$10.00 OFF OIL CHANGE; BONUS BUCKS**



Front



Back



Front



Back

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

PATRIOTIC

6 1/8 x 12 1/8" SELF-MAILER

NEW!



FOLDED



Front



Back



Outside



Inside

OIL CHANGE & TIRE ROTATION PACKAGE

Up to **\$1500** off
on 2018-2020 Kia models. Excludes taxes, license, title, and dealer fees. Offer good through 8/31/20.

- Replace Engine Oil and Filter
- Rotate Tires
- Check & Top Off All VWR Fluids
- Complete Kia Inspection
- Road Test Vehicle
- Complimentary Car Wash
- Complimentary Personal Vehicle

\$1000 OFF

MUST PRESENT COUPON AT WRITE-UP

Not for cash. Not good toward a new vehicle. Limited number of units per store. Offer good through 8/31/20.

POSTAGE

GAFFNEY KIA
 4587 Reynolds Way
 Dayton, OH 45406

INSIDE: VALUABLE SERVICE COUPONS

GAFFNEY KIA
 4587 Reynolds Way
 Dayton, OH 45406
 www.GaffneyKia.com

Mon-Fri 7:00 am to 6:00 pm
 Sat 9:00 am to 3:00 pm

4th July SERVICE EVENT

Going On Now!



GAFFNEY KIA

Outside

WARNING:
 Summer Heat Has Arrived!
 Prepare Your Vehicle Now at Gaffney Kia

As Temperatures Rise, so Does the Risk of Costly Vehicle Breakdown

A/C SYSTEM INSPECTION

\$2995

- Inspect system for proper cooling
- Clean condenser coils
- Inspect belts, water separator & check for leaks
- Refrigerant R134a and Recharge additional

4th July SERVICE EVENT

Going On Now!



GAFFNEY KIA

FLUID EXCHANGE SERVICES

Any Exchange **\$2000 OFF**

- Professional fluid inspection
- Fuel system flush
- Brake system flush
- Transmission flush
- Power steering flush

ALIGNMENT SPECIAL

4 Wheel Alignment **\$1000 OFF**

- Non-free & non-aligner system
- Year or unlimited mileage
- Special specifications on all major brands
- Lifetime warranty
- Wheel cleaning & tire shine
- Check tire pressure & rotation

BATTERY SPECIAL

\$1000 OFF

- In-car battery check
- Battery health check
- Multi-point inspection
- 3-year/50,000-mile warranty

FRONT OR REAR BRAKE SPECIAL

\$2000 OFF

- In-car brake check
- Pad & rotor replacement
- Multi-point inspection
- 3-year/50,000-mile warranty

SUMMER SAVINGS - SPEND MORE SAVE MORE

| | |
|----------------|---------------|
| WHEN YOU SPEND | SAVE |
| \$500-\$999 | \$100.00 OFF |
| \$1000-\$1499 | \$200.00 OFF |
| \$1500-\$1999 | \$300.00 OFF |
| \$2000-\$2499 | \$400.00 OFF |
| \$2500-\$2999 | \$500.00 OFF |
| \$3000-\$3499 | \$600.00 OFF |
| \$3500-\$3999 | \$700.00 OFF |
| \$4000-\$4499 | \$800.00 OFF |
| \$4500-\$4999 | \$900.00 OFF |
| \$5000 or more | \$1000.00 OFF |

GAFFNEY KIA

Inside

FOLDED



Front

POSTAGE

GAFFNEY KIA
 4587 Reynolds Way
 Dayton, OH 45406

INSIDE: VALUABLE SERVICE COUPONS

GAFFNEY KIA
 4587 Reynolds Way
 Dayton, OH 45406
 www.GaffneyKia.com

Mon-Fri 7:00 am to 6:00 pm
 Sat 9:00 am to 3:00 pm

Back

PATRIOTIC

8 x 14" SELF-MAILER

REAL RESULTS

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

ROI: \$5:1

TARGET: INACTIVE SERVICE CUSTOMERS, AND SALES CUSTOMERS WITH NO SERVICE VISITS, 8-20 MONTHS

HOOKS: \$39.95 CONVENTIONAL / \$59.95 SYNTHETIC OIL CHANGE



Outside

FOLDED



Front



Inside



Back

WE SELL TIRES
We Will Meet Or Beat Any Tire Price On All Major Brand Tires That We Offer.

FREE Lifetime Tire Rotation
with purchase of 4 or more tires

Schedule Service Online at
www.GaffneyToyota.com

GAFFNEY TOYOTA Honoring **ALL WHO SERVE** **TOYOTA**

GaffneyToyota.com
937-456-7890

20% MILITARY DISCOUNT

JOHN,
OPEN FOR THIS AND OTHER VALUABLE OFFERS!

Schedule Your Next Service Online At
www.GaffneyToyota.com

MEMORIAL DAY Bonus Bucks!

| SPEND | SAVE |
|---|-------------|
| \$0 - \$100 ⁰⁰ | \$10.00 OFF |
| \$101 ⁰⁰ - \$200 ⁰⁰ | \$20.00 OFF |
| \$201 ⁰⁰ - \$300 ⁰⁰ | \$30.00 OFF |
| \$301 ⁰⁰ - \$400 ⁰⁰ | \$40.00 OFF |
| \$401 ⁰⁰ - \$500 ⁰⁰ | \$50.00 OFF |

THE MORE YOU SPEND, THE MORE YOU SAVE!

Outside

GAFFNEY TOYOTA

TOYOTA

RED WHITE & BLUE savings for you

ACTIVE MILITARY SERVICE DISCOUNT
Honoring **ALL WHO SERVE** "We Thank You!"
20% OFF Your Service
Just show us your active military ID and receive 20% off labor.

Front Or Rear Brake Replacement
\$20 OFF per axle
Includes 100000 miles or less, normal wear and tear, and 20% off labor.

Oil & Filter Change
\$20 OFF
Includes 100000 miles or less, normal wear and tear, and 20% off labor.

Memorial Day Service Special
Get Ready for Summer Driving
• Oil change (up to 5 quarts)
• A wheel rotation
• A fluid adjustment
• Visual brake inspection
\$199⁹⁵ (plus tax)
Includes Complete front-end wheel inspection. Excludes all necessary additional materials.

A/C System Service
\$69⁹⁵
Includes: Recharge and/or repair, leak detection, and a 20% off labor.

Tire Rotation & Brake Inspection
\$19⁹⁵
Includes: Rotate tires and inspect/adjust (if needed) brakes & drums.

Schedule Service Online At www.GaffneyToyota.com Or Call 937-456-7890

Inside

FOLDED

Schedule Your Next Service Online At
www.GaffneyToyota.com

MEMORIAL DAY Bonus Bucks!

| SPEND | SAVE |
|---|-------------|
| \$0 - \$100 ⁰⁰ | \$10.00 OFF |
| \$101 ⁰⁰ - \$200 ⁰⁰ | \$20.00 OFF |
| \$201 ⁰⁰ - \$300 ⁰⁰ | \$30.00 OFF |
| \$301 ⁰⁰ - \$400 ⁰⁰ | \$40.00 OFF |
| \$401 ⁰⁰ - \$500 ⁰⁰ | \$50.00 OFF |

THE MORE YOU SPEND, THE MORE YOU SAVE!

Front

GAFFNEY TOYOTA Honoring **ALL WHO SERVE** **TOYOTA**

GaffneyToyota.com
937-456-7890

20% MILITARY DISCOUNT

JOHN,
OPEN FOR THIS AND OTHER VALUABLE OFFERS!

Back

PATRIOTIC

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back

Renting Through Toyota Rent A Car Means You Can:

- Service Replacement Vehicle - Drive away in the latest model Toyota while yours is being serviced or the dealer is out.
- Insurance Replacement Vehicle - Is your vehicle being repaired at the body shop? Ask your dealer about a Toyota rental vehicle as a temporary replacement vehicle.
- Try Before You Buy - Test-drive a new Toyota model before your next lease or purchase.
- Personal Business
 - Rent to save miles on an upcoming lease expiration.
 - Enjoy a long weekend getaway in a current Toyota model.
 - Rent a comfortable, roomy Toyota for out-of-town guests or a business trip.

People You Know, Cars You Trust

BRENTON TOYOTA 5299 Indiana Rd. | Brenton, IN 45221 | 225-456-9988 | www.brentontoyota.com

POSTAGE

No Matter Where You Purchased Your Toyota...

Brenton Toyota is your place for your ToyotaCare

SUMMER Savings Inside!

For 2 YEARS or 25,000 MILES, whichever comes first, you and your new vehicle are covered. \$ BASIC SERVICES INCLUDED AT: \$K, 10K, 15K, 20K, AND 25K INTERVALS

Visit or Call Brenton Toyota Today 225-456-9988

4TH OF JULY INDEPENDENCE DAY Savings!

BRENTON TOYOTA
5299 Indiana Rd. • Brenton, IN 45221
225-456-9988 • www.brentontoyota.com

John, get the service you deserve at a great price. Look inside for your Summer savings!

Outside

Don't let a hidden brake issue put your family in danger.

What you can't see could hurt you. Let us inspect your brakes today. Our Toyota brake experts know what to look for and how to remedy any situation before it becomes a bigger problem. If your brakes need servicing, we'll perform the job with Genuine Toyota Parts that fit and perform according to factory specifications. Don't take chances! Visit us today for an expert brake inspection.

TOYOTA Let's Go Places

This Summer, give your Toyota the Care and Attention it Deserves

BRENTON TOYOTA 5299 Indiana Rd. | Brenton, IN 45221 | 225-456-9988 | www.brentontoyota.com
Hours: Monday-Friday 7:30am to 4pm | Saturday 8am to 3pm

We accept **VISA** **MASTERCARD** **DISCOVER**

| | | | |
|---|--|---|---|
| <p>LUBE, OIL & FILTER CHANGE</p> <p>SEMI-ANNUAL SERVICE DRIVE</p> <p>\$29.95</p> <p>REGULARLY \$34.95</p> <p>INCLUDES: 4 quart oil & filter & replace with Genuine Toyota oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses</p> | <p>LUBE, OIL & FILTER CHANGE</p> <p>INSIDE PLUS SERVICE OIL</p> <p>\$49.95</p> <p>REGULARLY \$59.95</p> <p>INCLUDES: 4 quart oil & filter & replace with Genuine Toyota oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses • Inspect engine hoses</p> | <p>A/O SYSTEM INSPECTION</p> <p>\$29.95</p> <p>NEW CUSTOMER</p> <p>INCLUDES: 4 quart engine oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses</p> | <p>PREMIUM CABIN AIR FILTER</p> <p>Breathes fresher, clearer air</p> <p>10% OFF</p> <p>Get premium that has an antibacterial filter to help reduce allergens and odors. Includes a 10% discount on all other parts and accessories through authorized Toyota dealers.</p> |
| <p>SWEET SAVINGS VARIABLE DISCOUNT</p> <p>Any Exchange</p> <p>\$15.00 OFF</p> <p>INCLUDES: 4 quart engine oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses</p> | <p>FLUID EXCHANGE SERVICES</p> <p>Any Exchange</p> <p>\$15.00 OFF</p> <p>INCLUDES: 4 quart engine oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses</p> | <p>FRONT OR REAR BRAKE SPECIAL</p> <p>\$20.00 OFF</p> <p>INCLUDES: 4 quart engine oil • Inspect engine oil • Inspect engine air filter • Inspect engine coolant • Inspect engine belts • Inspect engine hoses</p> | <p>HEADLIGHT RESTORATION SPECIAL</p> <p>\$79.95</p> <p>PLUS \$25.00</p> <p>Breathes clearly & shines to restore headlight lens. Restores "like-new" appearance. Improves brightness & visibility.</p> |

John, get the service you deserve at a great price. Look inside for your Summer savings!

Inside

FOLDED



Front



Back



Document Services

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