

**EASY. ENGAGING. EFFECTIVE.
16 BRAND NEW TEMPLATES**



2022 CANADIAN SEGMENT & EVENT MAILER TEMPLATES

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

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 7-8**.



ATTRACT NEW CUSTOMERS

Reach new prospects effectively. Learn more about reaching **conquest customers** on **pages 29-30**.



RETAIN CUSTOMERS

Ensure customers are aware of key changes at your dealership, like renovation, management changes, etc., with our **event templates**, **pages 66-77**.



UPSELL CUSTOMERS

Increase service revenue with your current customer base with templates designed to bring in **older vehicles and those with high mileage (pages 53-56)**, and bring in customers due for **services beyond basic maintenance (pages 78-84)**.

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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.

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

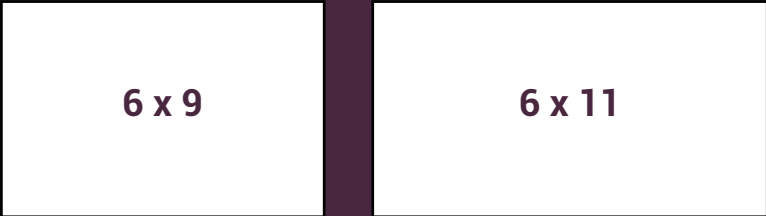
These options can be added to
ANY template!



MAILER

SIZES

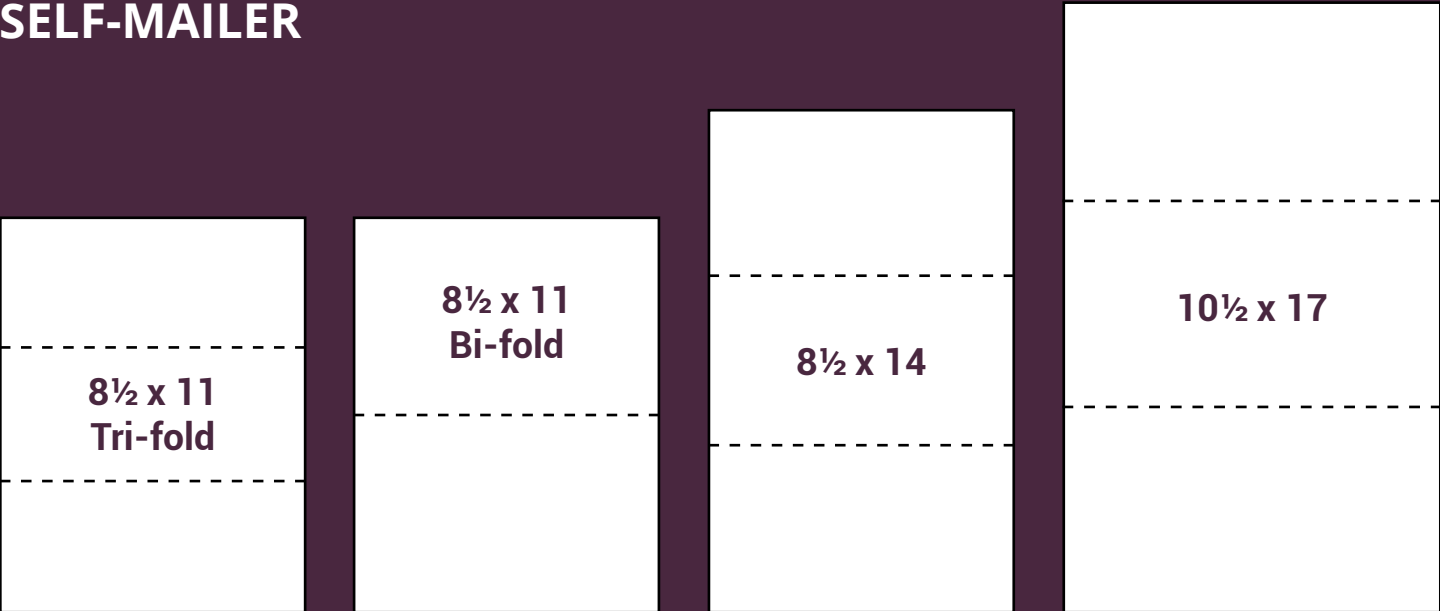
POSTCARDS



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

 <p>The check is for John Samples, dated 06/01/19, for \$5.00. The offer is "Five dollars - good towards any service performed". The check is payable to the order of John Samples and is for The Jackson Dale Automotive Rebate. The check number is 0085.</p>	<p>Target 1</p> <p>Current customers who had service in the past 5 months received \$5.00 off.</p>
 <p>The check is for Joe Buyer, dated 06/01/18, for \$10.00. The offer is "Ten dollars - good towards any service performed". The check is payable to the order of Joe Buyer and is for The Jackson Dale Automotive Rebate. The check number is 0085.</p>	<p>Target 2</p> <p>Recent inactive customers with no service in the past 6-8 months received \$10.00 off.</p>
 <p>The check is for Jane Smith, dated 06/01/18, for \$15.00. The offer is "Fifteen dollars - good towards any service performed". The check is payable to the order of Jane Smith and is for The Jackson Dale Automotive Rebate. The check number is 0085.</p>	<p>Target 3</p> <p>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.</p>

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		GENERAL
	DEALERSHIP EVENTS		

CAMPAIGN GOALS



REACTIVATE



ATTRACT



RETAIN



UPSELL

REALRESULTS

Throughout this book, ROI results are shown for previous U.S. 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 5 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



Front



Back

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

SEGMENT

INACTIVE

NEW!



REACTIVATE

REAL RESULTS

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

ROI: \$63:1

TARGET: 2009-2015 HONDAS; 55 MI RADIUS; 10-36 MO SINCE SERVICE

HOOK: BONUS BUCKS - \$10 - \$120 OFF, BASED ON RO TOTAL.



Front



Back



REACTIVATE

REALRESULTS

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

ROI: \$194:1

TARGET: 2005 AND NEWER HONDAS; 25 MI RADIUS; 8-20 MO SINCE SERVICE; CONQUEST HONDA OWNERS; 3 MI RADIUS

HOOK: \$12 OFF OIL CHANGE



Front



Back

SEGMENT

INACTIVE



REACTIVATE



Outside

FOLDED



Front



Back



Inside



REACTIVATE

**THE MOST POWERFUL TOOL FOR REPAIRING MODERN VEHICLES:
YOUR TECHNICIAN'S BRAIN.**

Cloverdale Nissan:
The best service for today's complex vehicles

John,
Your Maxima is like a computer on wheels with up to **100 million lines** of code carefully orchestrating its every move.

To keep it in top condition, your technician must have the knowledge and expertise to diagnose and fix intricate technical systems. Our technicians have this expertise—competitors don't.

**\$15 OFF
ANY SERVICE**

**Cloverdale
NISSAN**

Excludes all Cloverdale Nissan. Postage paid. Offer good in your service area only. Not valid on prior service. See dealer for details. The perfect fix is just a call away. And we're not just saying it. Our technicians have the expertise to diagnose and fix intricate technical systems. Our technicians have this expertise—competitors don't.

Front

John,

It's been a while since you brought your 2019 Ultima in for service. Now is the perfect time to take advantage of these special offers to bring it back for service from our expertly trained technicians.

We hope to see you soon!
Sheldon Cooper
Service Manager

FREE CAR WASH
WITH ANY SERVICE - \$15 VALUE

**50% OFF
OIL CHANGE**
SAVING \$34.99 CONVENTIONAL
\$69.99 \$34.99 FULL SYNTHETIC

**15% OFF
ANY COMPETITOR'S PRICE**

Visit us online at www.CloverdaleNissan.com

POSTAGE

**Cloverdale
NISSAN**

4567 Reynolds Way
Columbus, OH 45678
www.CloverdaleNissan.com
800-456-7890

Service Hours: Mon-Fri 8 am to 5 pm
Saturday 9 am to 4 pm - Sunday Closed

TEMPLATE 001
12345678910111213141516171819202122232425262728293031323334353637383940414243444546474849505152535455565758596061626364656667686970717273747576777879808182838485868788899091929394959697989900010210310410510610710810911011111211311411511611711811912012112212312412512612712812913013113213313413513613713813914014114214314414514614714814915015115215315415515615715815916016116216316416516616716816917017117217317417517617717817918018118218318418518618718818919019119219319419519619719819920020120220320420520620720820921021121221321421521621721821922022122222322422522622722822923023123223323423523623723823924024124224324424524624724824925025125225325425525625725825926026126226326426526626726826927027127227327427527627727827928028128228328428528628728828929029129229329429529629729829930030130230330430530630730830931031131231331431531631731831932032132232332432532632732832933033133233333433533633733833934034134234334434534634734834935035135235335435535635735835936036136236336436536636736836937037137237337437537637737837938038138238338438538638738838939039139239339439539639739839940040140240340440540640740840941041141241341441541641741841942042142242342442542642742842943043143243343443543643743843944044144244344444544644744844945045145245345445545645745845946046146246346446546646746846947047147247347447547647747847948048148248348448548648748848949049149249349449549649749849950050150250350450550650750850951051151251351451551651751851952052152252352452552652752852953053153253353453553653753853954054154254354454554654754854955055155255355455555655755855956056156256356456556656756856957057157257357457557657757857958058158258358458558658758858959059159259359459559659759859960060160260360460560660760860961061161261361461561661761861962062162262362462562662762862963063163263363463563663763863964064164264364464564664764864965065165265365465565665765865966066166266366466566666766866967067167267367467567667767867968068168268368468568668768868969069169269369469569669769869970070170270370470570670770870971071171271371471571671771871972072172272372472572672772872973073173273373473573673773873974074174274374474574674774874975075175275375475575675775875976076176276376476576676776876977077177277377477577677777877978078178278378478578678778878979079179279379479579679779879980080180280380480580680780880981081181281381481581681781881982082182282382482582682782882983083183283383483583683783883984084184284384484584684784884985085185285385485585685785885986086186286386486586686786886987087187287387487587687787887988088188288388488588688788888989089189289389489589689789889990090190290390490590690790890991091191291391491591691791891992092192292392492592692792892993093193293393493593693793893994094194294394494594694794894995095195295395495595695795895996096196296396496596696796896997097197297397497597697797897998098198298398498598698798898999099199299399499599699799899910001001100210031004100510061007100810091010101110121013101410151016101710181019102010211022102310241025102610271028102910301031103210331034103510361037103810391040104110421043104410451046104710481049105010511052105310541055105610571058105910601061106210631064106510661067106810691070107110721073107410751076107710781079108010811082108310841085108610871088108910901091109210931094109510961097109810991100110111021103110411051106110711081109111011111112111311141115111611171118111911201121112211231124112511261127112811291130113111321133113411351136113711381139114011411142114311441145114611471148114911501151115211531154115511561157115811591160116111621163116411651166116711681169117011711172117311741175117611771178117911801181118211831184118511861187118811891190119111921193119411951196119711981199120012011202120312041205120612071208120912101211121212131214121512161217121812191220122112221223122412251226122712281229123012311232123312341235123612371238123912401241124212431244124512461247124812491250125112521253125412551256125712581259126012611262126312641265126612671268126912701271127212731274127512761277127812791280128112821283128412851286128712881289129012911292129312941295129612971298129913001301130213031304130513061307130813091310131113121313131413151316131713181319132013211322132313241325132613271328132913301331133213331334133513361337133813391340134113421343134413451346134713481349135013511352135313541355135613571358135913601361136213631364136513661367136813691370137113721373137413751376137713781379138013811382138313841385138613871388138913901391139213931394139513961397139813991400140114021403140414051406140714081409141014111412141314141415141614171418141914201421142214231424142514261427142814291430143114321433143414351436143714381439144014411442144314441445144614471448144914501451145214531454145514561457145814591460146114621463146414651466146714681469147014711472147314741475147614771478147914801481148214831484148514861487148814891490149114921493149414951496149714981499150015011502150315041505150615071508150915101511151215131514151515161517151815191520152115221523152415251526152715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SEGMENT

INACTIVE

NEW!



REACTIVATE

We predict **GREAT SAVINGS** on **EXPERT SERVICE** in your future as a Haverfield Honda customer.

\$20 or 20% off

Any service, whichever is greater

Excludes oil & lube services. Please see our website for more details. Offer valid through 12/31/2019. See dealer for details. ©2019 Haverfield Honda. All rights reserved.

<p>Get fast oil changes without an appointment.</p>	<p>Shuttle service available every day.</p>
<p>Complimentary WiFi, snacks, & beverages in our lounge.</p>	<p>Complimentary car wash with any service.</p>

Check out our rating on Google!

Front

HAVERFIELD
Honda
4567 Reynolds Way
Dayton, OH 45424

www.HaverfieldHonda.com
 800-456-7890
Service Hours: Mon-Fri 8 am to 5 pm
Saturday 9 am to 4 pm • Sunday Closed

JOHN,
Use these coupons for **BIG savings** on the best service for your 2019 Civic.

15% OFF
Any competitor's advertised price

Valid only at Haverfield Honda. Please present this coupon to your service advisor. Offer good through 12/31/2019. See dealer for details. ©2019 Haverfield Honda. All rights reserved.

50% OFF
Oil Change

949-95 12.92 Commercial
949-95 13.45 Full Synthetic

Excludes oil & lube services. Please see our website for more details. Offer valid through 12/31/2019. See dealer for details. ©2019 Haverfield Honda. All rights reserved.

TEMPLATE N40

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

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BEST PRICE
Guarantee

Back



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SEGMENT

INACTIVE

NEW!



REACTIVATE

REAL RESULTS

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

ROI: \$39:1

TARGET: FORD, LINCOLN, MERCURY VEHICLES; 50 MILE RADIUS; 16-48 MO SINCE SERVICE

HOOK: \$15 OFF OR 15% OFF, WHICHEVER IS GREATER, UP TO \$150 OFF

SEGMENT

INACTIVE



REACTIVATE

REAL RESULTS

Here's how this campaign performed for one of our U.S. 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.



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REACTIVATE

REAL RESULTS

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

ROI: \$238:1

TARGET: ALL MAKES, ALL YEARS; 45 MI RADIUS; 6-38 MO SINCE SERVICE; SALES NO SERVICE, 6-18 MO SINCE PURCHASE

HOOK: BONUS BUCKS - \$10 - \$100 OFF, BASED ON RO TOTAL.



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SEGMENT

INACTIVE

CUSTOMER FAVORITE! ★



REACTIVATE

REAL RESULTS

Here's how this campaign performed for one of our U.S. 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



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Back



Here's how this campaign performed for one of our U.S. 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



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SEGMENT

INACTIVE



REACTIVATE

Wallet Card



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REACTIVATE



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RDS@reyrey.com.

SEGMENT

INACTIVE



REACTIVATE

REAL RESULTS

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

ROI: \$189:1

TARGET: ALL 2010 AND NEWER VEHICLES; 20 MI RADIUS; 13-24 MO SINCE SERVICE; SALES NO SERVICE, 5-24 MO SINCE PURCHASE

HOOK: \$10 OFF OIL CHANGE; BOGO WIPER BLADES



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INACTIVE



REACTIVATE



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REACTIVATE



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INACTIVE



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REAL RESULTS

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

 **ROI: \$97:1**



**TARGET: ALL MAKES,
ALL YEARS; 5 MI
RADIUS; 7-18 MO
SINCE SERVICE**



**HOOK: \$45.95 FULL
SYNTHETIC OIL
CHANGE; 20% OFF
ANY SERVICE UP TO
\$400 OFF**



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REACTIVATE

REALRESULTS

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

ROI: \$52:1

TARGET: HONDAS; 11 MI RADIUS; 10-15 MO SINCE SERVICE

HOOK: \$25 OIL CHANGE



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SEGMENT

INACTIVE



REACTIVATE

REALRESULTS

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

ROI: \$37:1

TARGET: ALL MAKES, ALL YEARS; 6-31 MO SINCE SERVICE, AND CONQUEST, 2008-2016 CDJR VEHICLES

HOOK: \$9.95 OIL CHANGE

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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.

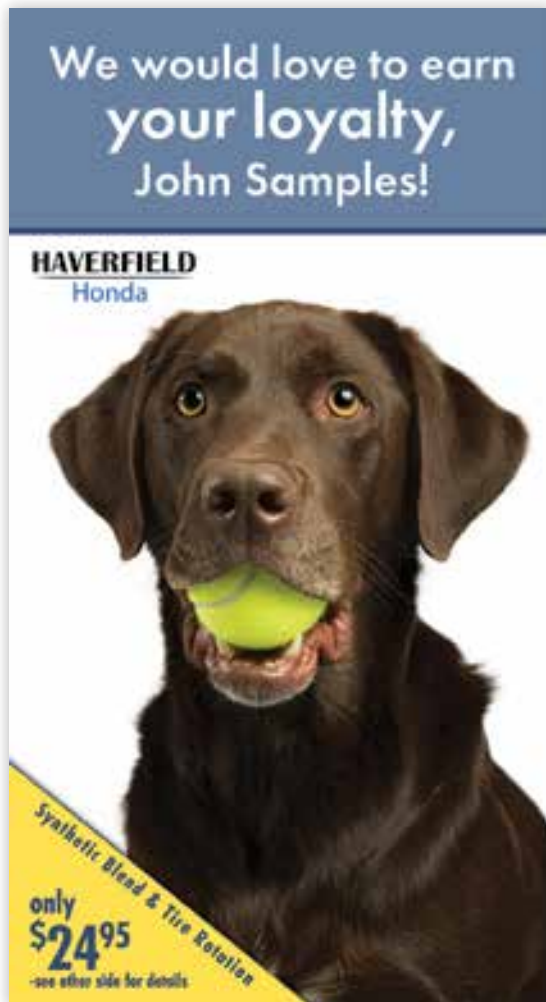


OFFERS THAT GENERATED THE HIGHEST RESPONSE RATES

- \$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



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SEGMENT

CONQUEST



ATTRACT



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ATTRACT

REAL RESULTS

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

ROI: \$3:1

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

HOOK: \$19.95 OIL CHANGE



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SEGMENT

CONQUEST



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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 access. Conventional oil.

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	150 th -199 th	200 th -249 th	250 th -299 th	300 th & over
SAVE	\$10	\$15	\$25	\$50

BRAKE PADS & SHOES

50% OFF

SAVE NOW ON BRAKE PADS AND SHOES!

POSTAGE



ADAMS Ford

(937) 456-7890
456 Reynolds Way
Dayton, OH 45478
Monday-Friday 7:30 am-6 pm
Saturday 7:30 am-3 pm
www.AdamsFord.com



TEMPLATE N19
11
John Echamillors
Or Current Resident
123 Any Street
Hollywood, OH A1B 2C3

Call or go online to schedule your appointment today!

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SEGMENT

CONQUEST



ATTRACT

REAL RESULTS

Here's how this campaign performed for one of our U.S. 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

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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

"As good as new" Service

\$59⁹⁵

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

Take only a Haverfield Honda. Please present coupon to receive a like-for-like. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the number of vehicles serviced and reserves the right to change rates for services.

Good Deal

TEMPLATE N14

Haverfield Honda

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

© 2022 The Reynolds and Reynolds Company. 1-800-884-8888. 01-00075-001-01

Back

SEGMENT

CONQUEST



ATTRACT

REAL RESULTS

Here's how this campaign performed for one of our U.S. 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
\$19.95
 Up to 5 quarts

BONUS SAVINGS

You spend	You Save
2nd-5th	\$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

WARNING LIGHT DIAGNOSTICS
50% OFF
 Engine light/ABS light, etc.

SERVICE SPECIAL
COMPLIMENTARY 27-Point Inspection
 With FREE Alignment Check

HYUNDAI OF Ashley
 456 Reynolds Way • Dayton, OH 45478
 937.456.7890 • www.HyundaiOfAshley.com

Front

HYUNDAI OF Ashley
 456 Reynolds Way • Dayton, OH 45478
 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

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

POSTAGE

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!

TEMPLATE N13
 John Samples
 Dr. David Resident
 123 Any Street
 Hollywood, CA 54321

Back



ATTRACT



Front



Back



ATTRACT

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

See reverse for service savings

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.RedsChevrolet.com

Reds Chevrolet
4000 W. 14th St.
Kittling, NM 87434

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	\$3.95 extra
Chevy Certified Technicians	✓	✗	✗
Chevy parts	✓	✗	✗
Best competitor advertised pricing	✓	✗	✗

*excludes taxes

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



RODS
CHEVROLET



Front

[illegible]

[Back](#)



Front



Back

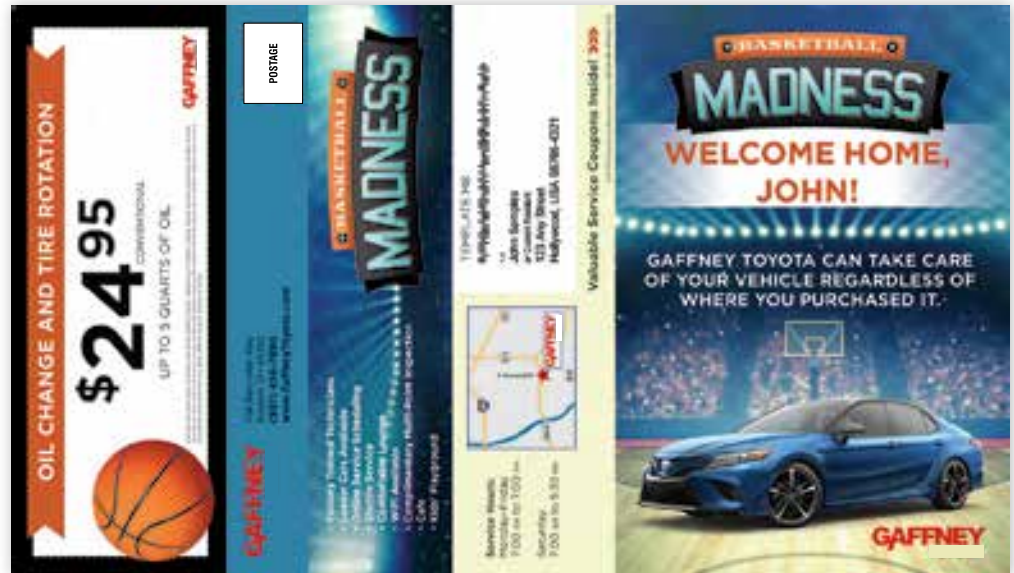
**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Back



Inside



ATTRACT

REALRESULTS

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

ROI: \$149:1

TARGET: 2005-2022 HONDAS; 18 MI RADIUS; 8-18 MO SINCE SERVICE

HOOK: \$12.12 OFF OIL CHANGE + TIRE ROTATION; BONUS BUCKS UP TO \$40 OFF



Front



Back

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Back



Inside



ATTRACT



Front



Back

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



ATTRACT



Front



[Back](#)



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 45428
937-456-7890

Did You Know?

Free Car Wash	✓	✓
Original GM parts	✓	✓
Complimentary Wi-Fi	✓	✓
Complimentary shuttle service	✓	✓
GM-trained technicians	✓	✓
GM-approved diagnostic equipment	✓	✓
State-of-the-art facility	✓	✓
Beautiful waiting room	✓	✓
Complimentary coffee & water	✓	✓

Schedule Your Next Appointment Online:
www.JacksonDaleGMC.com

Certified Service

Front

Dexos1 Full Synthetic Oil Change

Starting At
\$41.95

Includes 5 quarts of oil & **FREE** multi-point inspection

Visit any of Jackson Dale Reynolds. Please present coupon to receive at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of service performed and vehicles. May not be combined with any other offers. Expires 12/31/19.

Make Your Own Discount!

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

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

Visit any of Jackson Dale Reynolds. Please present coupon to receive at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of service performed and vehicles. May not be combined with any other offers. Expires 12/31/19.

Mount, Balance & Alignment Special

\$119.95

WITH PURCHASE OF 4 TIRES

PLUS RECEIVE A \$20 PREPAID GIFT CARD AND:

- One Drive Wash Convenience within 90 days of purchase of product or service.
- Free Tire Service & Balance to Life of Tire.
- Best Buy! Premium Mounting in The Valley (The Cincinnati Area)

Visit any of Jackson Dale Reynolds. Please present coupon to receive at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of service performed and vehicles. May not be combined with any other offers. Expires 12/31/19.

4 Wheel Alignment

\$59.95



Visit any of Jackson Dale Reynolds. Please present coupon to receive at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of service performed and vehicles. May not be combined with any other offers. Expires 12/31/19.

Jackson Dale
GMC
456 Reynolds Way
Dayton, OH 45428
937-456-7890
www.JacksonDaleGMC.com



TEMPLATE W24

John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

© 2019 The Reynolds and Reynolds Company • 456 Reynolds Way • 937-456-7890 • 123 Any St.

Back

SEGMENT

CONQUEST



ATTRACT



Outside

FOLDED



Front



Back













Inside

SEGMENT

TEMPLATES

SPECIAL SEGMENTS

RECALL  ATTRACT  RETAIN	HIGH MILEAGE  RETAIN  UPSELL
NEW CAR BUYERS  RETAIN	WHOLESALE PARTS  ATTRACT  RETAIN
DIESEL  ATTRACT	HYBRID  RETAIN
LOYAL CUSTOMERS  RETAIN	WE'RE FLEXIBLE! Every template design is 100% customizable. We'll change the copy, images, and offers to suit your needs.

SEGMENT

SPECIAL SEGMENTS

RECALL



ATTRACT



RETAIN

FOLDED



Front



Back



Outside



Inside



ATTRACT



RETAIN

URGENT

RECALL REPAIRS

According to our records and according to <OEM name> records, your <make> 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 <Dealership Name> at <Phone> 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 <Phone> TO SET YOUR APPOINTMENT

Front

URGENT

RECALL REPAIRS

DEALER LOGO

Call:

<Dealer Street Address>
<City, Province Postal Code>
<Phone>

Call your <Dealership Name> Team at <Phone> to check your current recall and make your appointment.

TEMPLATE: RECALL-OEM-C-C
The language on this template is only to be used when recall notices are mailed to an OEM list of vehicles with open recalls.

1-1
John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

Back

SEGMENT

SPECIAL SEGMENTS

RECALL



ATTRACT



RETAIN

URGENT RECALL REPAIRS

According to our records and according to <OEM Name> records, your <Make> 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 <Dealership> at <Phone> to schedule your appointment. Completion of the listed recall(s) will increase the safety and functionality of your vehicle.

VIN #: 45678

RECALL #: 8048

RECALL NAME: Please see service advisor for more information

Call your <Dealership> Service Team at xxx-xxx-xxxx to make your appointment.

Front

URGENT RECALL REPAIRS

DEALER LOGO

Schedule Service
Call: <Phone>
Service Hours: Mon & Thurs 7 AM-8 PM
Tues, Wed, Fri 7 AM-6 PM
Sat 8 AM-3 PM
Sun Closed

<Dealership Name>
Address
City, Province Postal Code

TEMPLATE: RECALL-OEM-W-C

The language on this template is only to be used when recall notices are mailed to an OEM list of vehicles with open recalls.



1-1
John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

© 2020 The Reynolds and Reynolds Company 1-800-541-0996 DF20042 (02/20)

Back



RETAIN



UPSELL

Full Check

FREE

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

GAFFNEY

4567 Reynolds Way • Dayton, OH 45428
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-\$850	\$851-\$950	\$951-\$1050
SAVE	\$10	\$30	\$40	\$60	\$70	\$80	\$90	\$90	\$150	

ANY DETAIL 1/2 OFF!

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

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

GAFFNEY

POSTAGE

4567 Reynolds Way • Dayton, OH 45428
937-456-7890 • www.GaffneyToyota.com

Service Hours: Mon-Fri 9:00 AM-6:00 PM
OPEN SATURDAYS FOR YOUR CONVENIENCE
8:00 AM-4:00 PM

WE OFFER:

- Oil & Filter
- Complimentary Wash & Wax
- Complimentary Loaner Car
- We Service All Makes & Models
- Online Service Scheduling
- 24 Hr. Service
- Free Multi-point Inspection
- Factory Trained Technicians

TEHRAN 612
10001 Hollywood Blvd • Hollywood, CA 91606

John Samples
Or Contact Us at
123 Any Street
Hollywood, CA 91601

Back

SEGMENT

SPECIAL SEGMENTS

HIGH MILEAGE



RETAIN



UPSELL



Front



Back

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



RETAIN



UPSELL

GAFFNEY

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

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 Appointments@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

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

POSTAGE

TEMPLATE N1

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

Back

SEGMENT

SPECIAL SEGMENTS

HIGH MILEAGE



RETAIN



UPSELL



Front - Folded

Wallet
Card



Front - Open



Back

TEMPLATE N60

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.

SEGMENT

SPECIAL SEGMENTS

NEW CAR BUYERS

NEW!



RETAIN



Front



Back

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

SEGMENT

SPECIAL SEGMENTS

NEW CAR BUYERS



RETAIN

DID YOU KNOW THAT... you have Complimentary Maintenance?

FREE

No Cost Maintenance for 2 years or 25,000 miles! FREE oil changes, tire rotations and more at Toyota's recommended service intervals!

Front

GAFFNEY 1234 Reynolds Way
Dayton, OH 45454
937.456.7890
www.GaffneyToyota.com

SERVICE HOURS:
Mon-Fri 8:00 am to 5:00 pm
Sat 9:00 am to 4:00 pm
Sunday Closed

POSTAGE

Get free installation on a variety of genuine Toyota accessories!

BUY MORE, SAVE MORE!

SPEND	SAVE
Under \$100	Save \$5
\$100-\$200	Save \$8
\$200-\$300	Save \$12
\$300-\$400	Save \$15
\$400-\$500	Save \$18
\$500 & up	Save \$20

WHY CHOOSE TOYOTA ACCESSORIES?

- Best fit & performance, guaranteed
- Top quality materials for maximum durability
- Installed by factory trained experts

WE OFFER: Complimentary shuttle • Car wash with service • Loaner vehicles • Lounge with Wi-Fi

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

Back



RETAIN



Outside



Inside

FOLDED



Front



Back

SEGMENT

SPECIAL SEGMENTS

WHOLESALE PARTS



ATTRACT



RETAIN

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 customers' next parts order.

Cloverdale NISSAN 456 Reynolds Way Dayton, OH 45378 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

Cloverdale NISSAN 456 Reynolds Way Dayton, OH 45378 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

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

TEMPLATE N26
11
John Echantillon
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

POSTAGE

Back

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.

SEGMENT

SPECIAL SEGMENTS

DIESEL



ATTRACT

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

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

**THE DIESEL
WORKS \$99.95**
VEHICLE CHECKUP
Get more for your Power Stroke™ Diesel, including:
• Diesel oil change • Battery test
• Brake inspection • Fluid top-off
• Belts & hoses check • Multi-point inspection
• Tire rotation & pressure check
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.

Front

**ADAMS
FORD**

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

POSTAGE

WE SPEAK

**POWER STROKE
DIESEL**

Your best choice for diesel maintenance & repair!
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 special on the 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

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

Back

SEGMENT

SPECIAL SEGMENTS

HYBRID

NEW!



RETAIN

Relevant messaging drives engagement! Communicate with customers regarding the unique needs of their hybrids to keep them coming back in.



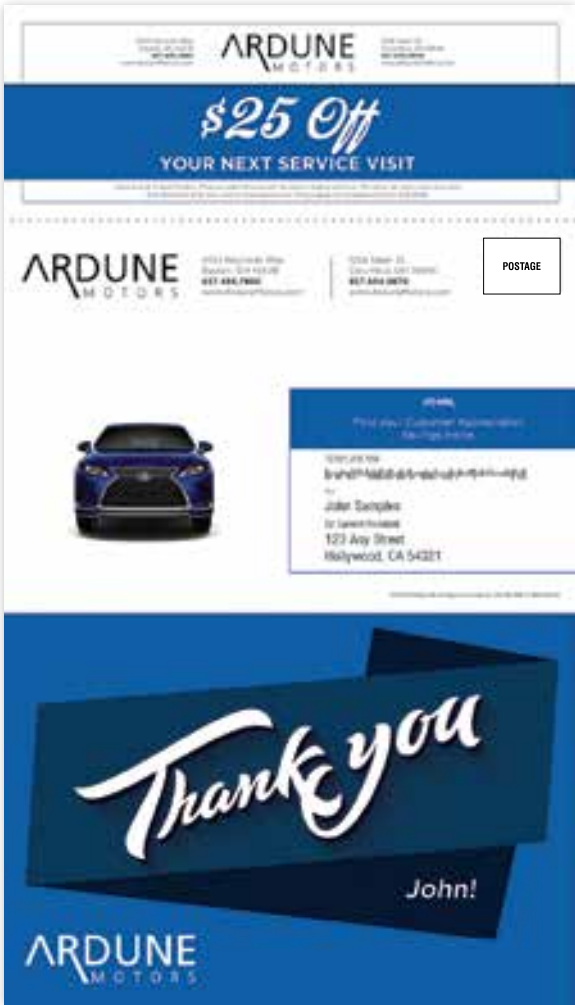
Front



Back

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

Say thank you! Customer appreciation is always in season! Make sure customers know much you value their continued business.



Outside



Inside

SEGMENT

SPECIAL SEGMENTS

LOYAL CUSTOMERS

NEW!



RETAIN

FOLDED



Front



Back

SEGMENT

SPECIAL SEGMENTS

LOYAL CUSTOMERS

NEW!



RETAIN

REAL RESULTS

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

ROI: \$75:1

TARGET: CHRYSLER, DODGE, JEEP, RAM; 50 MI RADIUS; 0-60 MO SINCE SERVICE

HOOK: FREE TIRE PRESSURE, FLUID, AND DRIVE BELT CHECK; \$10 OFF ANY OIL CHANGE



Front



Back



RETAIN















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

EVENT

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.

<div>GRAND OPENING</div> <div></div> <div>ATTRACT</div>	<div>NEW LOCATION</div> <div></div> <div>ATTRACT RETAIN REACTIVATE</div>
<div>UNDER CONSTRUCTION</div> <div></div> <div>ATTRACT RETAIN REACTIVATE</div>	<div>NEW MANAGEMENT</div> <div></div> <div>ATTRACT RETAIN REACTIVATE</div>
<div>DEALERSHIP EVENTS</div> <div></div> <div>ATTRACT RETAIN</div>	<div>WE'RE FLEXIBLE!</div> <div>Every template design is 100% customizable. We'll change the copy, images, and offers to suit your needs.</div>



ATTRACT



Outside

FOLDED



Front



Back



Inside

EVENT

GRAND OPENING



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.



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.

EVENT

NEW LOCATION



ATTRACT



RETAIN



REACTIVATE



Front



Back

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

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

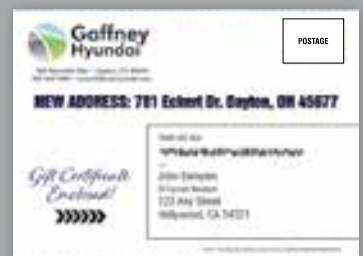


REACTIVATE

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.

EVENT

UNDER CONSTRUCTION



ATTRACT



RETAIN



REACTIVATE

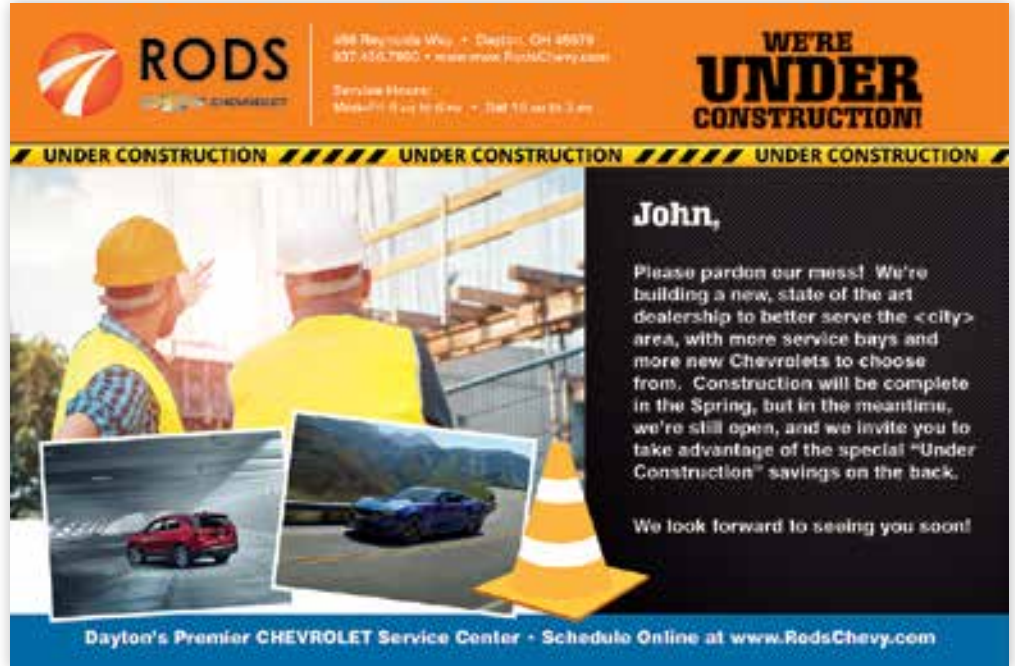
REAL RESULTS

Here's how this campaign performed for one of our U.S. 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)



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.



ATTRACT



RETAIN



REACTIVATE

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

**Mercedes-Benz
of Anytown**

456 Reynolds Way • Dayton, OH 45478
Phone for Information: 937.456.7890
www.MercedesBenzofAnytown.com

John Samples,
Great Service Awaits You!

OIL CHANGE SPECIAL

- All vehicles
- Oil & filter
- Wash & wax
- Check & adjust tire pressure
- Check fluid levels
- Synthetic & standard vehicles included

\$18.95

**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

POSTAGE

WE SERVICE ALL MAKES & MODELS - FOREIGN AND DOMESTIC

\$100 BONUS DISCOUNT

Service	Amount
Oil Change	\$100
Oil & Filter	\$100
Wash & Wax	\$100
Check & Adjust Tire Pressure	\$100
Check Fluid Levels	\$100
Synthetic & Standard Vehicles Included	\$100

COMPLETE VEHICLE DETAIL

\$149.95

- Interior Detailing
- Exterior Detailing
- Complete Cleaning of all exterior surfaces
- Wheel & Tire Dressing
- Engine Bay Cleaning
- Undercarriage Wash
- Final Wash & Dry

MANAGER'S SPECIAL

GENUINE HYUNDAI AIR FILTER
OR WIPER BLADES

**FREE
INSTALLATION &
10% OFF**

FOR YOUR CONVENIENCE WE OFFER THESE FIVE AMENITIES:

- Complimentary Wi-Fi
- Car Wash
- Car Wash
- Car Wash
- Car Wash

**Mercedes-Benz
of Anytown**

456 Reynolds Way • Dayton, OH 45478
937.456.7890
www.MercedesBenzofAnytown.com

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

Back

EVENT

NEW MANAGEMENT



ATTRACT



RETAIN



REACTIVATE



Front



Back



ATTRACT



RETAIN



REACTIVATE

FOLDED



Front



Back



Outside



Inside



ATTRACT



RETAIN



REACTIVATE



Front



[Back](#)



ATTRACT



RETAIN

LEXUS OF ANYTOWN

4567 Reynolds Way
Dayton, OH 45428
937-456-7890

Annual Service Clinic

Wednesday and Thursday, July 18th and 19th
from 2:00 PM to 5:00 PM (appointments through 5 PM)

Fasten your seatbelt...

You're about to experience service excellence!

TRADE TODAY!

\$500⁰⁰

Towards a Trade-In

You are invited to a **FREE CAR CARE CLINIC**

Wed and Thurs, July 18th and 19th

We anticipate a great deal of demand for this FREE inspection, so please call early for your appointment.

CALL 937-456-7890

www.LexusofAnytown.com

Front

Dear John,

Lexus of Anytown would like to invite you to our Annual Service Clinic. At this Clinic, we will perform Comprehensive Vehicle Inspections at **NO CHARGE**. These complimentary inspections often identify minor problems before they become major ones, and can save you hundreds, if not thousands of dollars in repair expenses when we catch them early.

Enter for a chance to win a:

\$250 Service Credit

(Some restrictions apply. See details.)

Make an appointment today and you will get:

- Free Pre-Inspection Report
- Free Multi-Point Inspection from Lexus Certified Technicians
- Free Tire Inspection from our Tire Specialist
- Free Car Wash
- Free Fluid and Filter Change
- Free Drive-Through ECO-friendly Oil Change (some locations only)

OIL & FILTER CHANGE SPECIAL

Synthetic Oil Change

\$87⁹⁵

plus tax and disposal

OIL & FILTER CHANGE SPECIAL

Conventional Oil Change

\$39⁹⁵

plus tax and disposal

EARLY BIRD SPECIAL!

Service from 8 AM - 12 PM

August 1, 2017 - 2018 or Service performed August 1, 2017 - 2018 or Service performed August 1, 2017 - 2018

THIS CLINIC IS BY APPOINTMENT ONLY, so please call today and reserve your spot!

OUR SERVICE CLINIC WILL BE HELD:

WEDNESDAY & THURSDAY, JULY 18TH & 19TH

from 2:00 PM to 5:00 PM (appointments through 5 PM)

John Échantillons

Or Current Resident

123 Any Street

Hollywood, DC A1B 2C3

Back

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

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!

**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

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 SUBBIT!

- 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

For use at service sites only. Please present coupon to advisor at time of ordering. Not to be combined with any other offers. Not valid on scheduled maintenance. See site at BakerVolkswagen.com for details.

TEMPLATE N43

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

Back

REPAIR TYPE

TIRES



UPSELL

REAL RESULTS

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

ROI: \$150:1

TARGET: ALL VEHICLES; 30 MI RADIUS; 0-24 MO SINCE SERVICE

HOOK: BUY 3 TIRES, GET 1 FREE; \$15 OFF OIL CHANGE

YOU DO THE MATH!

ONE GREAT DEAL.

Front

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***

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

© 2018 The Reynolds and Reynolds Company 1-800-344-0996 DF2356 (08/18)

Back

Service Hours:
Mon-Fri 7 AM-7 PM
Sat 8 AM-5 PM

4567 Reynolds Way
Dayton, OH 45678
937.456.7890
www.CloverdaleNissan.com



**BUY 3 TIRES
GET ONE FOR \$1***

EXPIRES MARCH 31, 2022
SEE YOUR SERVICE ADVISOR FOR DETAILS



DRIVE CONFIDENTLY
YOU'VE GOT PRECIOUS
CARGO ON BOARD.

BRIDGESTONE Continental  DUNLOP GOODYEAR

 HANKOOK KUMHO TIRES  TOYO TIRES  YOKOHAMA

*Offer requires purchase of 3 tires. Excludes all-terrain, off-road, and specialty tires. Tax, title, and license fees extra. Availability may vary by model. Taxes and fees additional. Dealer's price. Offer good while supplies last. May not be combined with other offers. Void where prohibited. Ends March 31, 2022.

www.CloverdaleNissan.com

Front



4567 Reynolds Way
Dayton, OH 45678
937.456.7890
www.CloverdaleNissan.com

Service Hours:
Mon-Fri 7 AM-7 PM
Sat 8 AM-5 PM

POSTAGE

**COME IN FOR WINTER
SERVICE SAVINGS!**



**ALIGNMENT
\$20.00 OFF**

With Tire Purchase

Some restrictions apply. See dealer for details. Price and offer available only while supplies last. Taxes and fees additional. No cash value. Offer good while supplies last. May not be combined with other offers. Void where prohibited. Ends March 31, 2022.

www.CloverdaleNissan.com

TEMPLATE W42

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

Back

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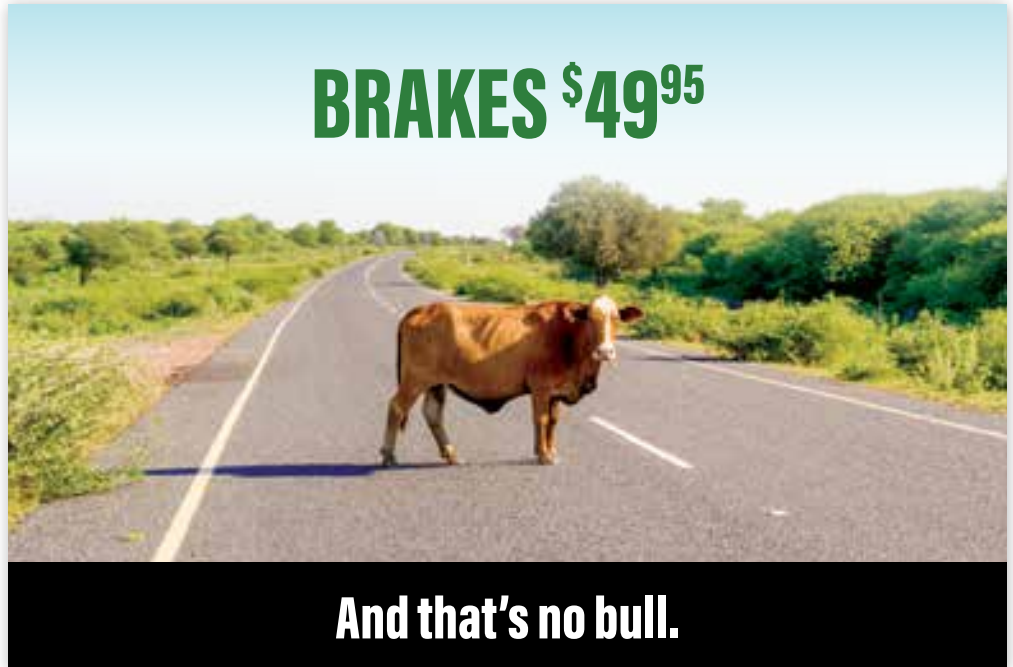
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REPAIR TYPE

BRAKES



UPSELL



Front

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

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

TEMPLATE N28

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

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Back



UPSELL

4567 Reynolds Way | Dayton, OH 45578 | 937.456.7890 | www.HaverfieldHona.com

TEMPLATE N49

John Sample
123 Any Street
Hollywood, CA 54321

TIMING BELT REPLACEMENT RECOMMENDED

2014 Honda Accord - Mile: 12,000 - Mileage: 75,000

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

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.

Replacing a worn timing belt is much less expensive than repairing engine damage caused by a broken belt.

Looking for flexible monthly payments for parts & service?

WE OFFER FINANCING THROUGH SUNBIT!

1. Apply in less than 30 seconds. www.applysunbit.com/Haverfield
2. Pre-qualification does not affect credit score.
3. No interest if paid in 24 days / single interest after that
4. Flexible payment options (up to 12 months)

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 idle pulleys for wear, replace as needed
- Replace water pump, because the engine has to be partially disassembled to replace the timing belt, replacing the water pump at the same time guarantees you won't pay for two labor hours

Please contact us to schedule your service. We reserve the right to change prices without notice. © 2022 Haverfield Honda. Expires 12/31/24

SERVICE HOURS:
Monday - Friday 9:00 AM to 5:00 PM
Saturday 9:00 AM to 2:00 PM | Sunday Closed

HAVERFIELD Honda
4567 Reynolds Way | Dayton, OH 45578
937.456.7890 | www.HaverfieldHonda.com

Call 937.456.7890 for more information

REPAIR TYPE

TIMING BELT



UPSELL

REAL RESULTS

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

ROI: \$45:1

TARGET: HONDAS; 100K+ ESTIMATED MILES; EXCLUDING CUSTOMERS WITH RECENT TIMING BELT SERVICE

HOOK: 10% OFF TIMING BELT SERVICE










Front



Back

OTHER

TEMPLATES

BODY SHOP	REWARDS PROGRAM
 ATTRACT	  ATTRACT REACTIVATE
DIGITAL TIE-INS	GENERAL
  ATTRACT RETAIN	  ATTRACT RETAIN

WE'RE FLEXIBLE!
Every template design is 100% customizable. We'll change the copy, images, and offers to suit your needs.

OTHER

BODY SHOP



ATTRACT

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



Front



Back

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

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.

OTHER

REWARDS PROGRAMS



ATTRACT



REACTIVATE

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!

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

- 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.
- 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.
- 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.
- 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

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

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

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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OTHER

DIGITAL TIE-INS



ATTRACT



RETAIN

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!



Front



Back



Front



Back

OTHER

DIGITAL TIE-INS



ATTRACT



RETAIN

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

OTHER

DIGITAL TIE-INS



ATTRACT



RETAIN

REAL RESULTS

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

ROI: \$120:1

TARGET: VWS; 50 MI RADIUS; 0-24 MO SINCE SERVICE WITH NO EMAIL ADDRESS

HOOK: 15% OFF FOR PROVIDING EMAIL ADDRESS

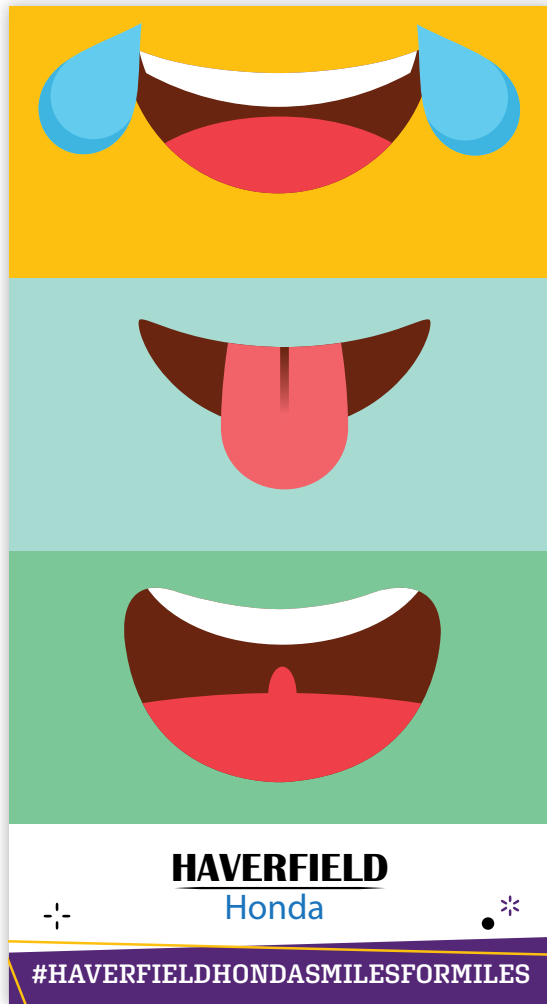


Front



Back

TEMPLATE N33



Front

OTHER

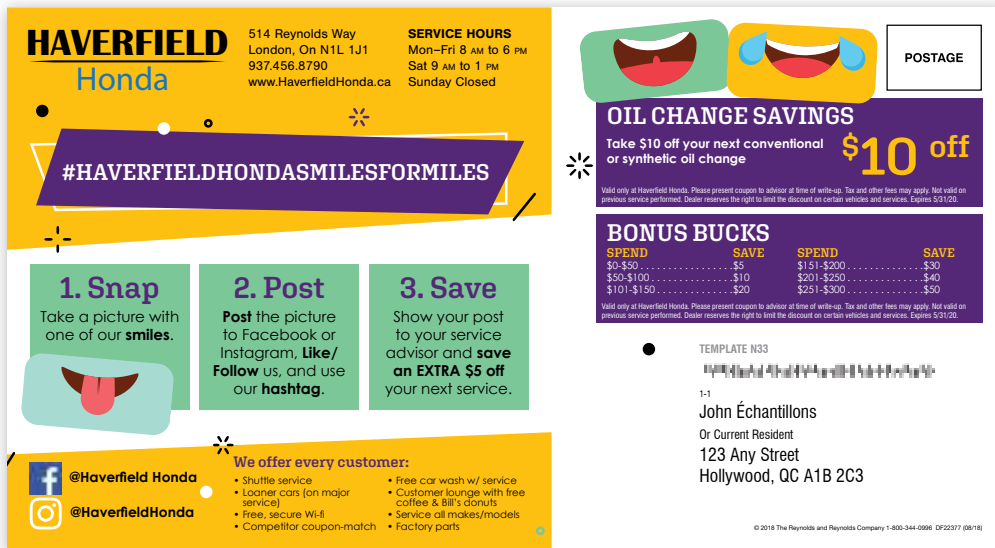
DIGITAL TIE-INS



ATTRACT



RETAIN



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.

OTHER

GENERAL

NEW!



ATTRACT



RETAIN

FOLDED



Front



Back

Great design is always in season! Sometimes you just need the right palette for your promotion. These general templates are designed to provide a clean, professional backdrop for your brand.



Outside



Inside



ATTRACT



RETAIN

REALRESULTS

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

ROI: \$64:1

**TARGET: TOYOTAS;
25 MILE RADIUS;
10-24 MO SINCE
SERVICE; SALES NO
SERVICE, 3-14 MO
SINCE PURCHASE;
CONQUEST, 2008
AND NEWER
TOYOTA / LEXUS (1
MILE RADIUS)**

**HOOK: 10% OFF
OR \$15 OFF,
WHICHEVER IS
GREATER**



Front



Back

OTHER

GENERAL

NEW!



ATTRACT



RETAIN



Front



Back

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



Document Services

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