

Sensible Driver™ e-Magazine

Dealer Branding

Complementary design helps promote your dealership by replicating the look and feel of your website

On-site photos

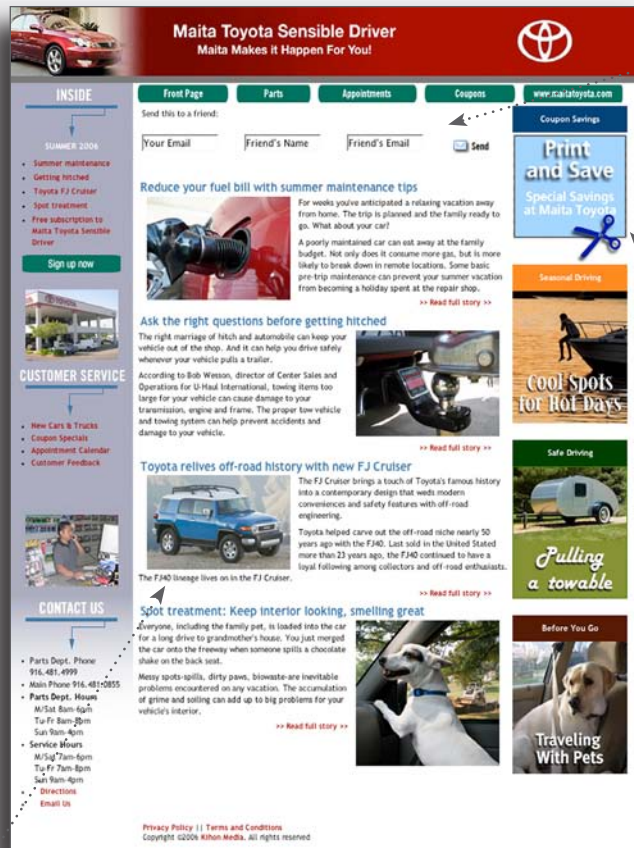
Photos of your people and your facility adds a friendly, personal touch

Dealer Web Links

Make it simple for customers to set up appointments, buy parts and investigate new or used cars.

Vehicle Promotion

Introduce your customers to the latest models and features found on brand-specific vehicles.



Viral Marketing

“Send to a friend” extends the value of your e-magazine content and promotions

Valuable Coupons

Drive traffic and develop customer loyalty through on-line offers

Informative Articles

Become a resource for your customers, instill safety and encourage good maintenance habits

24/7 Statistical Data

- Track what your customers view
- Determine customer preferences
- Adjust promotions to suit customer needs
- Set up automated reporting

Sensible Driver e-magazine

Informed customers are better consumers. The Sensible Driver e-magazine delivers engaging content and helps turn buyers into loyal customers. It drives traffic to your dealership and your website.

The e-magazine is distributed each quarter with fresh and reliable content written in traditional journalism style. Delivered in a custom template, the links and articles direct readers to your website. Coupons, maintenance articles, safety features and new car articles generate interest in parts, service and new car departments.

Every click is tracked automatically so you can find out what interests your customers most.

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Customer Loyalty and Retention Program

	Newspaper Ad	Direct Mail	Sensible Driver™ program
Product Life	One day	1 week	3 months
Cost	\$4000 - \$8000 ¹	78+ cents per unit ²	16 cents unit ³
Est. Customer Response Time	Days	Days to weeks	Immediate
Successful Delivery	?	?	>90% (opt in database)
Cost of non-delivery	?	78 cents per piece	Pennies per e-mailing
Readership open rate accessibility	?	?	24/7
Readership tracking results	No	No	24/7
Average Openings	?	?	Multiple per user
Coupon Delivery	None	Once	Monthly
Coupon accessibility	None	Mailer cutouts	On-line, print-friendly (24/7)
Increases dealer web traffic	√	√	√
Drives Repair Orders (RO)	No	√	√
Helps Offset Fixed Ops	No	√	√
Increases customer loyalty	No	√	√
Internet Program Access	No	No	√
Real Time Changes	No	No	√
Includes prospect database	No	No	√

1. Based on estimates for 2-column, 10" color ad for major metropolitan daily
2. Based on printing estimates of 11 X 17, four color mailer plus postage fees
3. Based on 8,000 e-mail addresses delivered monthly



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