



REWARDS PASS™

REWARDS PASS™ is a unique program designed exclusively for automobile dealers utilizing the marketing strategies of major retailers including supermarkets, drug chains, hotels and airlines. They use key tags to increase their average sale and award points to their customers for their patronage that can be used for additional purchases.

REWARDS PASS™
It's more than a key tag!

Creating Unprecedented Customer Loyalty...

What is... THE SINGLE MOST IMPORTANT TOOL THE AIRLINES UTILIZE IN MAINTAINING THEIR BEST CUSTOMER'S LOYALTY...AND "CAPTURING" OTHER AIRLINES' BEST CUSTOMERS?

FREQUENT FLYER PROGRAMS

Recent industry estimates place the number of passenger members in these programs in the **TENS OF MILLIONS!**

What does... VIRTUALLY EVERY SUPERMARKET AND DRUGSTORE CHAIN HAVE IN COMMON?

BAR-CODED CUSTOMER LOYALTY/DISCOUNT KEY TAG PROGRAMS

Millions and millions of free 'ads' are carried around by customers on their key chains every day—with customers freely identifying their preference of retailers. One merely has to take a look at the keyboard of a Dealership's Service Department to see this phenomenon on display.

Why... THE POPULARITY OF THESE PROGRAMS?

BECAUSE THEY WORK! FOR THE RETAILER...AND FOR THE CUSTOMER!

As you will see...the **REWARDS PASS™** Program combines these elements in a "Best of Both Worlds" manner...

... Unprecedented Benefits to the Dealer...

- Continually cleansed database
- Error-free service write-ups
- Increased Service up-selling thru **REWARDS PASS™** Specials
- Monthly analyses
- Updated monthly database CD
- Increased Vehicle Sales via Points Redemption
- Increased Service Department Sales
- Customers love write-up speed
- Capture your competitor's sales customers when they visit your Service Department
- Service Specials Monthly analysis
- Updated Monthly Points CD
- Web site Points link available

It's more than a key tag!

REWARDS PASS™

CUSTOMER LOYALTY PROGRAM

Background

REWARDS PASS™ is a system utilizing bar-coded key tags similar to those used by Supermarket and Drug Store chains to identify frequent customers and to reward them for their loyalty through special offers and discounts.

In the case of the retail chains however, the key tags provide mainly an identification purpose. “Swiped” by the cashier, their benefit to the customer is to provide “cents off” on particular items identified as eligible throughout the store. In return, the store gets a huge amount of demographic data about buying habits, which they use for their own purpose—and sell to the product manufacturers.

Those key tags are mass-produced and assigned at random, with no customer individualization. The issuer, however, garners the customer’s demographic information when they register for the tags.

**REWARDS
PASS™**

*however,
provides a far
broader scope.*



It's more than a key tag !

Implementation:

It is not necessary to purchase or install additional software. We utilize existing accounting software such as Reynolds & Reynolds or ADP.

We suggest going back one or two years in your database and we download all of your Sales and Service customers during that period of time. This download is then cleansed, we take out all duplicates, other dealers, check for current address, and then provide you with a series of reports for your selection as to how many **REWARDS PASS™** key tags you wish to send. In order to make the program effective we recommend your selection be at least 4,000 names. The Reports consist of a ZIP CODE REPORT showing how many customers in each zip code and how far from the dealership. The INITIAL DATA BASE REPORT shows Sales Customers, Service Customers, and New or Used vehicle, type of Vehicle, whether they are a Sales only customer, a Sales and Service customer or a Service customer only. We tell you how many times each customer has been in service, and how far they live from dealership. This is great marketing data you can use for direct mail.

DEMO ZIP TABLE

ORIGIN	ZIP	CITY	ST	DISTANCE	COUNT	CUMULATIVE COUNT	PERCENTAGE	CUMULATIVE PERCENTAGE
4000	40000	INDIANAPOLIS	IN	0	1	1	100.00	100.00
4000	40000	INDIANAPOLIS	IN	0	2	2	50.00	50.00
4000	40000	INDIANAPOLIS	IN	0	3	3	33.33	33.33
4000	40000	INDIANAPOLIS	IN	0	4	4	25.00	25.00
4000	40000	INDIANAPOLIS	IN	0	5	5	20.00	20.00
4000	40000	INDIANAPOLIS	IN	0	6	6	16.67	16.67
4000	40000	INDIANAPOLIS	IN	0	7	7	14.29	14.29
4000	40000	INDIANAPOLIS	IN	0	8	8	12.50	12.50
4000	40000	INDIANAPOLIS	IN	0	9	9	11.11	11.11
4000	40000	INDIANAPOLIS	IN	0	10	10	10.00	10.00
4000	40000	INDIANAPOLIS	IN	0	11	11	9.09	9.09
4000	40000	INDIANAPOLIS	IN	0	12	12	8.33	8.33
4000	40000	INDIANAPOLIS	IN	0	13	13	7.69	7.69
4000	40000	INDIANAPOLIS	IN	0	14	14	7.14	7.14
4000	40000	INDIANAPOLIS	IN	0	15	15	6.67	6.67
4000	40000	INDIANAPOLIS	IN	0	16	16	6.25	6.25
4000	40000	INDIANAPOLIS	IN	0	17	17	5.88	5.88
4000	40000	INDIANAPOLIS	IN	0	18	18	5.56	5.56
4000	40000	INDIANAPOLIS	IN	0	19	19	5.26	5.26
4000	40000	INDIANAPOLIS	IN	0	20	20	5.00	5.00
4000	40000	INDIANAPOLIS	IN	0	21	21	4.76	4.76
4000	40000	INDIANAPOLIS	IN	0	22	22	4.55	4.55
4000	40000	INDIANAPOLIS	IN	0	23	23	4.35	4.35
4000	40000	INDIANAPOLIS	IN	0	24	24	4.17	4.17
4000	40000	INDIANAPOLIS	IN	0	25	25	4.00	4.00
4000	40000	INDIANAPOLIS	IN	0	26	26	3.85	3.85
4000	40000	INDIANAPOLIS	IN	0	27	27	3.70	3.70
4000	40000	INDIANAPOLIS	IN	0	28	28	3.57	3.57
4000	40000	INDIANAPOLIS	IN	0	29	29	3.45	3.45
4000	40000	INDIANAPOLIS	IN	0	30	30	3.33	3.33
4000	40000	INDIANAPOLIS	IN	0	31	31	3.23	3.23
4000	40000	INDIANAPOLIS	IN	0	32	32	3.13	3.13
4000	40000	INDIANAPOLIS	IN	0	33	33	3.03	3.03
4000	40000	INDIANAPOLIS	IN	0	34	34	2.94	2.94
4000	40000	INDIANAPOLIS	IN	0	35	35	2.86	2.86
4000	40000	INDIANAPOLIS	IN	0	36	36	2.78	2.78
4000	40000	INDIANAPOLIS	IN	0	37	37	2.71	2.71
4000	40000	INDIANAPOLIS	IN	0	38	38	2.63	2.63
4000	40000	INDIANAPOLIS	IN	0	39	39	2.56	2.56
4000	40000	INDIANAPOLIS	IN	0	40	40	2.50	2.50
4000	40000	INDIANAPOLIS	IN	0	41	41	2.44	2.44
4000	40000	INDIANAPOLIS	IN	0	42	42	2.38	2.38
4000	40000	INDIANAPOLIS	IN	0	43	43	2.33	2.33
4000	40000	INDIANAPOLIS	IN	0	44	44	2.27	2.27
4000	40000	INDIANAPOLIS	IN	0	45	45	2.22	2.22
4000	40000	INDIANAPOLIS	IN	0	46	46	2.17	2.17
4000	40000	INDIANAPOLIS	IN	0	47	47	2.13	2.13
4000	40000	INDIANAPOLIS	IN	0	48	48	2.08	2.08
4000	40000	INDIANAPOLIS	IN	0	49	49	2.04	2.04
4000	40000	INDIANAPOLIS	IN	0	50	50	2.00	2.00
4000	40000	INDIANAPOLIS	IN	0	51	51	1.96	1.96
4000	40000	INDIANAPOLIS	IN	0	52	52	1.92	1.92
4000	40000	INDIANAPOLIS	IN	0	53	53	1.89	1.89
4000	40000	INDIANAPOLIS	IN	0	54	54	1.85	1.85
4000	40000	INDIANAPOLIS	IN	0	55	55	1.82	1.82
4000	40000	INDIANAPOLIS	IN	0	56	56	1.79	1.79
4000	40000	INDIANAPOLIS	IN	0	57	57	1.76	1.76
4000	40000	INDIANAPOLIS	IN	0	58	58	1.73	1.73
4000	40000	INDIANAPOLIS	IN	0	59	59	1.71	1.71
4000	40000	INDIANAPOLIS	IN	0	60	60	1.67	1.67
4000	40000	INDIANAPOLIS	IN	0	61	61	1.64	1.64
4000	40000	INDIANAPOLIS	IN	0	62	62	1.61	1.61
4000	40000	INDIANAPOLIS	IN	0	63	63	1.58	1.58
4000	40000	INDIANAPOLIS	IN	0	64	64	1.56	1.56
4000	40000	INDIANAPOLIS	IN	0	65	65	1.54	1.54
4000	40000	INDIANAPOLIS	IN	0	66	66	1.52	1.52
4000	40000	INDIANAPOLIS	IN	0	67	67	1.50	1.50
4000	40000	INDIANAPOLIS	IN	0	68	68	1.48	1.48
4000	40000	INDIANAPOLIS	IN	0	69	69	1.46	1.46
4000	40000	INDIANAPOLIS	IN	0	70	70	1.44	1.44
4000	40000	INDIANAPOLIS	IN	0	71	71	1.43	1.43
4000	40000	INDIANAPOLIS	IN	0	72	72	1.41	1.41
4000	40000	INDIANAPOLIS	IN	0	73	73	1.40	1.40
4000	40000	INDIANAPOLIS	IN	0	74	74	1.38	1.38
4000	40000	INDIANAPOLIS	IN	0	75	75	1.37	1.37
4000	40000	INDIANAPOLIS	IN	0	76	76	1.36	1.36
4000	40000	INDIANAPOLIS	IN	0	77	77	1.35	1.35
4000	40000	INDIANAPOLIS	IN	0	78	78	1.34	1.34
4000	40000	INDIANAPOLIS	IN	0	79	79	1.33	1.33
4000	40000	INDIANAPOLIS	IN	0	80	80	1.32	1.32
4000	40000	INDIANAPOLIS	IN	0	81	81	1.31	1.31
4000	40000	INDIANAPOLIS	IN	0	82	82	1.30	1.30
4000	40000	INDIANAPOLIS	IN	0	83	83	1.29	1.29
4000	40000	INDIANAPOLIS	IN	0	84	84	1.28	1.28
4000	40000	INDIANAPOLIS	IN	0	85	85	1.27	1.27
4000	40000	INDIANAPOLIS	IN	0	86	86	1.26	1.26
4000	40000	INDIANAPOLIS	IN	0	87	87	1.25	1.25
4000	40000	INDIANAPOLIS	IN	0	88	88	1.25	1.25
4000	40000	INDIANAPOLIS	IN	0	89	89	1.24	1.24
4000	40000	INDIANAPOLIS	IN	0	90	90	1.23	1.23
4000	40000	INDIANAPOLIS	IN	0	91	91	1.23	1.23
4000	40000	INDIANAPOLIS	IN	0	92	92	1.22	1.22
4000	40000	INDIANAPOLIS	IN	0	93	93	1.22	1.22
4000	40000	INDIANAPOLIS	IN	0	94	94	1.21	1.21
4000	40000	INDIANAPOLIS	IN	0	95	95	1.21	1.21
4000	40000	INDIANAPOLIS	IN	0	96	96	1.20	1.20
4000	40000	INDIANAPOLIS	IN	0	97	97	1.20	1.20
4000	40000	INDIANAPOLIS	IN	0	98	98	1.19	1.19
4000	40000	INDIANAPOLIS	IN	0	99	99	1.19	1.19
4000	40000	INDIANAPOLIS	IN	0	100	100	1.18	1.18

SAMPLE INITIAL DATABASE

NO	NAME	ADDRESS	CITY	ST	ZIP	YEAR	MAKE	MODEL	SERIAL	DELINATE	SALES	RODATE	SERVICE	ROTH	R/U	VISITS	DISTANCE
1	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	0	0
2	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	USED	3	0	0
3	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	4	0	0
4	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
5	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
6	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
7	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
8	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
9	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
10	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
11	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
12	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
13	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
14	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
15	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
16	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
17	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
18	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
19	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
20	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
21	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
22	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
23	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
24	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
25	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES	15-Jan-2004	SERVICE	30TH	NEW	1	2.0	0
26	NAME	ADDRESS	CITY	ST	ZIP	2004	CHRYSLER	PACIFICA	12345678901234567890	SALES							

Initial mailing:

We then customize your **REWARDS PASS™** key tag with your logo and on the back print your customer's name, the year, make and model and print and bar code the last 8 of their VIN. This key tag is attached to your letter that is mailed first class and explains that their business is appreciated, and you want to thank them by providing a special **REWARDS PASS™** Key Tag which entitles them to reward points each time they visit your service department and also entitles them to Special **REWARDS PASS™** discounts on certain service operations. The letter also points out that your

Service Department is now using scanners to scan the customer's key tag, and when scanned, his record is instantaneously displayed. It also states that your op codes are also bar-coded, so the minute the customer tells your Service Advisor what they need, the op code is scanned and appears on his repair order. It's lightning fast and error-free.



REWARDS PASS SPECIALS

Because of the speed of the write-up process this is now a golden opportunity for your Service Advisor to point out your REWARDS PASS SPECIALS. "Mr. Jones, although you didn't mention it, I notice some unusual wear on your tires. While the vehicle is here, we could check your alignment, rotate your tires, and take whatever corrective action is necessary to avoid complications. Our normal price for this service is \$69.95 however, today we have this on our REWARDS PASS SPECIAL for only \$64.95." Customer Assent...Bar Code scan...and the item is added to the Repair Order. You determine your Specials. We recommend they be high profit items. Posters advertising these Specials are made up for you at no additional charge with the appropriate barcode for quick write-up and can be changed often. We also give you a monthly report with the total REWARDS PASS SPECIALS that were sold and sold them.

A promotional poster for REWARDS PASS SPECIALS. The poster features a red and yellow color scheme. At the top, it says "REWARDS PASS Dealer's Logo" and "800-251-3283". Below that, it lists four service specials, each with a list of details, a regular price, and a special price. Each item has a barcode.

Service	Regular Price	Special Price
COMPLETE DETAIL <ul style="list-style-type: none">Vacuum and shampoo carpet & floor matsClean headliner, door panels & dashClean or shampoo seats and headrestClean console & ashtrayClean glass inside and outVacuum & clean trunkFinish interior detailWash & buff exteriorWax, glide and seal finishVacuum interiorCross tires	Reg \$109.95	\$99.95
ENGINE POWER FLUSH <ul style="list-style-type: none">Clean engine using specially designed equipment & formulated chemicals contribute to sludge build upReduce carbonization to new oilWorks to improve engine life & provide increased compression & horsepowerReplace oil & filter / Road test	Reg \$139.00	\$129.95
COOLING SYSTEM SERVICE <ul style="list-style-type: none">Flush cooling system with power flush equipmentInspect for leaksReplace anti-freezeCheck hoses, clamps and beltsRoad test	Reg \$109.00	\$99.95
TIRE BALANCE /ROTATION AND BRAKE INSPECTION <ul style="list-style-type: none">Inspection of tires for wearElectronic balancing of four wheelsRotate tires & check air pressureInspect front pads & rotorsInspect rear linings & drums	Reg \$55.95	\$49.95

It's more than a key tag !

Service captures:

What if a customer comes into service that does not have a key tag? He was either eliminated in the initial purge based on dealer's criteria or he purchased his vehicle from another dealer. The Service Advisor simply scans a special barcode which prints on the Repair Order "Preferred Customer Please Send **REWARDS PASS™**". The Service Advisor then states to the customer that he would like to let the customer use his (Service Advisor) **REWARDS PASS™** today so the customer can receive the discount. He also informs the customer they will receive their own **REWARDS PASS™** in a few days.

Weekly downloads:

Each week we go into your database and download your new and used vehicle Sales customers for that week and send them a **REWARDS PASS™** based on your predetermined criteria i.e. your product, within a certain mile limitation etc.. We then download your Service customers for that week and look for the Special **REWARDS PASS™** Op Code. We then compare that week's Service customers to your **REWARDS PASS™** database and any customer who is not in your database we automatically send them a **REWARDS PASS™**, again based on your criteria.

What great follow-up, what a way to give your customer a warm and fuzzy feeling about your dealership and what a way to capture your competitor's customers for continued Service and Sales business

Each month we send you an updated **REWARDS PASS™** database on a CD that can be used for your special mailings.



Service Analysis:

Monthly we send you a Service Analysis Report that lists the following:

- Number of Repair Orders
- Customers with Repeat Visits
- Internals or other Dealer RO's
- Number of Customers who came in with a **REWARDS PASS™** key tag
- Customers who were captured by Service Advisors
- Number of incomplete Repair Orders
- Customers outside the Dealer determined boundaries (*i.e. customers over 50 miles*)
- Number of Customers who came in that did not have a **REWARDS PASS™**
- **REWARDS PASS SPECIALS** sold by Service Advisor

You'll look forward to receiving these reports because that's when you will see how well this program works.

It's more than a key tag!

Website:

For an additional fee we can give you your personal domain on our web site. We then give you a link for your website so your customers can go to your WEBSITE and not only access their points but get a history of their service record and find out your Special coupons only for **REWARDS PASS™** customers.



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REWARDS PASS™

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