



Owner Experience Program.



The Building Customer Retention Program and process has been enhanced with more options, features, and flexibility to increase your exposure to owners, deepen your relationship, drive customer pay traffic and build more targeted communication.



SUBARU

Retailers service more cars, more often,
resulting in a better experience.

Increase in
customer loyalty

9%

Increase in
customer visits

0.5

(per year)

Increase in
generated revenue

\$136

(per customer per year)

Enrolled dealers vs. Unenrolled dealers

Subaru Building Customer Retention Program (BCR)

Epsilon's life cycle Customer Retention Program is designed to communicate to customers in a regimented and coordinated fashion from the time they take possession of their new vehicle, throughout ownership, and into the repurchase phase. The BCR program uses strategic mail, e-mail, and live agent telephone calls to build and maintain customer relationships.

No other program offers the versatility, convenient online reporting and strategic complementary marketing campaigns to target opportunities within your database and reach out to these customers to improve response. The BCR program is also supported by a skilled team of Epsilon Marketing Associates who will work with you to help achieve your sales/service goals. They will also review your dealership performance on a monthly basis and answer any questions or comments you may have.

BCR Enhanced For Your Success

With all these features you can develop more effective targeted marketing communications, which will help increase customer retention, loyalty and repurchase, all while maintaining a great customer experience. The additional new media channels have been designed to increase the level of education and benefit around customer car care needs available at a Subaru retailer.

The Subaru Owner Experience Touchpoints



Stronger
Engagement



Expanded
Education



More Customer
Connection



Improved
Response



Consumer
Friendly Portal



New Data
Insight

Ownership Connection helps you create and maintain a stronger customer relationship, with educational and service messaging that puts your dealership front and centre with the following audience.



1. New Vehicle Sales/Service Customers

It's always important to start off on the right foot with your new sales and service customers. This is why the BCR program has designed a sector specifically to help foster your customer/dealer relationship from the outset – with important direct mail and e-mails to thank the customer for their purchase or first service visit, along with a first service reminder which includes a live agent call. The BCR program will begin that long-lasting relationship.

2. Current Customers

It has been proven that solicited customers generally visit more often and spend more money on services than non-solicited customers. This is why it is vital to be consistent in your communication with your core customer group to ensure their activity is timely and the proper maintenance is completed.

Additionally, the BCR program has a strategic communication cadence of direct mail, e-mails, and live agent phone contact designed to ensure the customer receives the relevant messages at the appropriate time.

3. Inactive Customers [12 to 18 months]

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The BCR program has been engineered to help attract these customers back to your dealership with tailored messaging incorporated into the “WIN BACK” process for inactive customers. This process begins 60 days after the customer's scheduled service date. If they haven't responded, a set of calls, direct mail or e-mails begin up to the 150 day mark to attempt to re-connect, and re-build the relationship, all working to encourage the customer to visit for service.

4. Orphan Customers [18 to 24 months]

Designed to engage your service defectors who fall into the 18 - 24 month Last Visit Date Criteria. This facet of the BCR program will provide a one-time mailing at the outset of the program to these customers. This can help to boost customer traffic and provide you with the largest possible database to solicit on the BCR program.

Customer connection is available in direct mail and e-mail. See your representative for complete details.



Building a Customer Experience with BCR

Ownership customer journey is designed to instill brand loyalty, while increasing overall customer visit frequency and delivering consistent communication.

Benefits

- Consistent, timely and personal communication.
- Each touchpoint delivers a tailored/relevant message to customer.
- Continuous education around the benefits of “Why Service at your Subaru Retailer.”
- Increases customer pay (Labour and Part sales).
- Minimizes the amount of defection and cross shopping.
- Multi-Channel Communication tools and Advanced Reporting & Analytics.
- Create repeat purchases and brand consideration.
- Overall great customer EXPERIENCE and SATISFACTION.

Contact Subaru Program Headquarters for more information.
Your local rep is ready to answer your questions.

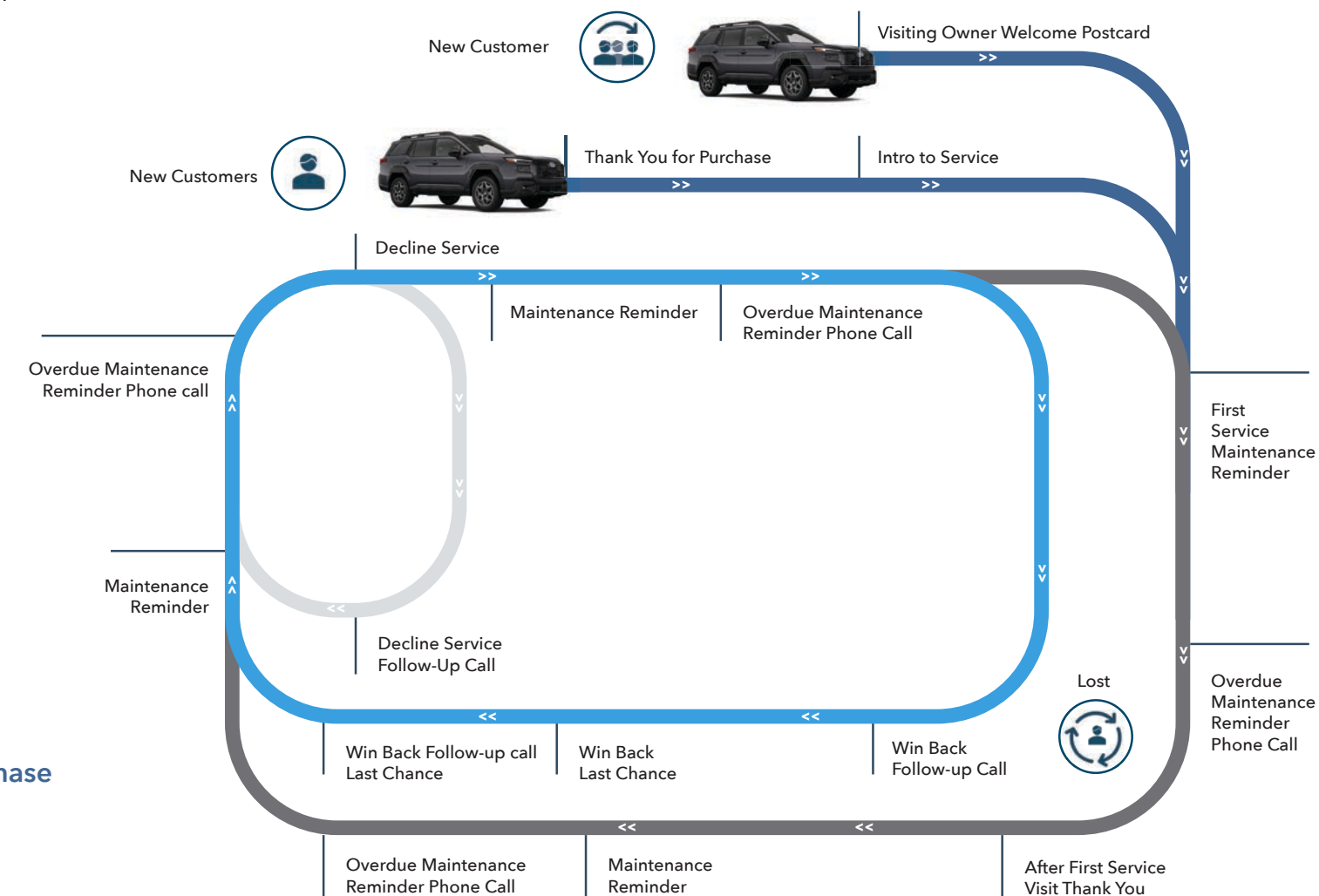
1-877-641-6154

Building Customer Retention Program

Customer Journey

Integrated Life Cycle Communications

- Relevant and timely messaging
- Multi-channel always on



Onboarding Conquest

Retention / Up-sell / Repurchase

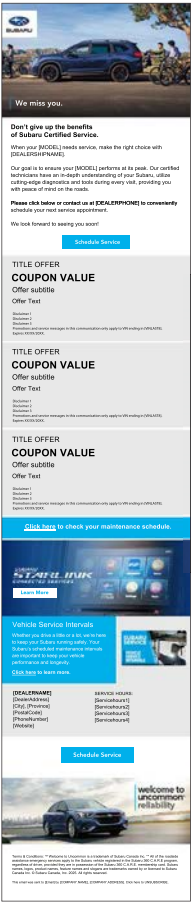
Win Back

After Service

Unique & Targeted Communications with Extraordinary Results

The BCR Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either Direct Mail/E-mail in the span of **13 unique touchpoints** from "Thank you for Purchase" to "First Service", "Maintenance Reminder to "Repurchase". All with the single objective of keeping customers engaged. To take advantage of their benefits, you must be enrolled in the BCR Experience.

E-mail



Direct Mail
(Postcards / Half Fold)



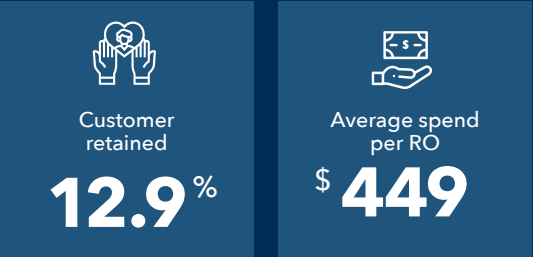
BCR will keep customers close and identify opportunities. BCR communicates the importance of maintenance from YOUR car care professional at Subaru and promotes ways you can make their ownership experience even better.

BCR

Data Drives Precise Customer Targeting

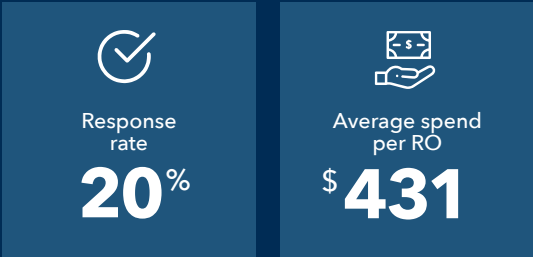
Win Back

After customers have been absent for 12 -18 months, this communication reinforces the benefits of car care and includes special offers and messaging reminding customers to schedule maintenance. It's a second chance to prove your dealership should be the first and only choice for car care and retaining these customers leads to increased owner retention and service sales.



Declined Services

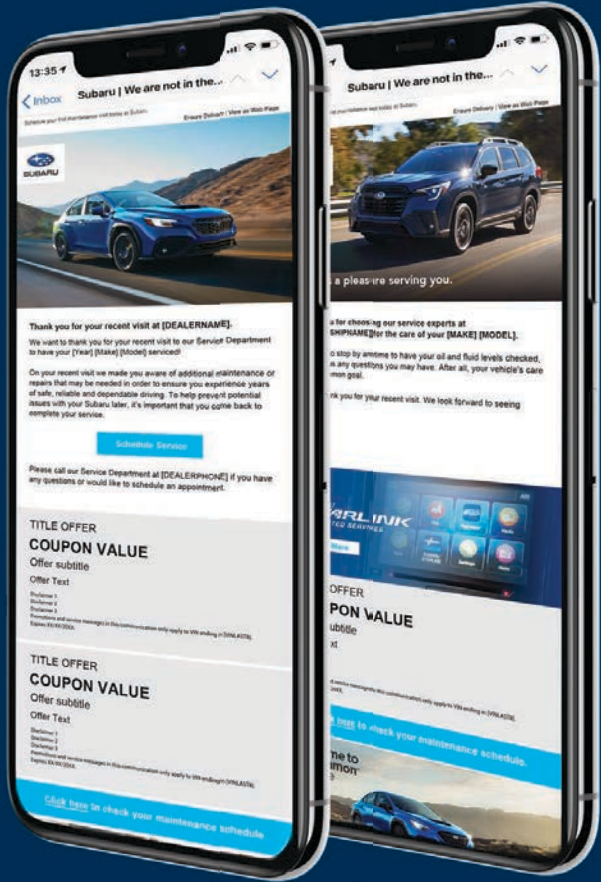
Keeping customers informed; this particular touchpoint reminds the owner to come back to your dealership to have their declined service completed in order to maintain the vehicle in good driving condition.



(20% response rate is generated from the follow up call)

Click-Enticing E-mail Designs

With an inviting design and messaging to engage customers, these enhanced e-mails are created **to drive** customer pay traffic, **to educate** on additional services and Subaru recommended car care, and **to build** long term loyalty.



Thank You E-mail

First Service Thank You E-mail

Subaru Canada logo

Maintenance messaging

Primary
Retailer messaging

Brake & Tire status

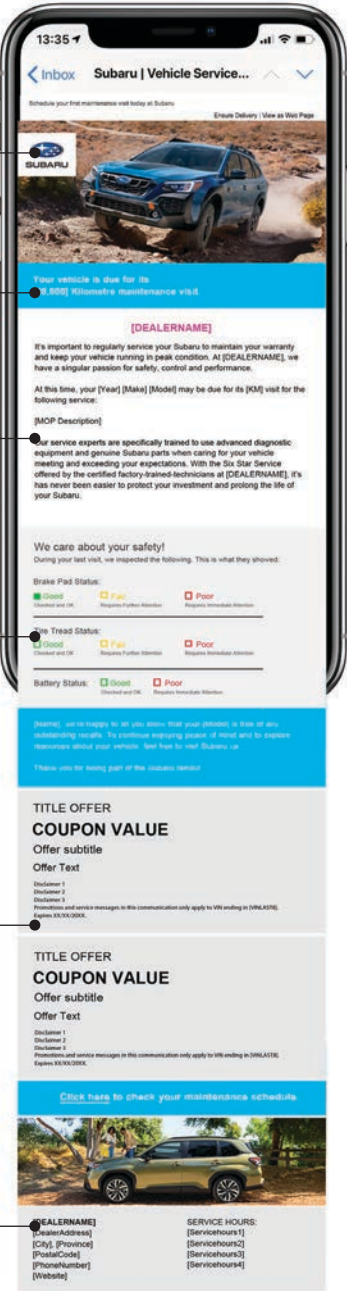
Retailer customizable
marketing panels

Retailer contact info
and service hours

Retailer link to
book appointment

Legal disclaimers

Maintenance Reminder E-mail

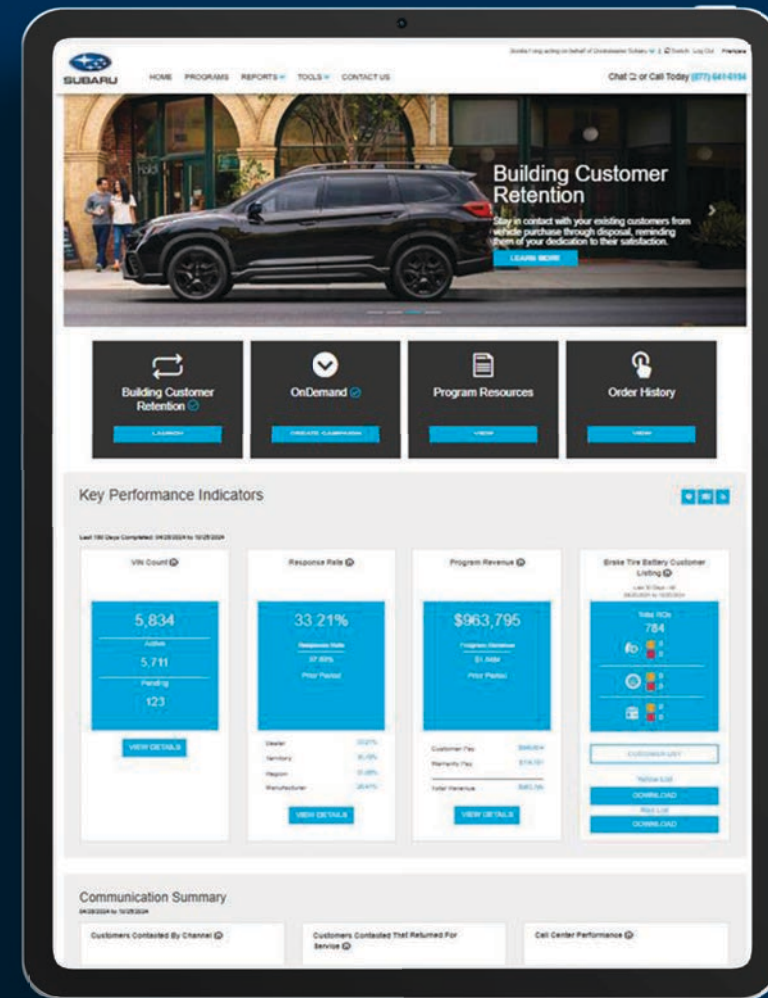


E-MAIL
MARKETING

Results Analysis

Our comprehensive reporting helps track performance and make informed decisions to get the most out of your marketing efforts. You can now access a wide variety of reports via the Single Sign On (SSO) of the BCR Program portal.

- Measures success of program efforts.
- Customer Opportunity Reports to follow up and create an action plan.
- Measures Service Advisor's up-sell penetration, usage of op codes.
- Helps pinpoint areas for increased profit opportunity.
- Track campaign effectiveness.
- Call Centre Performance Reports.



Subaru OnDemand Portal



OnDemand Marketing

An always-on tool designed to augment the BCR program to drive supplemental traffic and business.

This self-serving portal has more than 50 OEM approved E-mail and Direct Mail templates which retailers can use to deploy targeted campaigns within a few clicks.



Multiple creative options to choose from

Prewritten message that focuses on the importance of service

Call to action to make an appointment

Dealership Name and location

Should this say Customize each campaign with a selection of multiple offers.

Enhance your driving experience with Subaru vehicle accessories. Designed and engineered to fit your Subaru perfectly, these accessories offer superior durability, performance, and convenience.

Whether you're seeking to boost your vehicle's aesthetic appeal, increase its functionality, or simply personalize it to match your lifestyle, Subaru accessories are the way to go. From rooftop carriers for the adventurous to floor mats for easy maintenance, there's an accessory for every need. Plus, investing in Subaru accessories not only adds value to your vehicle but also ensures its longevity and optimal performance.

Choose Subaru accessories to make every journey a memorable one.

BOOK ONLINE NOW OR CALL DISERVICEPHONE TO SCHEDULE YOUR SERVICE APPOINTMENT.

SUBARU GENUINE ACCESSORIES

DINAME
DIADDRESS1
DICITY, DISTATECODE DIZIPCODE
DISALESPHONE
DIDEALERMAINWEBADDRESS

SERVICE HOURS:
DISERVICEHOURS1
DISERVICEHOURS2
DISERVICEHOURS3
DISERVICEHOURS4

Subaru Genuine Accessories

Some Subaru owners get personal satisfaction from installing Subaru Genuine Accessories to personalize their vehicle. Bring this coupon to our Parts Department and save.

\$XX.XX OFF

Subject (optional)

Protecting Your Investment

Remember how excited you were when you first drove your new Subaru? Remember how proud you were to drive a car so beautiful, reliable, and fun to drive? Well, now it's time to protect your investment. The 5-Star Service offered by the certified Subaru factory-trained technicians at your local Subaru Dealer has made it easier than ever to protect the life of your Subaru.

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Dealership service hours

E-mail and Direct Mail options included with each campaign

OnDemand E-mails

OnDemand communications focus on a specific topic and theme. You can send them anytime you "demand." It is as simple as 1, 2 and 3 - all you have to do is decide on a campaign theme, select your target audience you want to communicate to, include a car care offer and save.

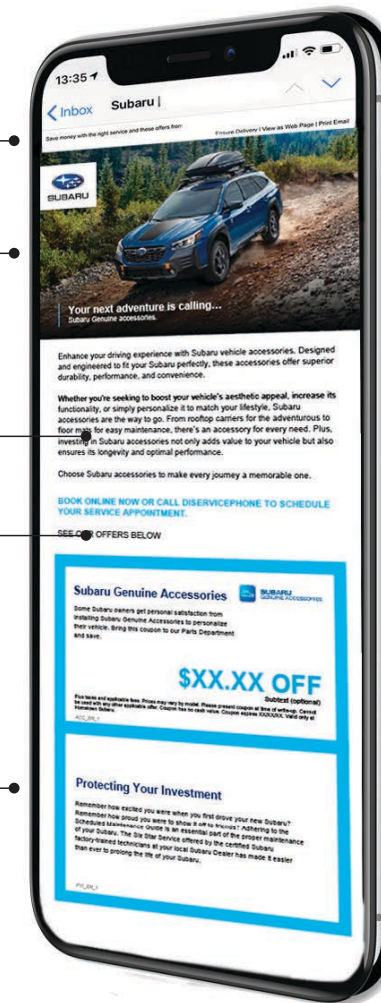
Subaru logo placement

Engaging creative design and messaging to capture attention and drive action

Prewritten messages around the theme of the template

Call to action to make an appointment online

Large coupon library to customize your marketing message



E-mail



OnDemand Open Campaigns

Target your customers who have an outstanding recall campaign on their vehicle. A simple and effective way of reaching out to customers as a reminder to book an appointment to complete the recommended service. Customizable for dealers to choose specific campaigns using e-mail, direct mail or both.



Coming soon...

Recall data will be loaded directly into the portal for easier campaign building when the feature relaunches in early Q2 2026.

RECALL
OPPORTUNITY

Our Commitment To You

PROGRAM
SUPPORT

Account Executive

- Frequent dealership visits (determined visit schedule).
- Utilization review (performance review, opportunities and results).
- Marketing best practices.
- Yearly account review.

MSR (Marketing Service Representative)

- Reviewing monthly management reports.
- Solution advocate.
- Direct Mail maintenance/fine-tuning.
- On-going database analysis.

Local, full-service support & capabilities with:

- Bilingual Call Centre.
- Print Production.
- Internal Support Team.
- Local Area Sales Support.

Your Subaru BCR Team

Our team operates in collaborative pods, each with defined roles to provide comprehensive field coverage and dealer program support. With dedicated consultants and bilingual marketing associates, we have a East -to-West presence ready to assist dealers with tailored solutions and guidance.

Consultants (Field team) - will be your category experts, who will work with the Retailer's team on consultancy around best practice and identify opportunities. For us it's not about selling, it's all about supporting the loyalty program (BCR), and Retailer service objectives (Categories of data, marketing and retention).

Marketing Service Representatives (MSR) - will assist in program maintenance and support. These 5 members are extensions of your dealership. They are there to help you drive and build loyalty, and enhance customer experience. They are a fluid team that works in tandem to support your success, data insights, opportunities and data hygiene to creatively guide and support you. Epsilon is there to help you drive success in your retention and marketing goals.



Epsilon®

Subaru Canada Building Customer Retention (BCR)
Contact Program Headquarters for more information

1-877-641-6154