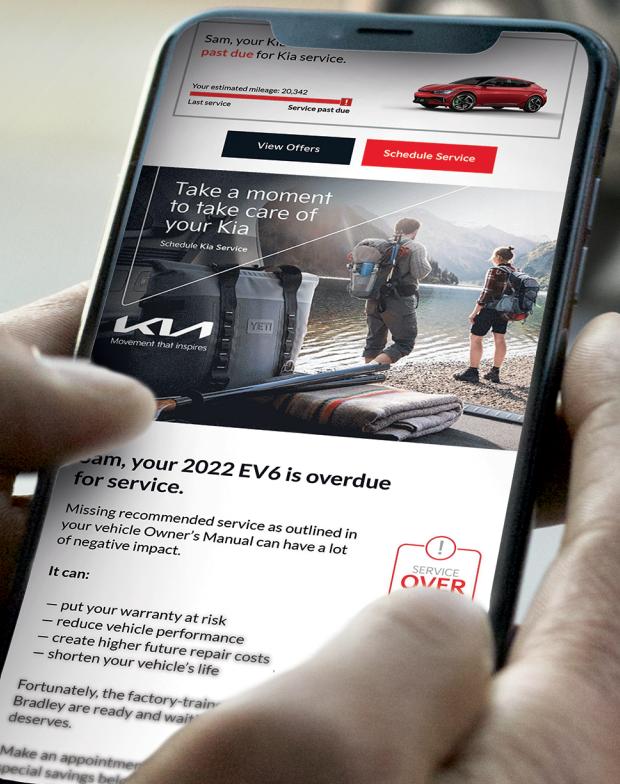


Each moment of engagement

Brought to you by **Epsilon**®



Movement that inspires



KORE 20

KORE 2.0

A turn-key, results-driven owner retention program designed specifically for Kia dealers

The **Kia Owner Retention Experience (KORE) 2.0** will enable your dealership to make impactful business decisions online and in real time. This service reminder program is based on a multi-channel approach, including email, direct mail, social, search engine marketing, and dealer landing pages. Base KORE 2.0 triggers are powered by communication logic and business rules to deliver smarter, more intuitive messaging.

KORE 2.0 Cadence

Helps your dealership stay top of mind and engages your owners for ongoing maintenance with a multi-channel communication approach.

KORE 2.0 Cadence Plus

Lets you choose touchpoints to add companion Direct Mail from Maintenance/Overdue, Declines, Missed Appointment.

KORE 2.0 Social

Adds Social channel and Dealer Landing Pages to specific touchpoints.

KORE 2.0 OnDemand

Provides 24/7 access to a wide variety of Direct Mail & Email campaign templates.

KORE 2.0 SEM

Leverages Dealer Paid Search and Dealer Landing Pages.

KORE 2.0 AIM

Focuses your communications by targeting individual customers with pinpoint data and timely, relevant messaging.

**ALL
NEW!**





KORE 2.0 Features

- Complete creative refresh
- Specific indicators triggered by deferred service
- Optional Direct Mail available for most KORE 2.0 touchpoints
- Unique campaign verbiage to specifically address EV owners, and owners with an active Kia Maintenance Plan™ (KMP)¹



KORE 2.0 Differentiators

- Service Reminder Social package²
- Dealer-set coupon offers: \$ OFF, % OFF, fixed price, or complimentary
- Digital Wallet feature within coupons
- Tire, brake, and battery “wear” campaigns
- Email campaigns/coupons available in Spanish
- KORE 2.0 program is eligible for FORMF/DAS co-op reimbursement
- Dealerized landing pages



KORE 2.0 Integrations

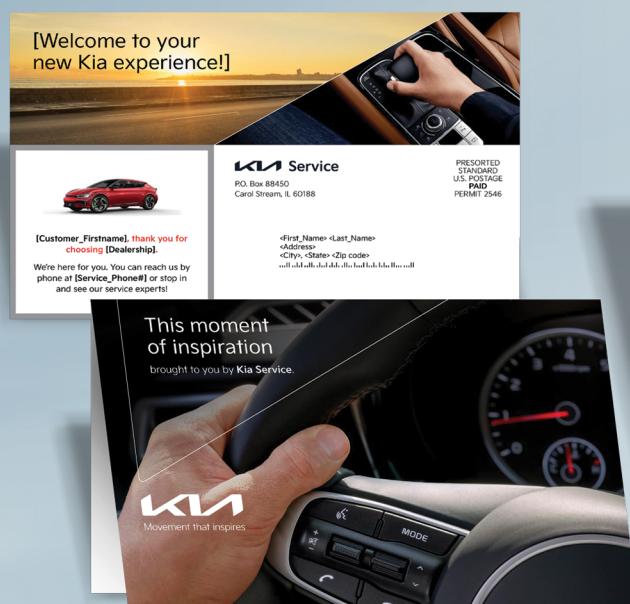
- Appointment scheduling link/scannable code
- Dealer Tire link
- Accessories pricing guide link
- Sunbit financing link
- Kia Maintenance Plan™ (KMP)¹ integration into KORE triggers
- Open Service Campaign/Recall integration into KORE 2.0 triggers



Owner Retention
Experience 2.0

1 KMP integration only offered where available.
2 See pricing on page 8.

KORE 2.0 Cadence

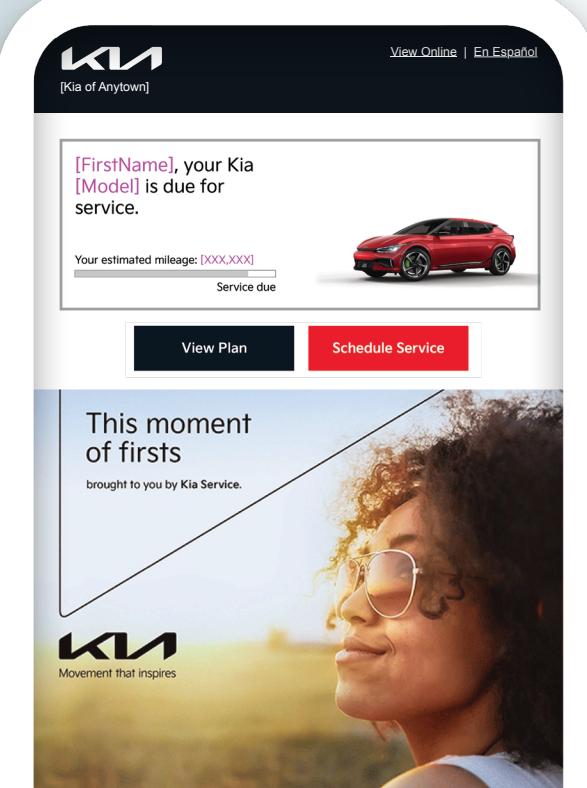
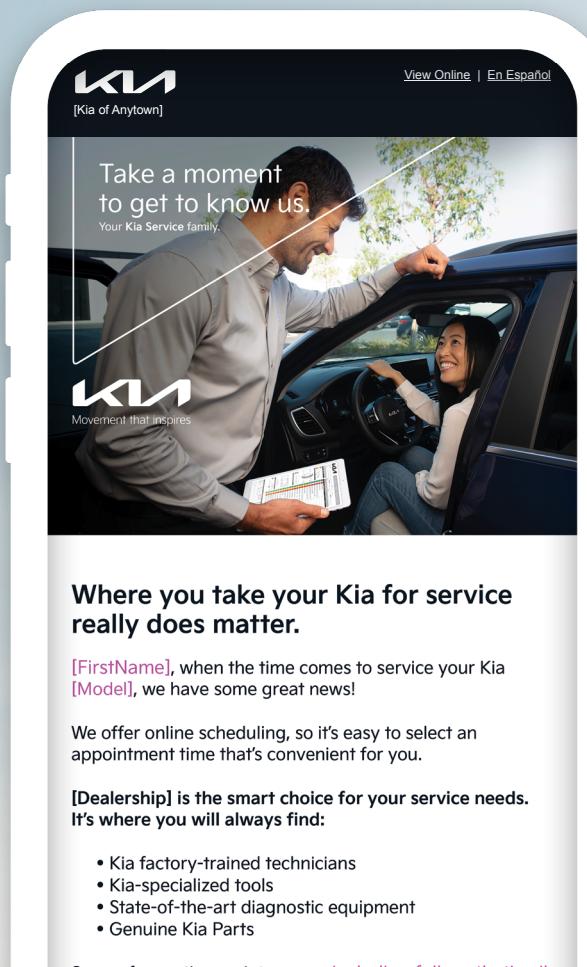


New Owner Welcome — Direct Mail



First Maintenance Reminder — Email

Intro To Service — Email

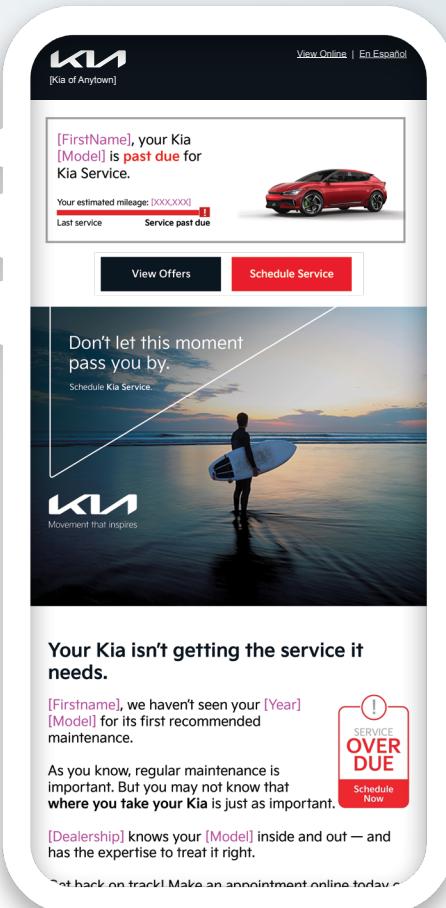


[FirstName], you've had your Kia for a while now.

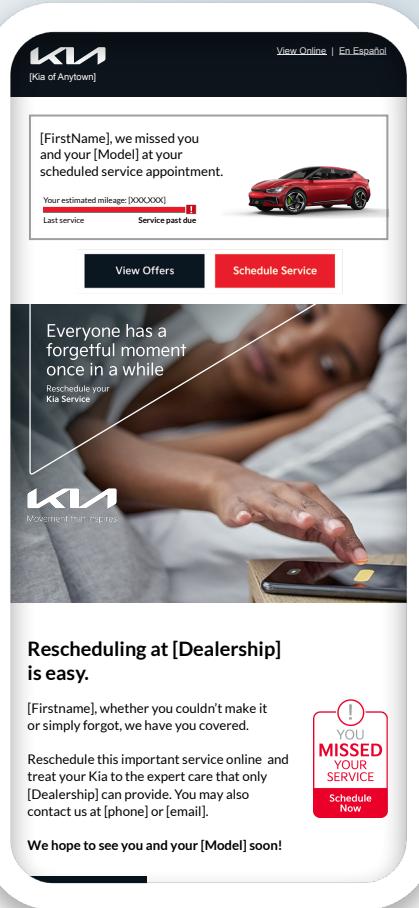
You've probably experienced a lot of firsts... your first weekend trip, your first envious neighbors, your first chance to take it out on the open road.



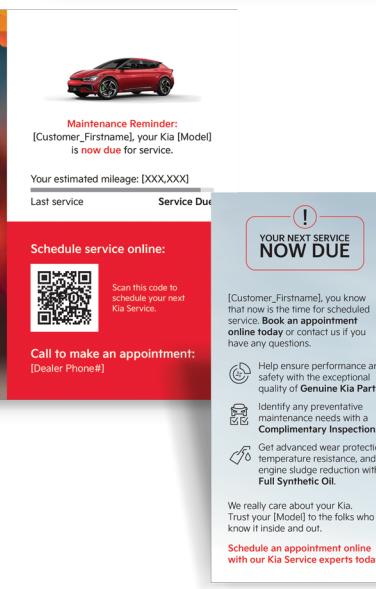
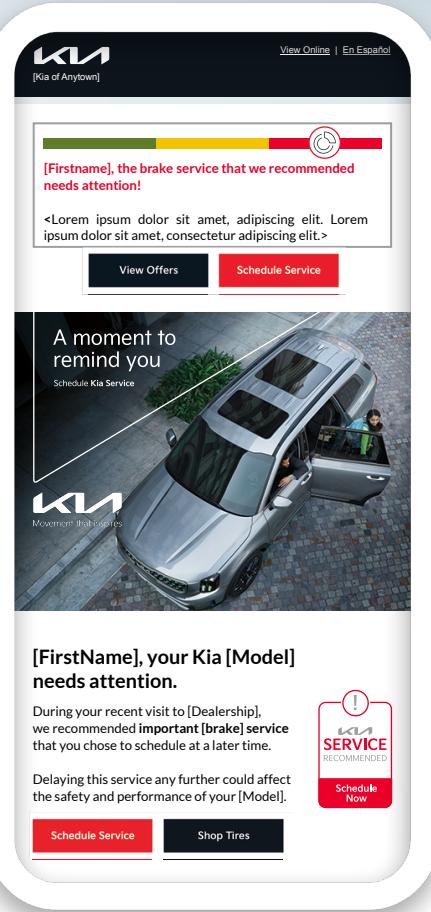
Defector — Email



Missed Appointment — Email



Deferred Service — Email



Maintenance Reminder — Direct Mail



Owner Retention
Experience 2.0

Creative is for visual representation only. Final approved creative may vary.

KORE 20 OnDemand

OnDemand provides 24/7 access to Direct Mail & Email templates for a variety of audiences, offers, and themes — including seasons, holidays, events, announcements, and a range of specific Kia Service offerings!

Kia Express Service – Email

[Dealership]

Schedule Service

Take a moment
to show you care.

Save on Kia Service.

Reinventing the possible

Make a date with [Dealership] and show your Kia some love!

[Firstname], we care about you and your Kia. Book your reservation today to get the service and savings you both deserve.

Schedule Service

Genuine Kia Parts
are professionally installed
for quality, fit, and finish.

Kia-Trained Experts
know your Kia best —
inside and out.

Multipoint Inspections
for your Kia are provided
at no cost to you.

Take advantage of your Valentine's Day savings!

Valentine's Day — Email

Let's clear things up.

Get Kia Genuine Wiper Blades.

KIA
Movement that inspires

It's easy to see why new Kia Genuine Wiper Blades are so important.

A clear view of the road ahead is vital to the safety of you and your passengers — especially in challenging conditions. If your blades are worn or streaking, it's time to replace them.

Kia Genuine Wiper Blades are custom fitted to the exact specifications of your model. Other brands may not be.

[Schedule Service](#)

Know the warning signs of worn wipers.

CHATTER
Unwanted noise caused by skipping or uneven blade motion.

RAIL DAMAGE
Windshield scratches caused by bent metal blade arms.

SPLIT/WORN RUBBER
Deteriorating or cracked rubber blades caused by age, use, and exposure.

STREAKING
Dirty or filmy residue, often left by dry, cracked rubber blades.

Wipers — Email

KIA Service

[Dealership] wants what's best for your vehicle's engine.

WAIT A MOMENT...

Why does Kia use full synthetic oil?

We care about you and your Kia. That's why we always recommend full synthetic oil. It has many advantages over conventional oil and can provide greater protection against engine wear.

Full synthetic oil can help:

- Reduce engine sludge
- Tolerate more extreme temperatures
- Improve engine performance

We offer:

- Complimentary Coffee**
- Online Scheduling**
- Complimentary Wi-Fi**
- And more!**

KIA
Movement that inspires

Full Synthetic Oil Change — Direct Mail

Summer Service — Direct Mail



Owner Retention Experience 2.0

KORE 2.0

Powered by **Epsilon**®

- Base Program
- Plus-Up

Cadence Email
Cadence Direct Mail (DM)
Cadence Plus Add'l. DM
Cadence Social

KORE 2.0 Touchpoint		Cadence Timing	Base Program	Plus-Up	Cadence Email	Cadence Direct Mail (DM)	Cadence Plus Add'l. DM	Cadence Social
New Owner	New Customer Welcome	3 days after delivery date	●	●				
	Accessories (current model year only)	15 days after delivery date	●	○				
	Intro To Service	45 days after delivery date	●	○				
	First Maintenance Reminder	135 days before first service due date	●					
	First Maintenance Reminder	45 days before first service due date	●	○				
	First Maintenance Reminder	23 days before first service due date	●	●				
	First Past Due Maintenance Reminder ¹	5 days after first maintenance reminder	●	○				
	First Service Appointment Reminder	1 day before appointment date ²	●					
	First Missed Appointment Follow-Up	1 day after missed appointment	●	○				
	First After Service Thank You	1 day after RO close date	●	○				
	Deferred Tire/Brake/Battery/Other ²	3 days after RO close date	●	○				
	Defector Communications	75 days after service due date	●	○				
	Happy Purchase Anniversary (1 year)	21 days before anniversary date	●	○				
Loyal Owner	Maintenance Reminder	45 days before service due date	●		○	○		
	Maintenance Reminder	23 days before service due date	●	●		○		
	Past Due Maintenance Reminder ¹	5 days after maintenance reminder	●		○			
	Service Appointment Reminder	3 days before appointment date	●					
	Missed Appointment Follow-Up	1 day after missed appointment	●		○			
	After Service Thank You	1 day after RO close date	●		○			
	Deferred Tire/Brake/Battery/Other ³	3 days after RO close date	●		○			
	Happy Purchase Anniversary (2 year)	21 days before anniversary date	●		○			
	Tire Wear	Consumer owns vehicle for greater than 30 months OR mileage is greater than 36k miles, whichever comes first. Suppress if tires replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, OpCode 61 "new tires").	●		○			
	Brake Wear	Mileage is greater than 48k miles. Suppress if brakes replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, either OpCode 21 "brake svc, front" or OpCode 22 "brake svc, rear").	●		○			
	Battery Wear	Consumer owns vehicle for greater than 48 months. Suppress if battery replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, OpCode 19 "battery replacement").	●		○			
Lapsed & Lost	State Inspections ⁴	30 days before, state specific	●		○			
	Return Soon (+12 months no activity)	12 months after last RO date	●		○			
	Return Soon (+18 months no activity)	18 months after last RO date	●		○			

Maintenance due dates are based on estimated mileage and applicable Owner's Manual maintenance schedules.

Additional dealer-optional programs:

KORE 2.0 OnDemand

24/7 access to a wide variety of Direct Mail & Email templates

KORE 2.0 SEM

Paid search including Dealer Landing Page

1 If no response to First Maintenance Reminder.

2 If appointment falls on the weekend, reminder will be sent on the Friday prior to the appointment.

3 Must include name(s) of deferred service(s).

4 ICE vehicles only.

Optional Plus Up Program Pricing

Optional Plus Up Program	Additional Details	Pricing
KORE 2.0 Cadence Plus	Adds direct mail to select KORE 2.0 emails as a dual channel option	\$0.82 per piece (including postage)
KORE 2.0 Social	Adds social to two maintenance reminder triggers to supplement email/direct mail. Cost includes ad spend and Epsilon management fee.	\$45 per month
KORE 2.0 SEM	Includes media spend and Epsilon management fee. (Management fee based on 20% of ad spend.) Select desire monthly budget.	\$360 per month
		\$480 per month
		\$750 per month
		\$900 per month
		\$1,050 per month
		\$1,650 per month
		\$2,160 per month



Owner Retention
Experience 2.0

* Postage is a pass-through cost; amounts above include postage (shown as of July 2023) and production. This program is eligible for FORMF/DAS co-op reimbursement. Price includes 20% Epsilon management fee.



Owner Retention
Experience 2.0

Contact the KORE 2.0 Program Support Team
Email koreprogramsupport@epsilon.com
Phone 888-838-8399 **Fax** 800-214-3845