

GENESIS OWNER MARKETING

EFFECTIVE AND COMPREHENSIVE
DIGITAL MARKETING SOLUTIONS
TO EXCEED YOUR EXPECTATIONS.

EPSILON®

Automotive

What makes the Genesis program different?
Full data and system integration with Genesis.

Cohesive, thorough, and relevant to retailer needs,
the Genesis program creates the optimal customer
experience to drive more service traffic.



Make your dealership the only place owners will want to go for their car care needs.

GENESIS OWNER MARKETING

SERVICE CADENCE

THE GENESIS OWNER MARKETING EMAIL-ONLY PROGRAM DELIVERS A VARIETY OF INFORMATIVE AND ACTION-DRIVING SERVICE COMMUNICATIONS:

❑ **30-Day & 60-Day Communication**

Sent after purchase with a welcome message and promotion of Service Valet and MyGenesisUSA.com.

❑ **Genesis Education & Resources**

Delivers educational videos to owners for the first 6 weeks of ownership.

❑ **Maintenance Reminder & Overdue Maintenance Reminder**

Informs owners of their upcoming recommended maintenance & follow up with owners that are overdue maintenance.

❑ **After-Service Thank You**

Builds loyalty and increases retention by thanking owners for servicing at the retailer.

❑ **Loyalty Booster Communication**

Sent to select customers identified through advanced analytics to receive special offers on select services and repairs outside of normal maintenance.

❑ **Winback Communication**

Sent to customers who have officially gone inactive.

❑ **State Inspection**

Sent to remind customers of emissions or other state inspections due.

❑ **New to Area**

Welcoming owners who are new to retailers' area and introduce them to retail family.

❑ **Third Year Get Ready**

Sent to prepare owners for their crucial third year of ownership with special offers to complete important service.

❑ **Retailer Enrollments & Offer Repository**

Single place for Retailer enrollment & to configure and update offers to replicate in all owner communications and sites.

❑ **Reporting Portal & OnDemand**

Retailer funded email/direct mail communications with service offer(s) through monthly campaigns that help increase retention and customer pay.

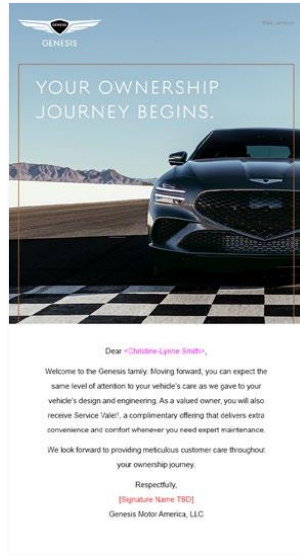


GENESIS OWNER MARKETING

10 COMMUNICATIONS WITH DATA-DRIVEN MODULAR CONTENT

Cadence Modules

30 Day

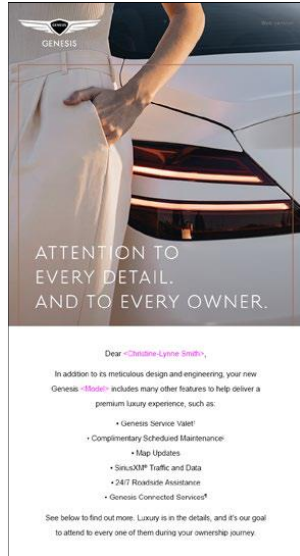


YOUR OWNERSHIP JOURNEY BEGINS.

Dear <CHRISTINE-LYNNE SMITH>,
Welcome to the Genesis family. Moving forward, you can expect the same level of attention to your vehicle's care as we gave to your vehicle's design and engineering. As a valued owner, you will also receive Service 'Value', a complimentary offering that delivers extra convenience and comfort whenever you need expert maintenance. We look forward to providing meticulous customer care throughout your ownership journey.

Respectfully,
<SIGNATURE NAME TBD>
Genesis Motor America, LLC

60 Day



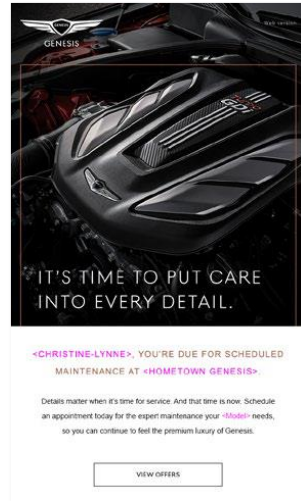
ATTENTION TO EVERY DETAIL. AND TO EVERY OWNER.

Dear <CHRISTINE-LYNNE SMITH>,
In addition to its meticulous design and engineering, your new Genesis <Model> includes many other features to help deliver a premium luxury experience, such as:

- Genesis Service 'Value'
- Complimentary Scheduled Maintenance:
- Map Updates
- SiriusXM® Traffic and Data
- 24/7 Roadside Assistance
- Genesis Connected Services*

See below to find out more. Luxury is in the details, and it's our goal to attend to every one of them during your ownership journey.

Maintenance Reminder



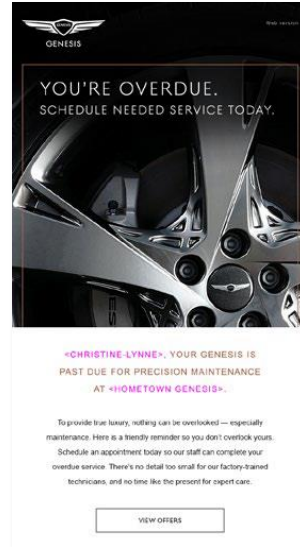
IT'S TIME TO PUT CARE INTO EVERY DETAIL.

<CHRISTINE-LYNNE>, YOU'RE DUE FOR SCHEDULED MAINTENANCE AT <HOMETOWN GENESIS>.

Details matter when it's time for service. And that time is now. Schedule an appointment today for the expert maintenance your <Model> needs, so you can continue to feel the premium luxury of Genesis.

VIEW OFFERS

Overdue Maintenance



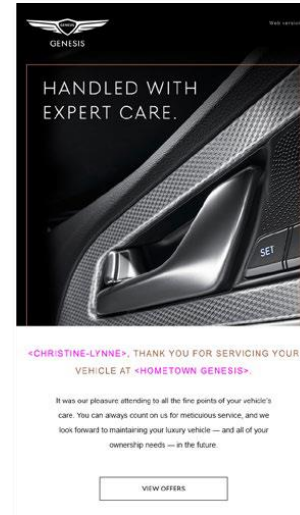
YOU'RE OVERDUE. SCHEDULE NEEDED SERVICE TODAY.

<CHRISTINE-LYNNE>, YOUR GENESIS IS PAST DUE FOR PRECISION MAINTENANCE AT <HOMETOWN GENESIS>.

To provide true luxury, nothing can be overlooked — especially maintenance. Here as a trendy reminder so you don't overlook yours. Schedule an appointment today so our staff can complete your overdue service. There's no detail too small for our factory-trained technicians, and no time like the present for expert care.

VIEW OFFERS

After-Service Thank You




HANDLED WITH EXPERT CARE.

<CHRISTINE-LYNNE>, THANK YOU FOR SERVICING YOUR VEHICLE AT <HOMETOWN GENESIS>.

It was our pleasure attending to all the fine points of your vehicle's care. You can always count on us for meticulous service, and we look forward to maintaining your luxury vehicle — and all of your ownership needs — in the future.

VIEW OFFERS

Loyalty Booster



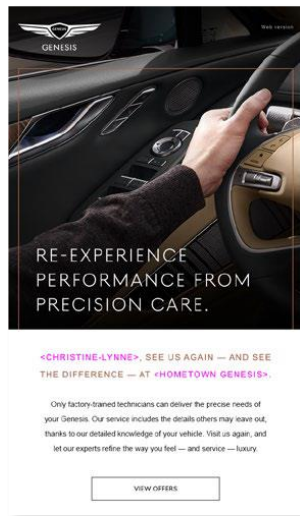
ENJOY THE FINER POINTS OF EXPERT CARE.

<CHRISTINE-LYNNE>, SERVING YOU AND ALL YOUR MAINTENANCE NEEDS AT <HOMETOWN GENESIS>.

Your time is valuable and so is your Genesis. To get the most from both, we offer exceptional savings on service that goes above and beyond regularly scheduled maintenance. Our factory-trained technicians provide expert care to help refine every aspect of your luxury, so you can enjoy every fine detail.

VIEW OFFERS

Winback



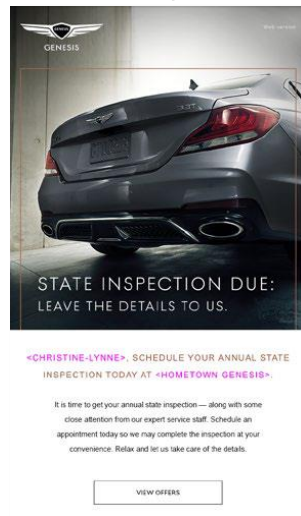
RE-EXPERIENCE PERFORMANCE FROM PRECISION CARE.

<CHRISTINE-LYNNE>, SEE US AGAIN — AND SEE THE DIFFERENCE — AT <HOMETOWN GENESIS>.

Only factory-trained technicians can deliver the precise needs of your Genesis. Our service includes the details others may miss, our thanks to our detailed knowledge of your vehicle. Visit us again, and let our experts refine the way you feel — and service — luxury.

VIEW OFFERS

State Inspection



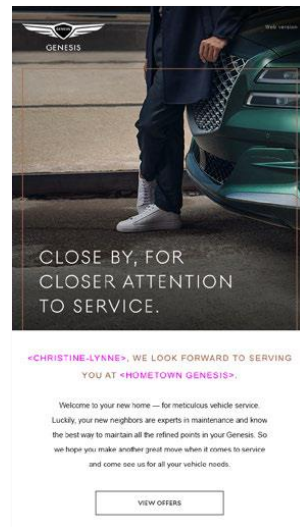
STATE INSPECTION DUE: LEAVE THE DETAILS TO US.

<CHRISTINE-LYNNE>, SCHEDULE YOUR ANNUAL STATE INSPECTION TODAY AT <HOMETOWN GENESIS>.

It is time to get your annual state inspection — along with some close attention from our expert service staff. Schedule an appointment today so we may complete the inspection at your convenience. Relax and let us take care of the details.

VIEW OFFERS

New to Area



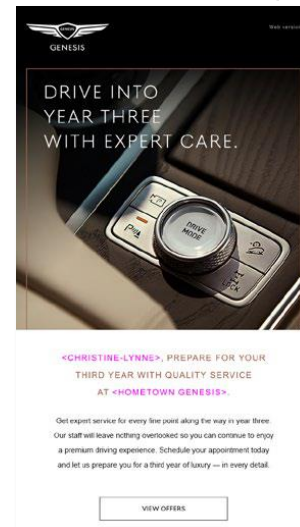
CLOSE BY, FOR CLOSER ATTENTION TO SERVICE.

<CHRISTINE-LYNNE>, WE LOOK FORWARD TO SERVING YOU AT <HOMETOWN GENESIS>.

Welcome to your new home — for meticulous vehicle service. Luckily, your new neighbors are experts in maintenance and know the best way to maintain all the refined points in your Genesis. So we hope you make another great move when it comes to service and come see us for all your vehicle needs.

VIEW OFFERS

3rd Year Get Ready

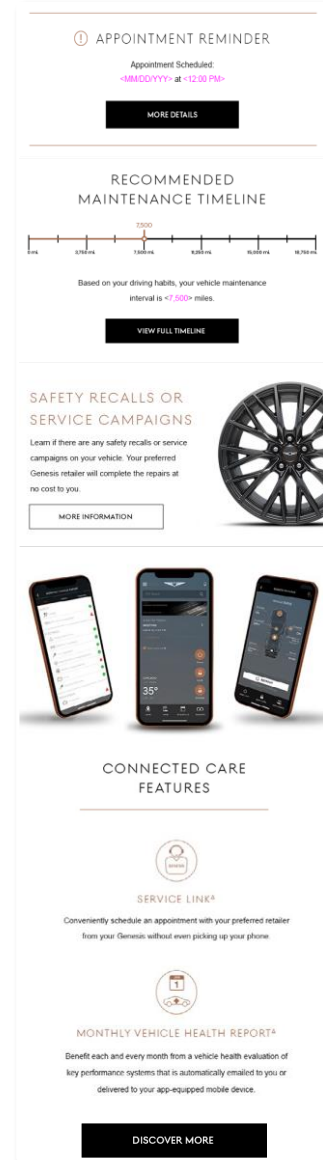


DRIVE INTO YEAR THREE WITH EXPERT CARE.

<CHRISTINE-LYNNE>, PREPARE FOR YOUR THIRD YEAR WITH QUALITY SERVICE AT <HOMETOWN GENESIS>.

Get expert service for every fine point along the way in year three. Our staff will leave nothing overlooked so you can continue to enjoy a premium driving experience. Schedule your appointment today and let us prepare you for a third year of luxury — in every detail.

VIEW OFFERS



APPOINTMENT REMINDER

Appointment Scheduled
<MM/DD/YYYY> at <12:00 PM>

MORE DETAILS

RECOMMENDED MAINTENANCE TIMELINE

Based on your driving habits, your vehicle maintenance interval is <7,500> miles.

VIEW FULL TIMELINE

SAFETY RECALLS OR SERVICE CAMPAIGNS

Learn if there are any safety recalls or service campaigns on your vehicle. Your preferred Genesis retailer will complete the repairs at no cost to you.

MORE INFORMATION

CONNECTED CARE FEATURES

SERVICE LINK*

Conveniently schedule an appointment with your preferred retailer from your Genesis without even picking up your phone.

MONTHLY VEHICLE HEALTH REPORT*

Benefit each and every month from a vehicle health evaluation of key performance systems that is automatically emailed to you or delivered to your app-equipped mobile device.

DISCOVER MORE



YOUR OFFERS

<OFFER TITLE PLACEHOLDER>

<Offer body copy>

- Bullet 1 line placeholder
- Bullet 2 line placeholder
- Bullet 3 line placeholder

<\$XX.XX OFF>
<SUBTEXT (OPTIONAL)>

*Genesis vehicles only. Plus tax and disposal fees, if applicable. Price may vary by model. Not valid with any other offers. No cash value and non-transferable. Offer valid at time of transaction. Void where prohibited by law. Certain restrictions apply with other offers. ©2022 Genesis Motor America, LLC. Sample A, Sample VIN #0000000.

VIEW MORE OFFERS

ADDITIONAL RESOURCES

MY GENESIS RESOURCES
GETTING STARTED GUIDES
QUICK REFERENCE GUIDES

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AS A GENESIS RETAILER, YOU ARE ALREADY APART OF THIS REMARKABLE PROGRAM

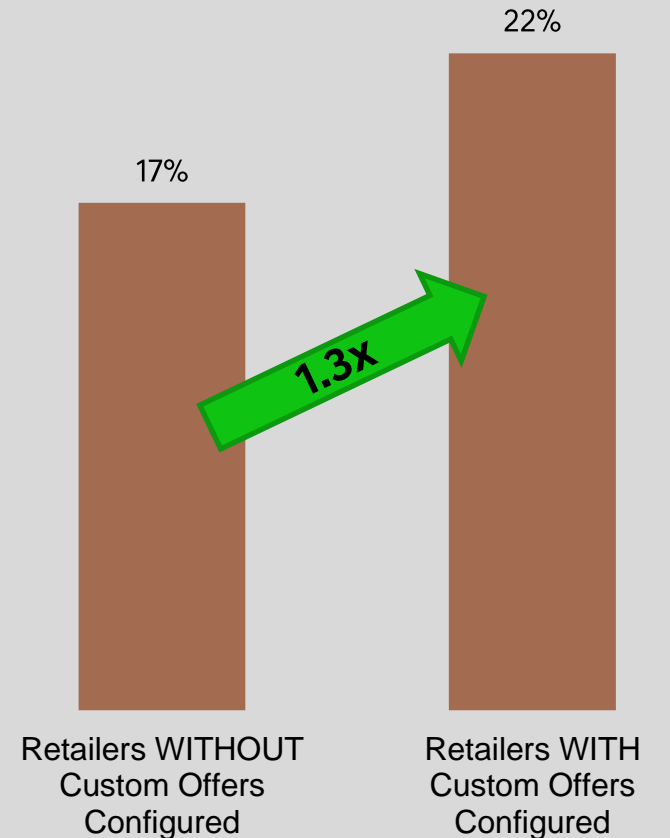
NATIONAL AVERAGE RESPONSE

G70 SERVICE SUMMARY		G80 SERVICE SUMMARY		G90 SERVICE SUMMARY	
RESPONSE RATE		RESPONSE RATE		RESPONSE RATE	
18.65%		18.49%		21.18%	
19,807	Total Customers Contacted	15,529	Total Customers Contacted	5,127	Total Customers Contacted
\$457.47	Average RO Revenue	\$542.71	Average RO Revenue	\$586.27	Average RO Revenue
4,523	Total RO Count	3,443	Total RO Count	1,369	Total RO Count
3,694	Unique Responders	2,872	Unique Responders	1,086	Unique Responders

BE SURE CONFIGURE YOUR OFFERS TO GET THE MOST OUT OF THE PROGRAM

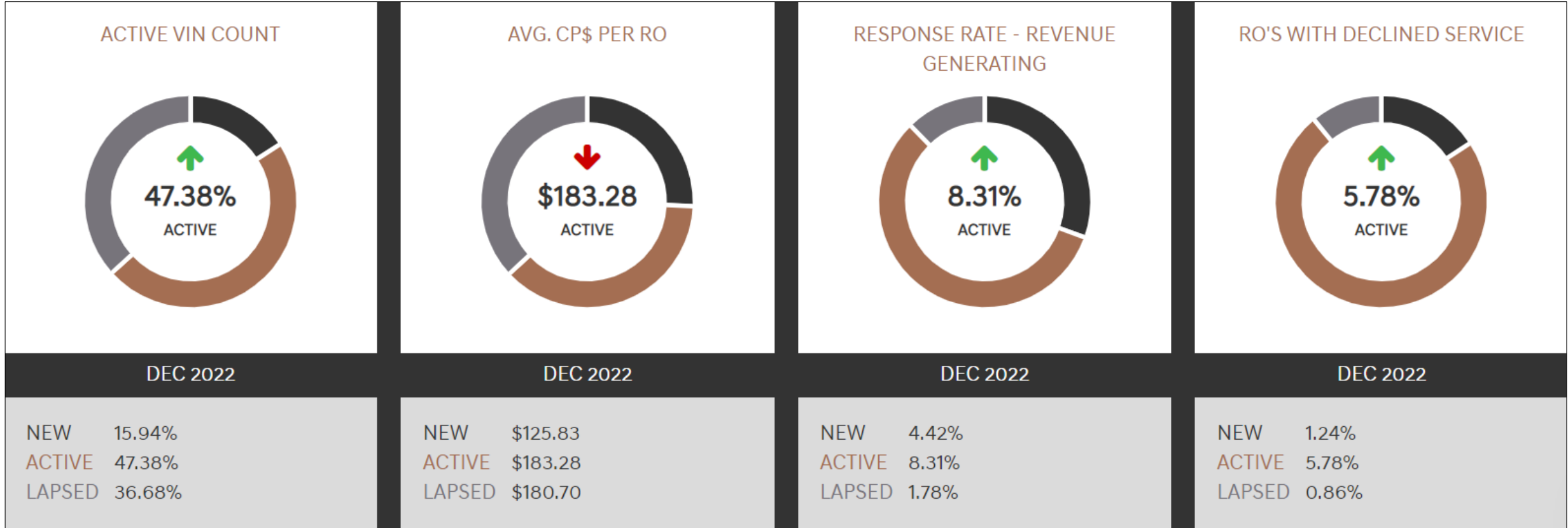
LEARN MORE BY CONTACTING YOUR GENESIS MARKETING CONSULTANT AT **800-446-8165** or **GenesisPHQ@epsilon.com**

GENESIS MAINTENANCE REMINDER CPRO RESPONSE RATE, 2021



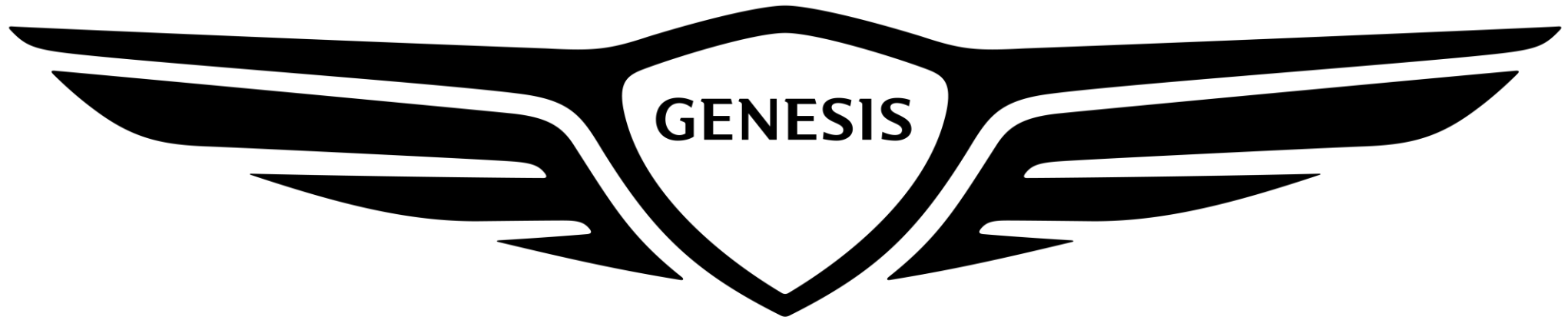
AS A GENESIS RETAILER, YOU ARE ALREADY APART OF THIS REMARKABLE PROGRAM

KPI'S BY SEGMENT



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