

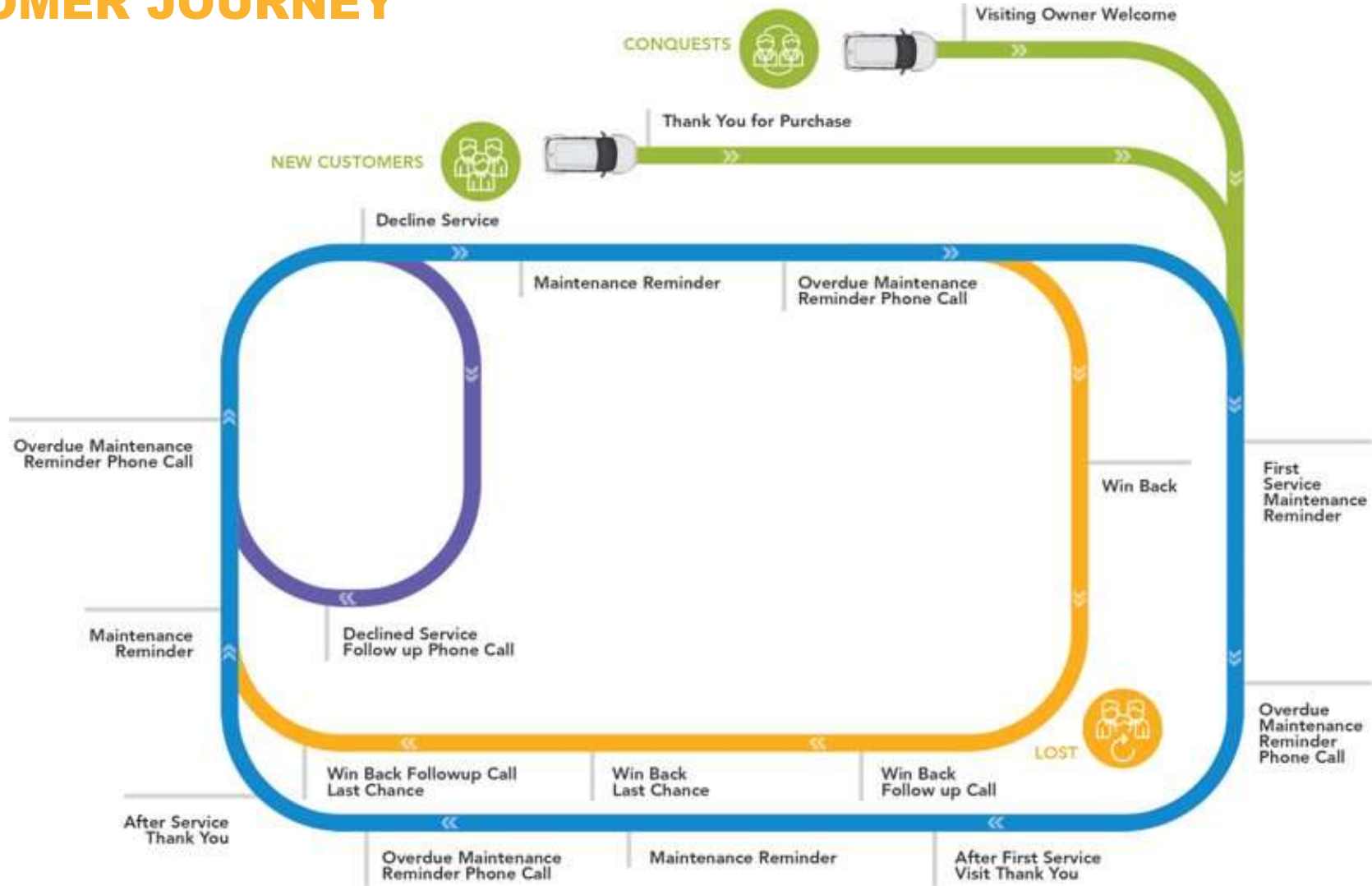


HYUNDAI smartconnect

EPSILON®

Automotive

CUSTOMER JOURNEY



VARIABLE LETTERS / EMAILS

The Hyundai SmartConnect Program utilizes the industry's most flexible letters/Emails, sending variable vehicle and mileage specific messages to your customers at the right time, every time. From vehicle possession, service and subsequent re-purchase we maintain your customer relationships.

Hyundai Cars
177 Any City
Any City, Any State XXX,XXX,XXX
www.hyundaincars.com
Hyundai Cars

Dear M, Letter

Thank you for choosing our factory trained technicians at Hyundai Cars for the care of your Hyundai Model.

As part of our commitment to customer service, we provide our guests with a maintenance reminder notice. This is your last chance to schedule your next maintenance appointment. We hope you will take advantage of this opportunity to schedule your next maintenance appointment before it's too late.

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Hyundai
Everyday Low Prices
Our #1 Goal

Hyundai Cars
177 Any City
Any City, Any State XXX,XXX,XXX
www.hyundaincars.com
Hyundai Cars

Dear M, Letter

As part of our commitment to customer service, we provide our guests with a maintenance reminder notice. This is your last chance to schedule your next maintenance appointment. We hope you will take advantage of this opportunity to schedule your next maintenance appointment before it's too late.

Regularly scheduled maintenance is important to the performance of your vehicle.

We provide excellent care & service.

We care about your safety!

Trade-Ins

Trade-In

Hyundai Cars
Everyday Low Prices
Our #1 Goal

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177 Any City
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Hyundai Cars

Dear M, Letter

As part of our commitment to customer service, we provide our guests with a maintenance reminder notice. This is your last chance to schedule your next maintenance appointment. We hope you will take advantage of this opportunity to schedule your next maintenance appointment before it's too late.

Thank You for Choosing Our Dealership for Service!

We hope you keep us in mind again when it's time to service your vehicle.

Hyundai Cars
Everyday Low Prices
Our #1 Goal

DELIVER THE RIGHT MESSAGE.

The Hyundai SmartConnect Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either letters/e-mail across 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 those benefits, you must be enrolled in the Hyundai SmartConnect Program.

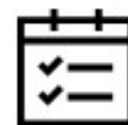
Hyundai SmartConnect will keep customers close and identify opportunities. Hyundai SmartConnect communicates the importance of maintenance from YOUR car care professional at Hyundai and promotes ways you can make their ownership experience even better.

On average Hyundai SmartConnect program delivers:



Total CP Sales
Per Response

\$375.22



Average ROI

\$43.75



Increase in
Generated Revenue

33.5%

EDUCATE & UTILIZE AS A SELLING TOOL



Themes

Customized targeted messaging is now driven by customer behavior and not limited to time, vehicles kilometers or service due date.



Brand Compliance

With 24 different colour treatments, we can help ensure your communications meet yours and your OEM's brand standards.

Hyundai Cars
123 Any St.
Any City, Prov. A1B 2C3
XXX-XXX-XXXX
www.hyundaicars.ca
Hyundai Canada

Targeted Messaging

Dear Mr. Letter,

As part of our continuous commitment to improve your Hyundai ownership experience, we are sending you this personal statement regarding the maintenance needs for your vehicle.

At this time your Year Make Model may be due for the following:

SERVICE 3

At Hyundai Cars it is our goal to provide you with the professional and our robust service you expect. We employ only the finest skilled technicians that are factory-trained on Hyundai advanced diagnostic equipment and we use genuine Hyundai replacement parts to ensure your vehicle is operating to manufacturer's specifications.

On average, vehicles that are serviced by Hyundai dealers are worth more at trade-in time. Now may be the right time to consider trading in your Year Make Model, especially if your vehicle is worth more than you currently owe. If you would like, it would be our pleasure to discuss your trade-in value on your next visit.

Your Service Team
service@hyundaicars.com
XXX-XXX-XXXX

Service Hours
Mon - Fri 8:00 AM - 5:00 PM

Brake & Tire Graphs

Graphs with wear indicators to help merchandise high margin items.



Billboard Banner Messaging

New banner area features "Smart Messaging" that coincides with both customer and vehicle lifestyle.

Manage your communication preferences for your Hyundai at hyundai.ca/omymyinfo or enter your Vehicle Pin: TM300988 or Personal Pin: [REDACTED]

Time for a Trade-In?

You could drive away in a brand new vehicle today!

Visit us today to find out if your trade-in can be used as a down payment on the new car or truck of your choice!

Hyundai Cars

Service 3 Starting at \$299.95

Service includes replacement of engine oil & filter and includes up to 5 litres of motor oil, additional fluid level check for synthetic oil and engine models 2.0 L, 2.4 L or 3.3 L. Includes inspection of brake pads, rotors & drums, brake lines & hoses, suspension & steering, air filter, battery, brake wear, tire wear levels, inspect and lubricate all bolts, nuts and locks. *Must make and models. See service adviser for details. Offer valid with coupon.

Your Opinion is Key to Our Success

Dear Customer, in the following months Hyundai Canada will be sending you a satisfaction survey. Please take a few minutes to complete it. Your opinion is important to us! For any comment, or if you cannot answer "Completely Satisfied" please contact your Service Team at XXX-XXX-XXXX.

30568: TM300988

Customizable Marketing Panels

EPSILON

Automotive

ENTERPRISE REPORTING

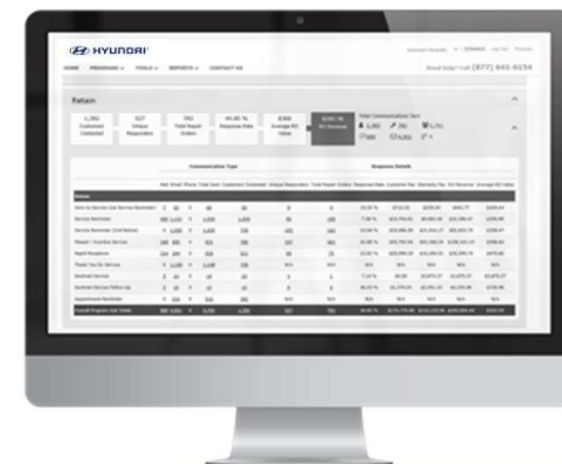
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

Epsilon's online reporting tool includes, but is not limited to:

- Web-based sales and service retention reporting interface
- Dynamic report filters
- Robust and scalable hosting infrastructure
- Dealer level access
- Integration with third party vendor who manages OEM's customer database
- Downloadable reports via standard file format (Excel, PDF, etc.)
- Matching and reporting to the dealership customer/VIN level Customer contact list generation based on dealer selection criteria

GAIN DETAILED INSIGHTS ON:

- ✓ Program response & trending (12 months)
- ✓ Return on investment
- ✓ CP \$'s Generated
- ✓ Customer R/O details & history and much more!



FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

When you join Hyundai SmartConnect, we will introduce you to your Field Rep and “MSR” or Marketing Services Representative.

These individuals are your internal Epsilon support representative dedicated to providing you insight into your monthly reports. Trained in the ability to seek out opportunities and weakness in your dealerships reporting, your MSR will be in touch monthly to review your reports and share key insight into your service trends.

Also utilize your Epsilon representative to assist in the creation of Targeted Direct Mail, Email or Telephony campaigns to your sale & service customers. From data extraction to creative consultation they are here to help you from start to finish.

