



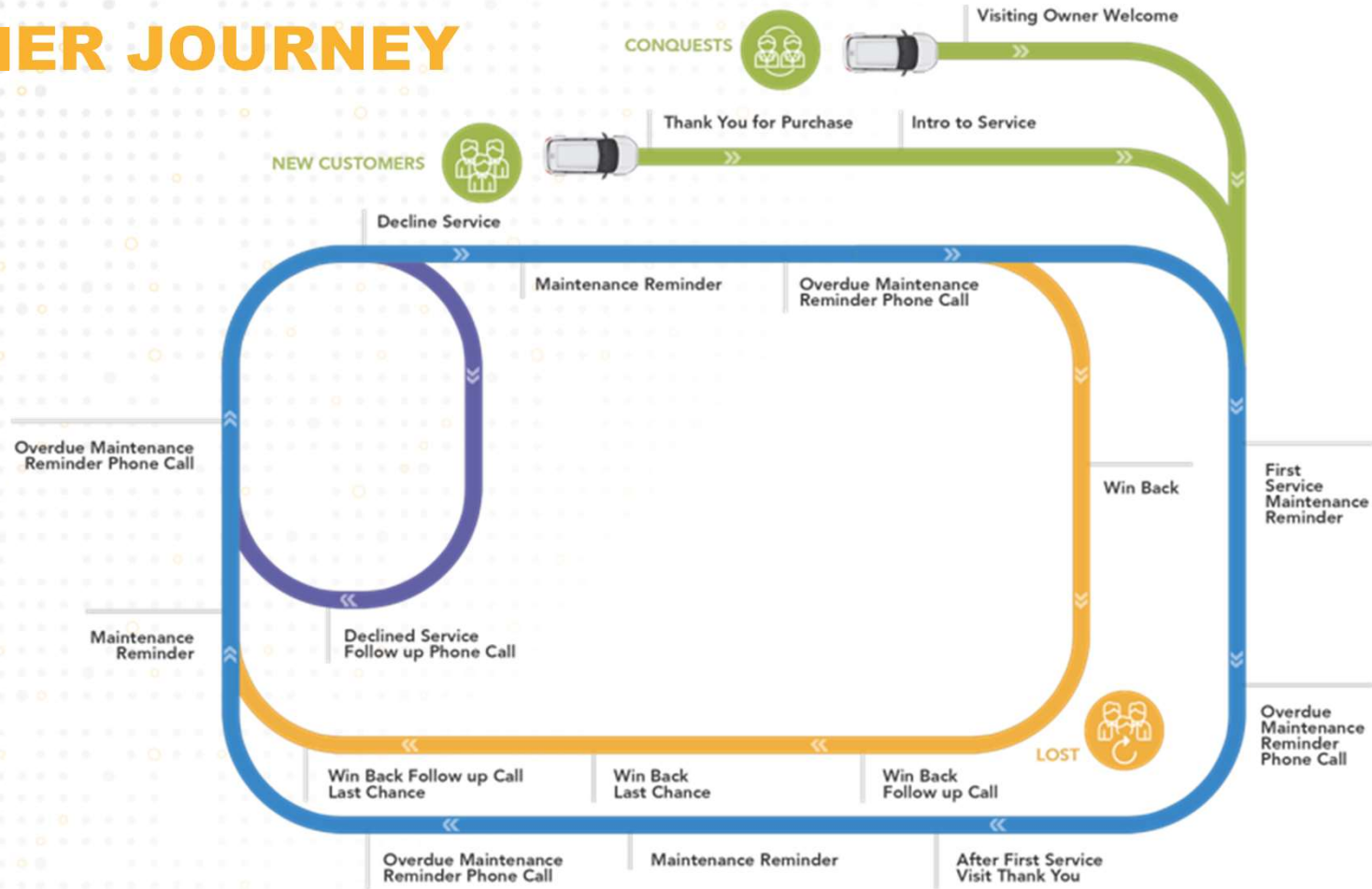
SUBARU BCR

BUILDING CUSTOMER RETENTION

EPSILON®

Automotive

CUSTOMER JOURNEY



EPSILON

Automotive

WHO WE MARKET TO:

Epsilon's life cycle CRM 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 re-purchase phase. The SBCR 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 complimentary marketing campaigns to target opportunities within your database and reach out to these customers to improve response.

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 SBCR program has designed a sector specifically to help foster your customer/dealer relationship from the outset. With important letters & 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 SBCR 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.

Also the SBCR program has a strategic communication cadence of letters, e-mails, and live agent phone contact designed to ensure the customer receives the relevant messages and the appropriate time.

3. Inactive Customers [12 to 18 month]

It is the unfortunate fate that every dealership will lose customers overtime for many different reasons. The SBCR 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 customers scheduled service date. If they haven't responded, a set of calls, letters 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 month]

Designed to engage your service defectors who fall into the 18-24 month Last Visit Date Criteria. This facet of the SBCR 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 SBCR program.

VARIABLE LETTERS / EMAILS



The SBCR 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.



Subaru Cars
Mr. Sample A, Letter
1234 Address St.
Any City, Prov. A1B 3C3

Subaru Cars
Any City, Prov.
A1B 3C3
XXX-XXX-XXXX

Dear Mr. Letter,
Thank you for choosing Subaru Cars to service your Year Make Model!
We are delighted that you have chosen our dealership for your vehicle's service needs, and our commitment to "SERVICE EXCELLENCE" means that we will do everything we can to ensure that your future visits are pleasant and trouble-free.
At Subaru Cars, we can handle all of your vehicle maintenance and repair needs. We employ the finest factory-trained technicians, use state-of-the-art diagnostic and repair tools, and genuine Subaru parts. It is our goal to provide you with professional and courteous service and to ensure that your vehicle is back right on time.
FOR YOUR CONVENIENCE, OUR SERVICE DEPARTMENT IS OPEN Mon. - Thu. 7:30 AM - 5:00 PM; Fri. 7:30 AM - 2:30 PM.
As part of our commitment to customer service, we provide our customers with a maintenance reminder service. Prior to your next recommended maintenance, we will send you a reminder to call and set up a service appointment.
Again, thank you for being a customer of Subaru Cars. We appreciate your business and look forward to seeing you when it's time for your next scheduled maintenance visit.
Sincerely,
John Doe
Service Manager



| SUBARU CARS | |
|---|--|
| Maintenance or Repair 10% OFF For your next visit, we'll provide you with a 10% discount on all maintenance and repair services. This offer is available on all services performed at our Subaru Cars dealership. Please bring this offer to our Parts or Service Department and receive your 10% discount on your next visit. Offer valid with inspection. Expires 12/31/2018. | Accessories 10% OFF When you purchase any accessories from Subaru, we'll provide you with a 10% discount on all accessories purchased at our Subaru Cars dealership. Please bring this offer to our Parts or Service Department and receive your 10% discount on your next visit. Offer valid with inspection. Expires 12/31/2018. |



Subaru Cars
Mr. Sample A, Letter
1234 Address St.
Any City, Prov. A1B 3C3

Subaru Cars
Any City, Prov.
A1B 3C3
XXX-XXX-XXXX

Your vehicle is due for its 48,000 Kilometre maintenance visit. Contact us to schedule or confirm your appointment today!

As Subaru, we have a singular passion for safety, control and performance. We are passionate about every vehicle we build.

Service A + C + D
Our service experts are specially trained to use advanced diagnostic equipment and genuine Subaru parts and repair tools to provide the highest quality maintenance services for your vehicle.

Take us on a test drive to get more information. Our sales experts are available to assist you in choosing the right Subaru for your needs. Contact us today to schedule a test drive.

We care about your safety!

Subaru's Safety Features
 - Adaptive Brake System
 - Lane Change Assist
 - Lane Departure Correction
 - Lane Keep Assist
 - Blind Spot Detection
 - Cross-Traffic Alert
 - Rear Cross-Traffic Alert
 - Rear Cross-Traffic Monitor
 - Rear Cross-Traffic Alert with Cross-Traffic Monitor

The Thead Status
 - Thead Status
 - Thead Status
 - Thead Status

We have you covered!
 - We have you covered!
 - We have you covered!



| SUBARU CARS | |
|---|--|
| Did You Know? Your Subaru's warranty is fully transferable from lease to lease. Let our factory trained and supported technicians take care of the car for you with expert care and engineering. We'll ensure your vehicle is in the best condition possible. We'll also ensure you get the most out of your vehicle. We'll also ensure you get the most out of your vehicle. We'll also ensure you get the most out of your vehicle. | Did You Know? We guarantee every Genuine Subaru part, because every part comes with the new Subaru warranty. When a Subaru part is installed on your vehicle by a certified dealer, the part is covered by the new Subaru warranty. This means you can rest easy knowing your vehicle is in the best condition possible. We'll also ensure you get the most out of your vehicle. We'll also ensure you get the most out of your vehicle. |



Subaru Cars
Mr. Sample A, Letter
1234 Address St.
Any City, Prov. A1B 3C3

Subaru Cars
Any City, Prov.
A1B 3C3
XXX-XXX-XXXX

Dear Mr. Letter,
Congratulations on the purchase of your Year Make Model! I would like to take this opportunity to thank you for choosing Subaru Cars. We truly appreciate you as our customer and are committed to your complete satisfaction. In fact, our commitment to you has just begun.
We are here to help you protect your investment and maintain its value through the years ahead. One of the best ways to do this is to service your vehicle according to the maintenance schedule shown in your Warranty/Maintenance and Road Side Assistance Booklet.
At Subaru Cars, we can handle all of your vehicle maintenance and repair needs. We employ the finest factory-trained technicians, use state-of-the-art diagnostic and repair tools, and genuine Subaru parts. It is our goal to provide you with professional and courteous service and to ensure that your vehicle is back right on time. If you have any questions please call us at XXX-XXX-XXXX and ask for the Service Department.
Again, thank you for being a customer of Subaru Cars. We appreciate your business and look forward to seeing you when it's time for your next scheduled maintenance visit.

Sincerely,
John Doe
General Manager

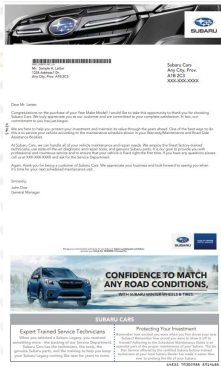


| SUBARU CARS | |
|---|---|
| Expert Trained Service Technicians When you selected a Subaru Legacy, you received something more than the benefits of our Service Department. Subaru Cars has the technicians, the tools, the training and the passion to help you keep your Subaru Legacy running like new for years to come. | Protecting Your Investment When you selected a Subaru Legacy, you received something more than the benefits of our Service Department. Subaru Cars has the technicians, the tools, the training and the passion to help you keep your Subaru Legacy running like new for years to come. |

DELIVER THE RIGHT MESSAGE.



Welcome/ Thank you for Purchase



Timing: 0 days after
delivery date
Media Channel:
Direct Mail / Email

Visiting Owner Welcome Letter



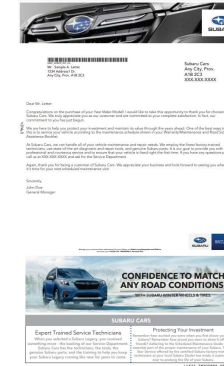
Timing: Within 7 days
from closed RO
Media Channel:
Direct Mail /Email

Maintenance Reminder Letter



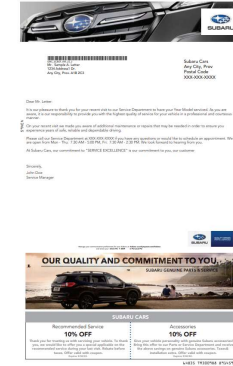
Timing: 21 days before due date
Media Channel: Direct Mail/Email
Timing: 7 days after
missed due date
Media Channel: Phone

First Service Thank You & Subsequent Service Thank you



Timing: Within 3 days
from closed RO
Media Channel:
Direct Mail / Email

Declined Service



Timing: 0 days after closed RO
Media Channel: Direct Mail / Email
Timing: 22 days after closed RO
Media Channel: Phone

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WIN BACK CUSTOMERS



Win Back your lost customer base with target mail pieces to entice that customer group to return for service or re-purchase. Once in store, an open dialogue can help ensure future visits.

Win Back 1 – Bring em' Back

MAINTENANCE

Applicable on any recommended maintenance as per Subaru Canada schedule. For your next visit. Keep it in your glove box and use it at your next visit. Rebate before taxes. Offer valid with coupon.

10% OFF

Form: 191022

REPAIR

Applicable on any repair in our repair shop. Keep it in your glove box and use it at your next visit. Rebate before taxes. Offer valid with coupon.

10% OFF


Form: 191022

ACCESSORIES


Give your vehicle personality with genuine Subaru accessories! Bring this offer to our Parts or Service Department and receive the above savings on genuine Subaru accessories. Rebate before taxes. Installation extra. Offer valid with coupon.

10% OFF

Form: 191022



WE'RE GMC, SOCKE, LLC PC 3
 Mr. Sample A. Letter
 1234 Address Dr.
 Any City, Prov.
 A1B 2C3



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We're not in the service business. We're in the peace of mind business. You depend on your Subaru every day to be there for you. Let the service team here at Subaru Care put your mind at ease by ensuring your vehicle is operating efficiently and reliably. Come on in, take advantage of these great offers and you'll be pleased with how every piece of mind can be.

Win Back 2 – Last Chance

MAINTENANCE

Applicable on any recommended maintenance as per Subaru Canada schedule. For your next visit. Keep it in your glove box and use it at your next visit. Rebate before taxes. Offer valid with coupon.

15% OFF

Form: 191022

REPAIR

Applicable on any repair in our repair shop. Keep it in your glove box and use it at your next visit. Rebate before taxes. Offer valid with coupon.

15% OFF


Form: 191022

ACCESSORIES


Give your vehicle personality with genuine Subaru accessories! Bring this offer to our Parts or Service Department and receive the above savings on genuine Subaru accessories. Rebate before taxes. Installation extra. Offer valid with coupon.

15% OFF

Form: 191022



WE'RE GMC, SOCKE, LLC PC 3
 Mr. Sample A. Letter
 1234 Address Dr.
 Any City, Prov.
 A1B 2C3



Produced and
 LetterNet
 9345239

We know life happens, and that may be the reason you're overdue for your next Subaru maintenance visit. Please give us a call and take advantage of these great offers on Subaru-certified parts and service. You'll be pleasantly surprised at the difference the team at Subaru Care can make on how your vehicle performs.

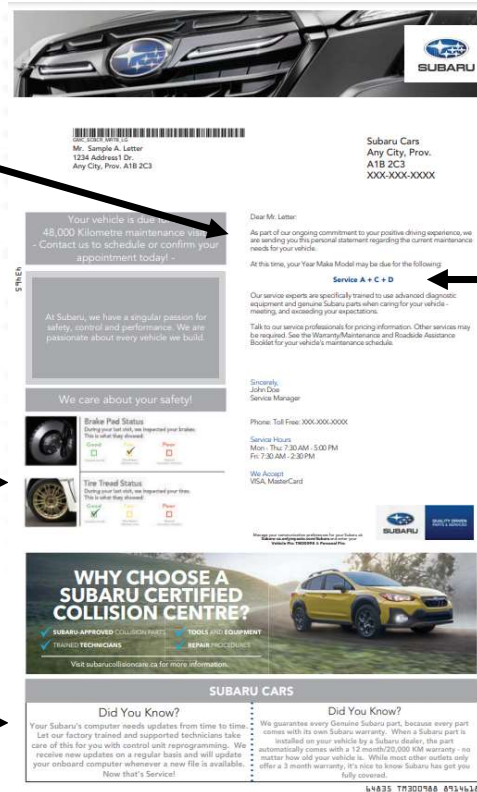
Let's get back on track!

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.

Targeted Messaging

Billboard Banner Messaging

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

Brake & Tire Graphs

Graphs with wear indicators to help merchandise high margin items.

Customizable Marketing Panels

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ENTERPRISE REPORTING



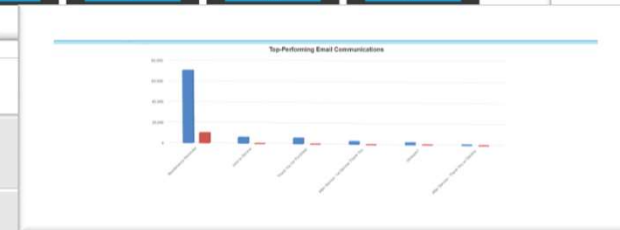
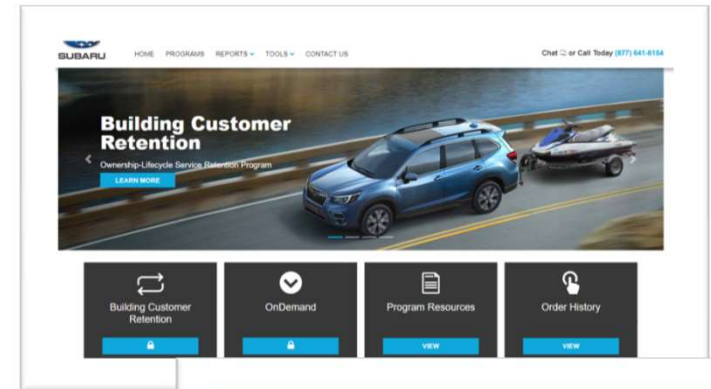
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

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!



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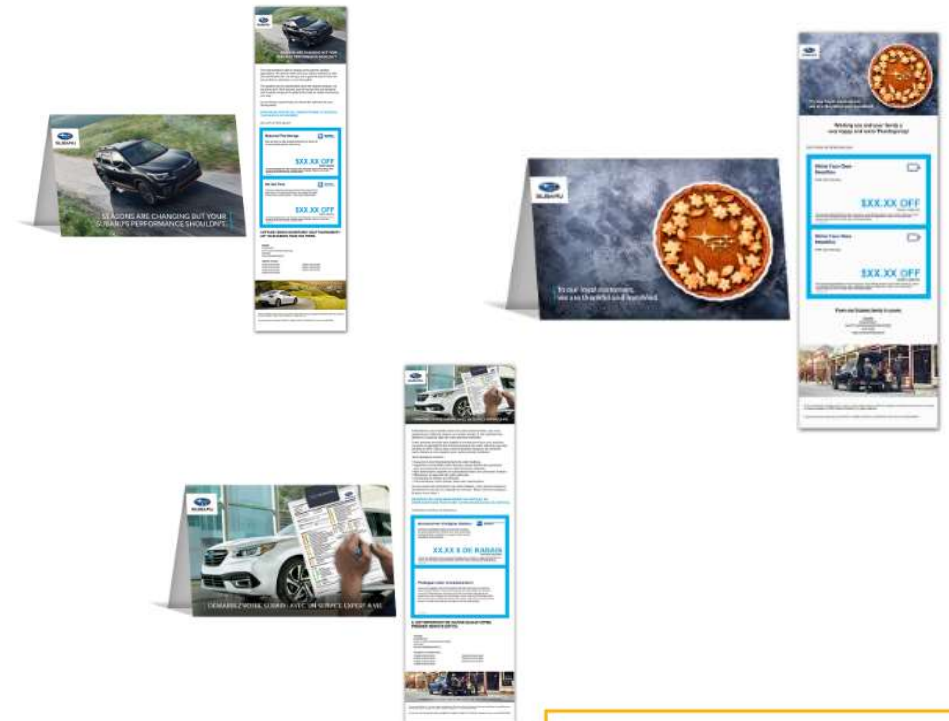
ON-DEMAND MARKETING (ODM)



Allows you to generate a variety of your own direct mail and email communications and get into the market quickly.

OnDemand is an excellent tool to help drive both New/Active customers and Lapsed customers back to you for service.

- OnDemand provides you with email and direct mail templates for a complete line of specific services, including Tires, Brakes, Oil & Filter, General Service, Customer Retention, and much more!
 - Dealer-Selected — Gives you the ability to select your campaign, filter your lists by distance, make/model, and time since last service, and choose the channel: email, direct mail, or both. (You still have the ability to create your two offers and view proofs prior to finalizing.)
 - Program Headquarter-Driven — Gives you the ability to call your Marketing Service Representative who will create the campaign based on your input.
 - Constantly refreshing creative.
 - Ability to upload lists & schedule deployments.



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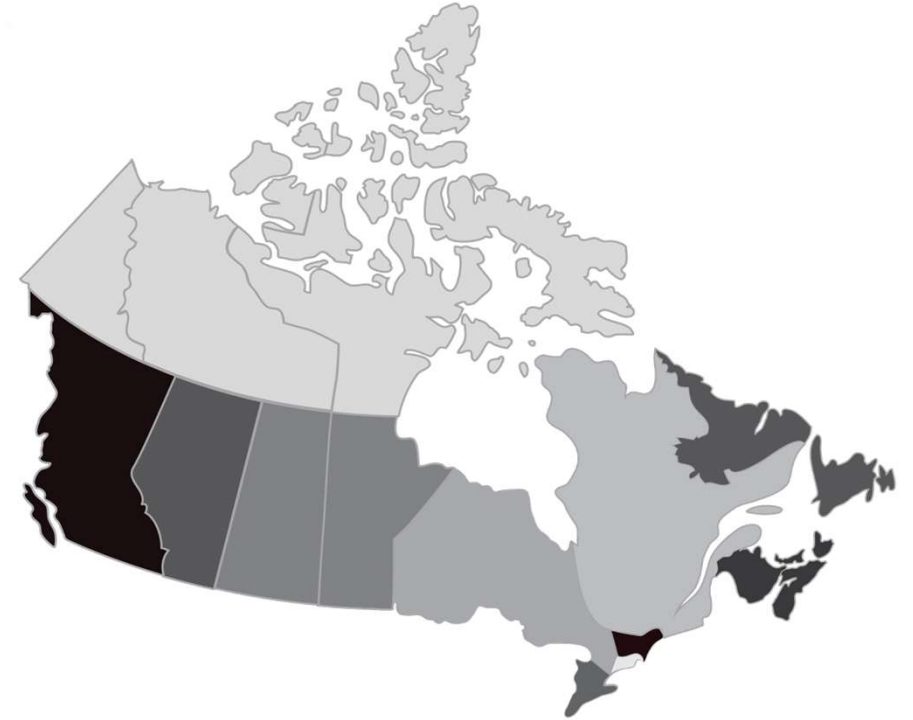
FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT



When you join Subaru BCR, 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.



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