

V O L V O

VOLVO AMS

AFTERSALES MARKETING SOLUTION

EPSILON[®]

Automotive

CUSTOMER JOURNEY

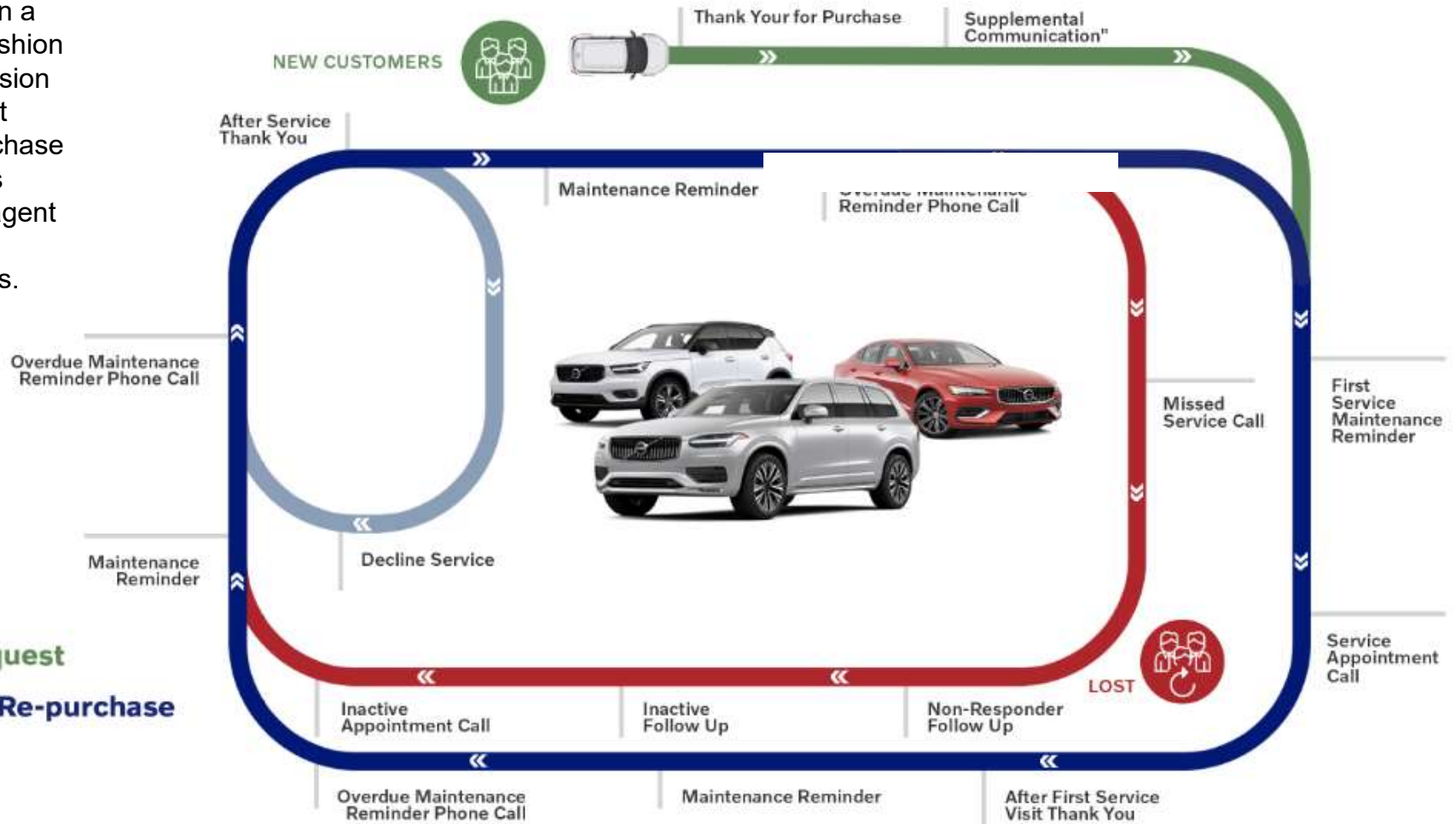
V O L V O

Epsilon's AMS 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 AMS program uses strategic mail, e-mail and live agent telephone calls to build and maintain customer relationships.

Onboarding Conquest

Retention Upsell Re-purchase

Win-back



VARIABLE LETTERS / EMAILS

V O L V O

The AMS 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.

Thank you for your business.

There's more to life than a Volvo. There's driving with family and friends, stop and go traffic, tailgating at the stadium, running hot minute errands, keeping your Volvo a Volvo. That's why you choose Volvo Genuine Service.

Dear [CUSTOMER NAME],

Thank you for choosing [SAMPLE VOLVO] for this one of your [YEAR] [MODEL]. Your Volvo is a remarkably reliable and available investment. Keeping it in optimum condition is a responsibility we take very seriously. Volvo's factory-trained technicians have what it takes to ensure the best care for your car.

The experience of owning a Volvo comes with numerous rewards and treated well, it will give you many years of driving pleasure. Your Volvo service team is ready to help you make the most of them. We look forward to seeing you at your next service visit.

Sincerely,

[Dealer Contact Name]
[Dealer Contact Title]
Phone: [XXX-XXX-XXXX]
Text/Msg: [XXX-XXX-XXXX]
[DEALER WEBSITE]

Visit us for Volvo Genuine Service and great savings. We feature:

- Technicians with the most current factory training
- Special inspection/evaluation
- Factory technical procedures
- Volvo diagnostic equipment
- Volvo special tools
- Volvo Genuine Parts
- Lifetime warranty on parts and service*

Don't book your next service appointment until you see how our Volvo or GM app. puts our vehicles, or give us a call.**

[SAMPLE VOLVO]
[MODEL]
[MPG (FRONT-END)]
[MPG (COMB)]
[MSRP (MSRP)]

We also offer these convenient options:

- Car Wash
- Multi-Point Inspection
- Wash Wax
- Business Center
- Car Wash

My Volvo Experience.

When you own a Volvo, you get much more than a car. You get My Volvo — an ownership experience designed to help you save time and enjoy more, as you focus on the things that matter most. My Volvo gives you access to a vast collection of features and benefits that makes owning a Volvo truly enjoyable. From start to finish. From high quality repairs to personal service and friendly smiles — together these experiences help you go to focus on the things that matter most.

My Volvo. Life is precious. Be it being.

*This includes a 5-year/50,000-mile (whichever comes first) bumper-to-bumper, no-deductible, no-limits, no-charge warranty. Excludes power windows, door locks, interior and exterior trim and accessories. See dealer for details. **Available on select vehicles. See dealer for details. ©2019 Volvo Cars of America, Inc. All rights reserved.

No one knows your Volvo like we do
SPECIAL SAVINGS OFFER INCLUDED

[Dealer Name]
[CUSTOMER NAME]
[PHONE NUMBER]
[ADDRESS]

Expert service goes a long way.

Dear [CUSTOMER NAME],

The staff at [SAMPLE VOLVO] already thank you for purchasing your Volvo. Our technicians will be getting to know your vehicle, please allow this special invitation to stop by and let one of our personally trained Volvo experts help you. If you have any questions, we'll answer them right away.

In addition, we want to ensure you that we are here to provide the utmost in quality service for the life of your Volvo. [SAMPLE VOLVO] will send you directly to our Volvo experts, so you can get the best care for your vehicle. We will ensure your Volvo is always in the best hands possible.

When you're committed to keeping all your Volvo needs and getting your help by providing the most expert customer service. We're committed to your satisfaction. We'll be sure to check out our website for the outstanding assortment of accessories designed to enhance your Volvo. Buy your accessories and there's more to be had.

Sincerely,

[Dealer Contact Name]
[Dealer Contact Title]
Phone: [XXX-XXX-XXXX]
Text/Msg: [XXX-XXX-XXXX]
[DEALER WEBSITE]

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Life Time Parts & Labor Warranty**

- Complimentary Diagnostic
- Technical Services Updates**
- Complimentary Diagnostic
- Complimentary Car Wash

It's been more than 100 years of Volvo's history.

It's been more than 100 years of Volvo's history.

Don't book your next service appointment until you see how our Volvo or GM app. puts our vehicles, or give us a call.**

[SAMPLE VOLVO]
[MODEL]
[MPG (FRONT-END)]
[MPG (COMB)]
[MSRP (MSRP)]

We also offer these convenient options:

- Car Wash
- Multi-Point Inspection
- Wash Wax
- Business Center
- Car Wash

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Experience Volvo Genuine Service at
[SAMPLE VOLVO]

Maintaining your Volvo has never been so easy... or affordable! Come in and enjoy money-saving offers.

Dear [CUSTOMER NAME],

According to our survey, Volvo's Maintenance may be working on your [YEAR] Volvo [MODEL].

It's time to get your Volvo's maintenance done.

We're here to get you the best care for your Volvo. Our factory-trained technicians have what it takes to ensure the best care for your car.

The experience of owning a Volvo comes with numerous rewards and treated well, it will give you many years of driving pleasure. Your Volvo service team is ready to help you make the most of them. We look forward to seeing you at your next service visit.

Sincerely,

[Dealer Contact Name]
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Phone: [XXX-XXX-XXXX]
Text/Msg: [XXX-XXX-XXXX]
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- Volvo diagnostic equipment
- Volvo special tools
- Volvo Genuine Parts
- Lifetime warranty on parts and service*

Don't book your next service appointment until you see how our Volvo or GM app. puts our vehicles, or give us a call.**

[SAMPLE VOLVO]
[MODEL]
[MPG (FRONT-END)]
[MPG (COMB)]
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My Volvo. Life is precious. Be it being.

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EDUCATE & UTILIZE AS A SELLING TOOL

V O L V O

Brand Compliance

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

Themes

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

Experience Volvo Genuine Service at [SAMPLE VOLVO]

Maintaining your Volvo has never been so easy... or affordable! Come in and enjoy money-saving offers.

Dear [CUSTOMER NAME]:

According to our records, Scheduled Maintenance may be overdue on your [YEAR] Volvo [MODEL].

108,000 KILOMETRE MAINTENANCE SERVICE

We invite you to experience the professionalism our Service Team provides at [SAMPLE VOLVO].

Call or visit us online to schedule an appointment today.

Sincerely,

[Dealer Contact Name]
[Dealer Contact Title]
Phone: [XXX-XXX-XXXX]
Toll-Free: [XXX-XXX-XXXX]
[DEALER WEBSITE]

[Dealer Name]
[COUPON NAME]
[XX% Off]
[Coupon Description]

My Volvo Experience.

When you own a Volvo, you get much more than a car. You get My Volvo — an ownership experience designed to help you worry less and enjoy more, so you can focus on the things that matter most. My Volvo gives you access to a vast collection of features and benefits that makes owning a Volvo truly enjoyable, from start to finish. From high-quality repairs to personal service and Fleetly perks — together these experiences free you up to focus on the things that matter most.

My Volvo. Life is precious. So is living.

[Dealer Name]
[COUPON NAME]
[XX% Off]
[Coupon Description]

Service Hours:
Mon - Thu: [XXX AM - XXX PM]
Fri, Sat: [XXX AM - XXX PM]
Sun: Closed

We also offer these conveniences:

- Car rental
- Shuttle service
- Onsite scheduling
- Free Wi-Fi
- Business Center
- Car wash

*Only available in model year 2015 and newer with Volvo On Call subscription required. Limited availability in some areas. Vehicle must be properly equipped as an additional cost. ©2015 Volvo Cars of Canada Corp. Printed in Canada. All rights reserved.

[Address]
[City]
[State]
[Zip]

Targeted Messaging

Customizable Marketing Panels

EPSILON

Automotive

ENTERPRISE REPORTING

V O L V O

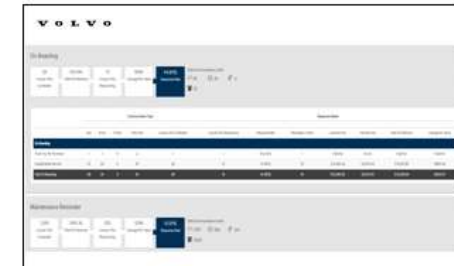
Epsilon's Online Portal provides the tangible data to back up your customer retention efforts. We provide the in-depth reporting that you require to run your business efficiently.

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!



EPSILON

Automotive

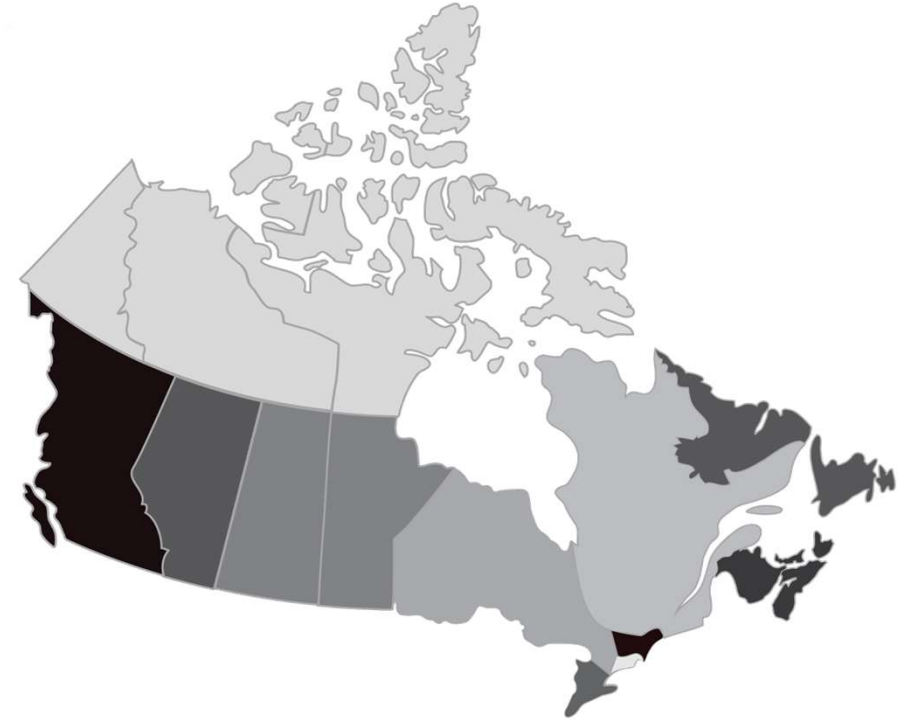
FIELD TEAM & PROGRAM HEADQUARTERS SUPPORT

V O L V O

When you join Volvo AMS, 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.



EPSILON™

Automotive