

DRIVE CUSTOMERS TO YOUR SERVICE DEPARTMENT WITH SERVICE ADVANTAGE SEARCH.

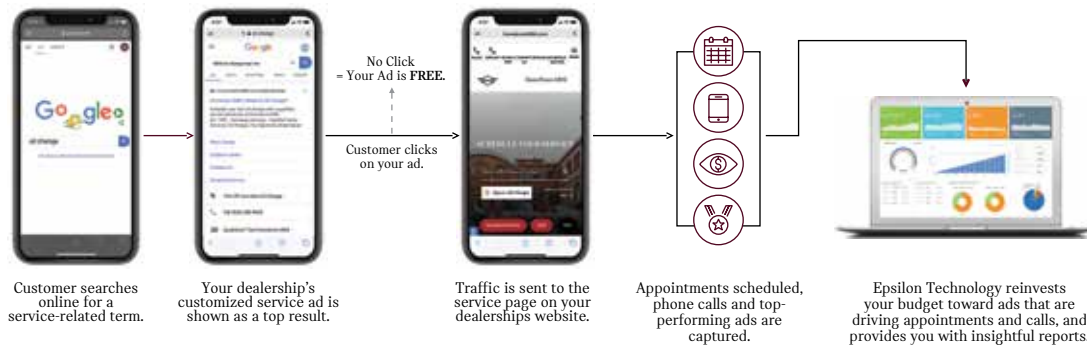


IMPROVE YOUR MINI STORE'S SEARCH RANKING — AND SERVICE REVENUES.

Epsilon's paid search advertising program — Service Advantage Search — helps you harness the power of Google to put your MINI Dealer in the top tier of search results for parts and service from active, local and conquest customers. With optimized and customized ads, Epsilon helps you drive clicks, calls and appointments, so you can:

- Bring new MINI customers into your store — and bring back inactive/lapsed ones
- Compete with independent service shops
- Make the most of your 60% MINI co-op

HOW IT WORKS



MAKE YOUR MINI DEALER STAND OUT.



Search Engines are the number one source for dealer's website traffic.



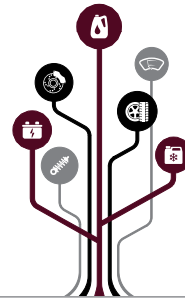
The average dealer's website will not show up organically for most Aftersales-related searches.



Most dealers spend less than 5% of their digital budget on Aftersales.

SMARTER SPEND

Epsilon Target Digital helps optimize your campaigns by concentrating your spend on ads that utilize the most-searched maintenance keywords and phrases to drive leads, phone calls and, ultimately, customers to your MINI store.



RESULTS ON DEMAND



Increased Service Scheduler Traffic



Service Phone Calls



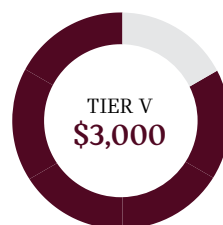
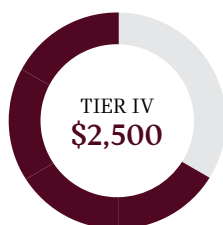
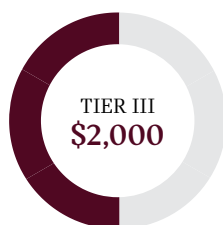
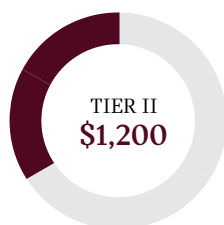
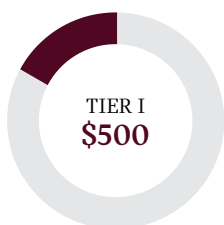
Clicks, Impressions & Budget



Top-performing Keywords & Ads

WHAT YOUR SERVICE ADVERTISING PACKAGE INCLUDES:

- Aftersales Search Ads
- Ad Copy Testing
- Reporting
- Automated Campaign Management
- Ongoing Optimization
- No Set-Up Fees: \$0



Enhanced Audience Reach



Maximum Audience Reach

Plus, all digital media — including ads — are eligible for a 60% co-op.