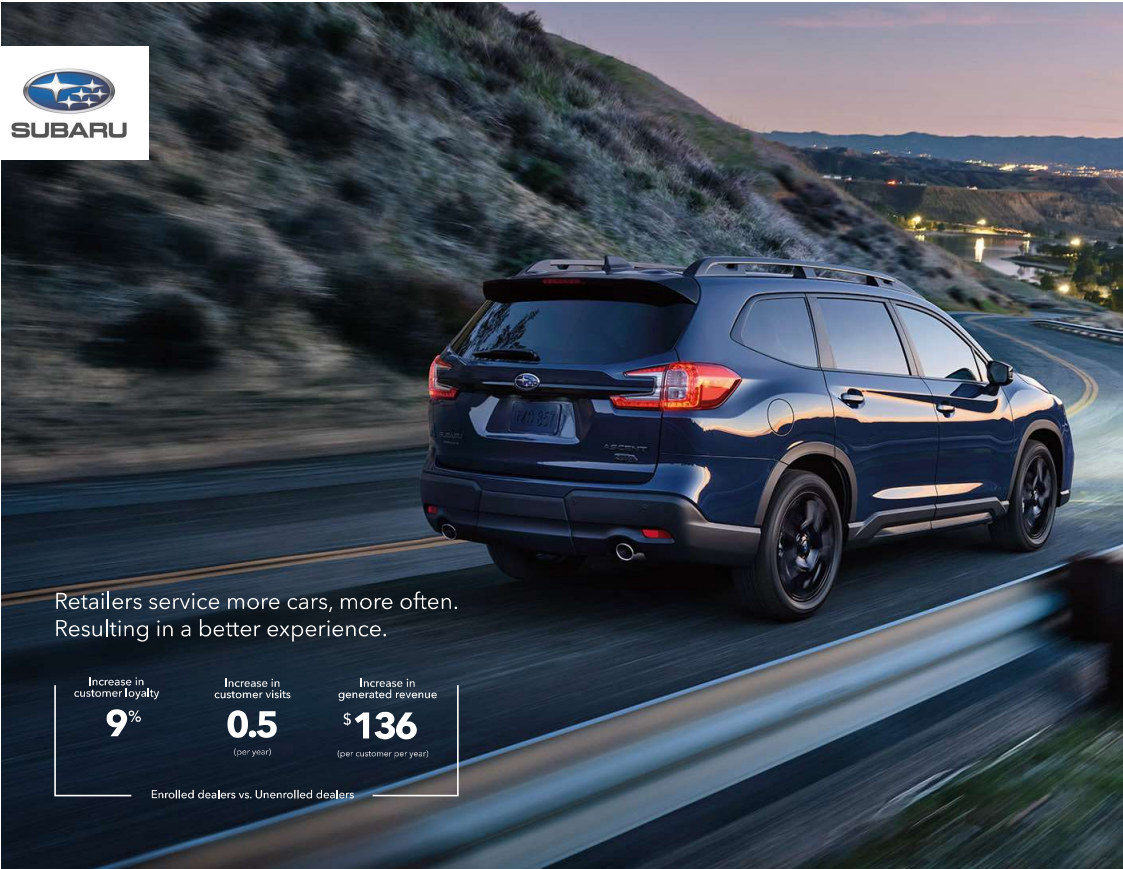




OWNER EXPERIENCE PROGRAM

The Building Customer Retention Program and Process has been enhanced with more options, features, and flexibility to increase your exposure to owners, deepen your relationship, drive customer pay traffic and build more targeted communication.



Subaru Building Customer Retention Program (BCR)

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 repurchase phase. The BCR 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 complementary marketing campaigns to target opportunities within your database and reach out to these customers to improve response. The BCR program is also supported by a skilled team of Epsilon Marketing Associates who will work with you to help achieve your sales/service goals. They will also review your dealership performance on a monthly basis and answer any questions or comments you may have.

BCR Enhanced For Your Success

With all these features you can develop more effective/targeted marketing communications, which will help increase customer retention, loyalty and repurchase, all while maintaining great customer experience. The additional new media channels have been designed to increase the level of education and benefit around customer car care needs available at a Subaru retailer.

The Subaru Owner Experience Touchpoints

-  Stronger Engagement
-  Expanded Education
-  More Customer Connection
-  Improved Response
-  Consumer Friendly Portal
-  New Data Insight

Ownership Connection helps you create and maintain a stronger customer relationship, with educational and service messaging that puts your dealership front and centre with the following communications.



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 BCR program has designed a sector specifically to help foster your customer/dealer relationship from the outset – with important letters and 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 BCR 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 BCR program has a strategic communication cadence of letters, e-mails, and live agent phone contact designed to ensure the customer receives the relevant messages at the appropriate time.

3. Inactive Customers [12 to 18 months]

It is the unfortunate fate that every dealership will lose customers over time for many different reasons. The BCR 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 customer's 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 months]

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

Customer connection is available in direct mail and e-mail. See your representative for complete details.



Building Customer Experience with BCR

Ownership customer journey is designed to instill brand loyalty, while increasing overall customer visit frequency and delivering consistent communication.

Benefits

- Consistent, timely and personal communication.
- Each touchpoint delivers tailored/relevant message to customer.
- Continuous Education around the benefits of "Why Service at your Subaru Retailer."
- Increases customer pay - (Labour and Part Sales).
- Minimizes the amount of defection and cross shopping.
- Multi-Channel Communication tools and Advanced Reporting & Analytics.
- Create repeat purchases and brand consideration.
- Overall great customer EXPERIENCE and SATISFACTION.

Contact Subaru Program Headquarters for more information. Your local rep is ready to answer your questions.

1-877-641-6154

Building Customer Retention Program

Customer Journey

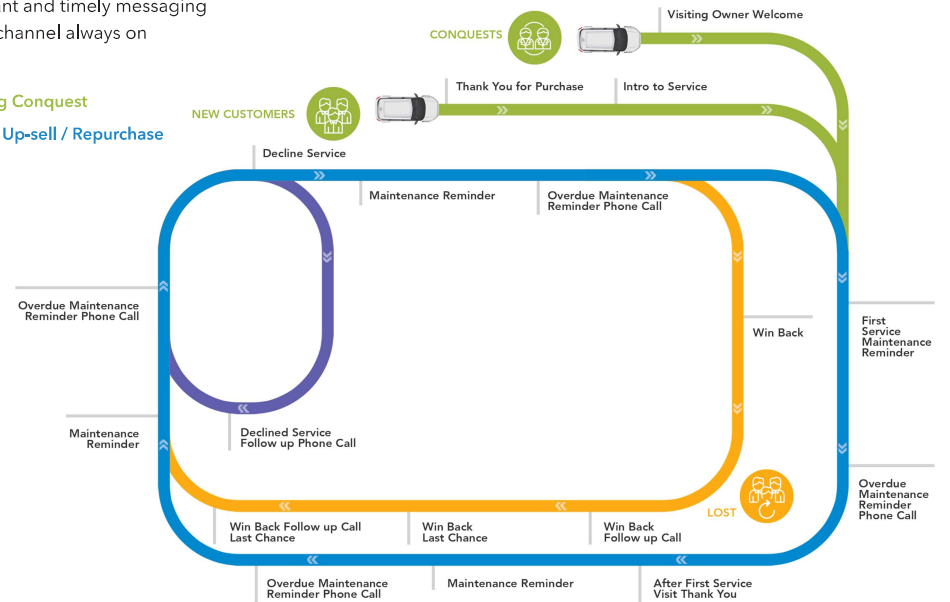
Integrated Life Cycle Communications

- Relevant and timely messaging
- Multi-channel always on

Onboarding Conquest

Retention / Up-sell / Repurchase

Win Back

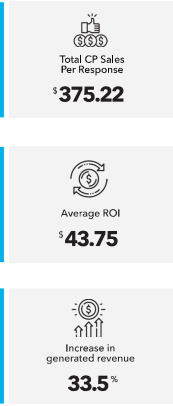


Unique/Targeted Communications with Extraordinary Results

The BCR Marketing Tools and Process communicates with customers at the right time, with the right offer based on communication preference of either Letters/e-mail in the span of 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 their benefits, you must be enrolled in the BCR Experience.

E-mail

Letter



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

Data Drives Precise Customer Targeting

Win Back

After customers have been absent for 12-18 months, this communication reinforces the benefits of car care and includes special offers and messaging reminding customers to schedule maintenance. It's a second chance to prove your dealership should be the first and only choice for car care and retaining these customers leads to increased owner retention and service sales.

Decline Service

Keeping customers informed; this particular touchpoint reminds the owner to come back to your dealership to have their declined service completed in order to maintain the vehicle in good driving condition.

Customer retained
12.9%

Average spend per RO
\$ 449

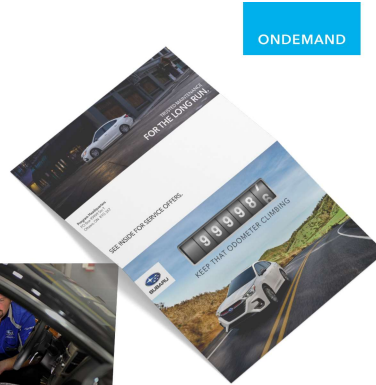
Response rate
20%

Average spend per RO
\$ 431

(20% response rate is generated from the follow up call)

Open-Worthy Direct Mail Design - OnDemand Marketing

OnDemand is always growing with more options to help you engage customers and drive action. Every communication delivers attention-grabbing creative designs and messaging.



ONDEMAND

Multiple creative options to choose from

Prewritten message that focuses on the importance of service

Dealership service hours

Call to action to make an appointment

Customize each campaign with your selection of multiple offers

E-mail and Direct Mail options included with each campaign



Trust us to help you get more kilometres out of your Subaru.

Here's how:

- Competitive pricing on genuine Subaru parts that are engineered for fit, form and function
- Factory-trained technicians that know your vehicle best
- Genuine Parts installed by us are backed by Subaru warranty to give you added peace of mind for the road ahead

Service Hours:

- <Dealer Service Hours 1>
- <Dealer Service Hours 2>
- <Dealer Service Hours 3>
- <Dealer Service Hours 4>
- <Dealer Service Hours 5>
- <Dealer Service Hours 6>
- <Dealer Service Hours 7>

Call <Phone Numbers> or visit as soon as possible to schedule your service

<OFFER TITLE>

\$XX.XX PLUS TAX

Terms & Conditions: Learn more about our online competitive pricing on genuine Subaru parts that are engineered for fit, form and function. Subaru parts are backed by Subaru warranty to give you added peace of mind for the road ahead. Call <Phone Numbers> or visit as soon as possible to schedule your service.

<OFFER TITLE>

\$XX.XX PLUS TAX

Terms & Conditions: Learn more about our online competitive pricing on genuine Subaru parts that are engineered for fit, form and function. Subaru parts are backed by Subaru warranty to give you added peace of mind for the road ahead. Call <Phone Numbers> or visit as soon as possible to schedule your service.

Terms & Conditions: Learn more about our online competitive pricing on genuine Subaru parts that are engineered for fit, form and function. Subaru parts are backed by Subaru warranty to give you added peace of mind for the road ahead. Call <Phone Numbers> or visit as soon as possible to schedule your service.

Direct Mail

OnDemand E-mails

OnDemand communications focus on a specific topic and theme. You can send them anytime you "demand." It is as simple as 1, 2 and 3 - all you have to do is decide on a campaign theme, select your target audience you want to communicate to, include a car care offer and save.

Subaru logo placement

Engaging creative design and messaging to capture attention and drive action

Prewritten message that focuses on the importance of winter tires

Call to action to make an appointment online

Large coupon library to customize your marketing message

Subaru

KEEP THAT ODOMETER CLIMBING

Here's how:

- Competitive pricing on genuine Subaru parts that are engineered for fit, form and function
- Factory-trained technicians that know your vehicle best
- Genuine Parts installed by us are backed by Subaru warranty to give you added peace of mind for the road ahead

BOOK ONLINE NOW OR CALL OVERPHONE TO SCHEDULE YOUR SERVICE APPOINTMENT.

SEE OUR OFFERS BELOW

Vehicle Service

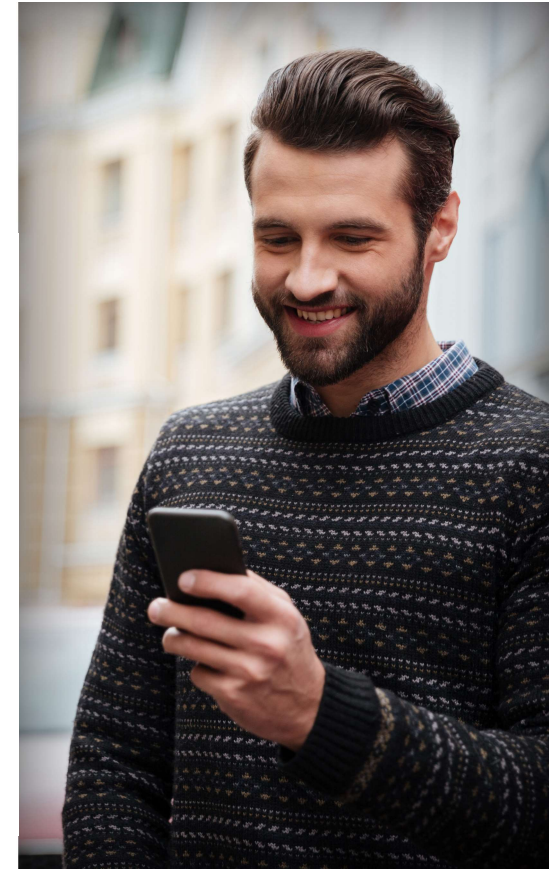
That's not Subaru with the smile you know & love. Our Subaru-trained technicians are here to help you get the most out of your Subaru. Call <Phone Numbers> or visit as soon as possible to schedule your service.

\$XX.XX OFF

Expert-Trained Service Technicians

That's not Subaru with the smile you know & love. Our Subaru-trained technicians are here to help you get the most out of your Subaru. Call <Phone Numbers> or visit as soon as possible to schedule your service.

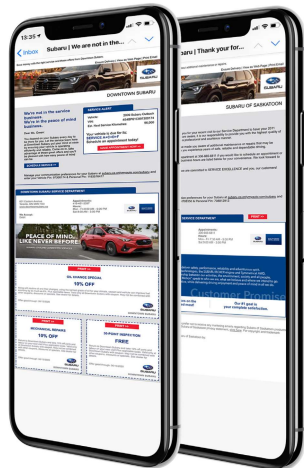
E-mail





Build a Click-Enticing E-mail Design

With an inviting design and messaging to engage customers, these enhanced e-mails are created **to drive** customer pay traffic, **to educate** on additional services and Subaru recommended car care, and **to build** long term loyalty.



Intro to Service E-mail

Thank you for Service E-mail

Maintenance Reminder E-mail

Subaru Canada Logo

Primary Retailer messaging

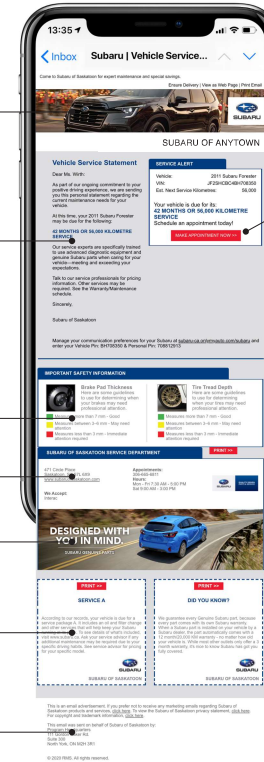
Brake & Tire status

Retailer contact info and service hours

Promotional banner

Retailer customizable marketing panels

Legal disclaimers



Retailer link to book appointment

E-mail communications help deepen your relationship with customers as they deepen their knowledge of their Subaru. The e-mails contain your imprint to build awareness and loyalty, and provide VIN-specific service recommendations.



E-MAIL MARKETING

Advanced Data Analytics

A proactive approach anticipates customer service needs. It also determines when and why your customers need to visit a Retailer for specific services, automatically generating the smartest marketing panels with an offer tailored to each customer.

This process employs four key steps:

- 1** Predicts **WHEN** a specific service will be needed
- 2** Determines **WHO** is most likely to respond to an offer
- 3** Selects **WHAT** offer will achieve ideal customer behaviour
- 4** Identifies **HOW** to reach customer through the most effective channel

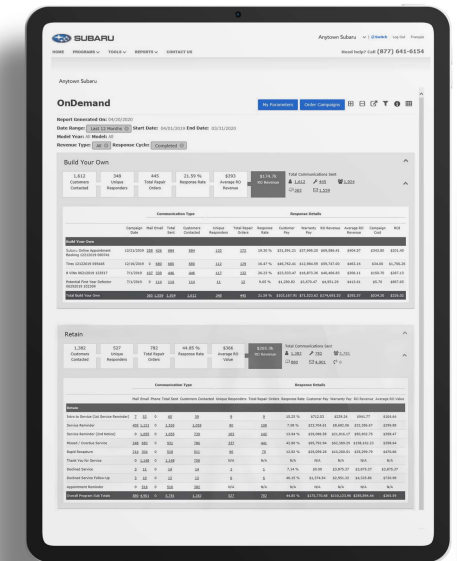


Results Analysis

Our comprehensive reporting helps track performance and make informed decisions to get the most out of your marketing efforts.

You can now access a wide variety of reports via the Single Sign On (SSO) re: BCR Program portal.

- Measures success of program efforts
- Customer Opportunity Reports to follow up and create an action
- Measures Service Advisor's up-sell penetration, usage of op codes
- Helps pinpoint areas for increased profit opportunity
- Track campaign effectiveness
- Call Centre Performance Reports





RECALL OPPORTUNITY

Open Campaigns

Target your customers who have an outstanding recall campaign on their vehicle. A simple and effective way of reaching out to customers as a reminder to book an appointment to complete the recommended service. Customizable for dealers to choose specific campaigns using e-mail, direct mail or both.

Coming soon...

Recall data will be loaded directly into the portal for easier campaign building.

PROGRAM SUPPORT

Your Subaru BCR Team

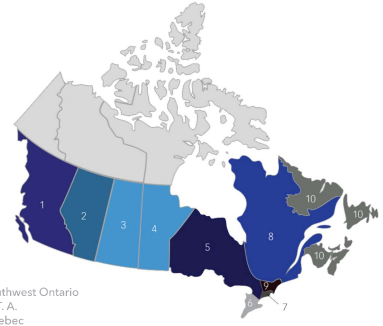
Our Team can be considered as pods/working teams - all members have specific roles. 7 Field Consultants and 5 Internal Associates for Marketing Support. We have teams from the East Coast to the West Coast ready to assist. (Bilingual)

Consultants (Field team) - will be your category experts, who will work with the Retailer's team on consultancy around best practice and identify opportunities. For us it's not about selling, it's all about supporting the loyalty program (BCR), and Retailer service objectives (Categories of data, marketing and retention).

Marketing Support Representatives (MSR) - will assist in program maintenance and support. These 5 members are extensions of your dealership. They are there to help you drive and build loyalty, and enhance customer experience. They are a fluid team that works in tandem to support your success, data insights, opportunities and data hygiene to creatively guide and support you. Epsilon is there to help you drive success in your retention and marketing goals.

Three key contacts:

- Richard Lambert**, VP Client Services
Richard.Lambert@epsilon.com
- Benoit Lachance**, Senior Manager PHQ
Benoit.Lachance@epsilon.com
- Bonita Fong**, Account Manager
Bonita.Fong@epsilon.com



- 1. British Columbia
- 2. Alberta
- 3. Saskatchewan
- 4. Manitoba
- 5. Northern Ontario
- 6. Southwest Ontario
- 7. G. T. A.
- 8. Quebec
- 9. Eastern Ontario
- 10. Atlantic Provinces

Note: Each Retailer will be assigned one team to work with.

Our Commitment To You

Account Executive

- Frequent dealership visits (determined visit schedule)
- Utilization review (performance review, opportunities and results)
- Marketing best practices
- Yearly account review

MSR (Marketing Service Representative)

- Reviewing monthly management reports
- Solution advocate
- Letter maintenance/fine-tuning
- On-going database analysis

Local, full-service support and capabilities with:

- Bilingual Call Centre
- Print Production
- Internal Support Team
- Local Area Sales Support



Subaru Canada Building Customer Retention (BCR)
Contact Program Headquarters for more information

1-877-641-6154