



# They Drive Back. You Drive Revenue.



THEY DRIVE BACK. YOU DRIVE REVENUE.





***“This service is excellent. Bulldog Kia is the only place I service my car. I will return!”***

**- Jeannette, Bogart, GA**



## **THEY DRIVE BACK. YOU DRIVE REVENUE.**

### **National Next Service Visit Retention for Kia Dealerships Using Drive-Sure**

*Drive-Sure creates 74%  
next maintenance service  
retention*

**74%**

### **National Lift In Unscheduled Repairs for Kia Dealerships Using Drive-Sure**

*Drive-Sure pulls back  
35% more customers for  
unscheduled tire repairs*

**35%**

## **Why Drive-Sure® Works**

### **Build Value**

We differentiate your dealership from your competition by building exceptional value - up to \$330 - into every vehicle sale and maintenance service, *at a low cost to you.*

### **Advocate Your Dealership**

Not only do we educate your customers why your dealership is still the best place for routine maintenance, *we hand deliver* them back to you for unscheduled repairs.

### **Measure Results**

We track results against your individual goals to ensure ROI - for years to come.

### **Problem**

Increased competition and higher customer expectations make attracting and retaining customers for service more difficult than ever before. Over time, Kia dealerships lose customers throughout vehicle ownership:

- First maintenance service
- Routine maintenance
- Warranty expiration
- Unscheduled repairs
- Next vehicle purchase

### **Solution**

A Drive-Sure® program designed specifically for Kia dealerships encourages customers to return for every routine maintenance. By providing renewable benefits that cannot be acquired at aftermarket competitors, customers return to their servicing Kia dealership **at the right time** and **throughout vehicle ownership**. In addition, Drive-Sure hand delivers customers back to their trusted dealership should unscheduled repairs arise. What's more, Drive-Sure supports the Kia Customer 360° philosophy by providing customers with added peace of mind and is pre-approved for Kia co-op funding.

### **Results**

Drive-Sure has a proven track record of attracting and retaining more customers for service. National results for Kia dealerships using Drive-Sure:

- 74% Annual Next Service Visit Retention Rate
- 56% New Car First Service Retention
- 37% Used Car First Service Retention
- 35% Lift in Unscheduled Tire Repairs and Replacements

## Drive-Sure® at Bulldog Kia

### Problem

Bulldog Kia identified a need to attract and retain more customers for service. They were most concerned about losing customers to aftermarket facilities, especially for unscheduled repairs like tires, brakes and batteries.

### Solution

To attract customers for unscheduled repairs, Bulldog Kia decided to provide customers with dealer-loyal Drive-Sure Roadside Emergency Service, Road Hazard Tire Protection and Emergency Rental Car Coverage. These benefits encouraged customers faced with unscheduled repairs to return to them by reducing customers' out-of-pocket expense when repairs were performed at their dealership. Moreover, capturing these unscheduled repairs helped prevent customers from defecting to aftermarket competitors for these - and future - services.

Beyond driving customers back for unscheduled repairs, Drive-Sure benefits enhanced their customers' peace of mind and boosted the perceived value of service provided by Bulldog Kia. The renewable nature of the benefits encouraged customers to return for service at the right time and throughout vehicle ownership – even after warranty expiration.

### Results

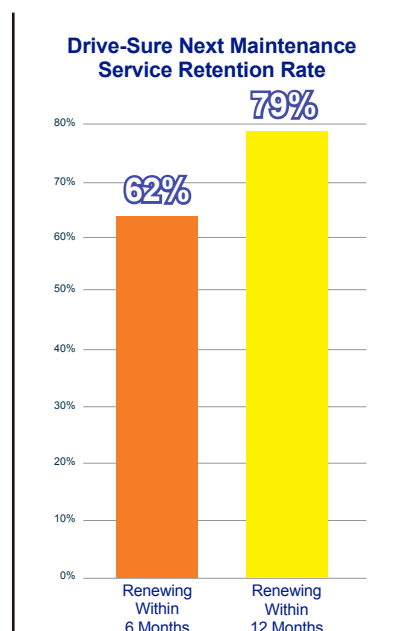
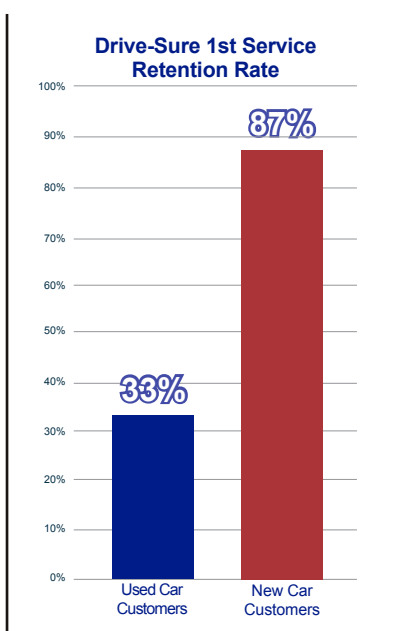
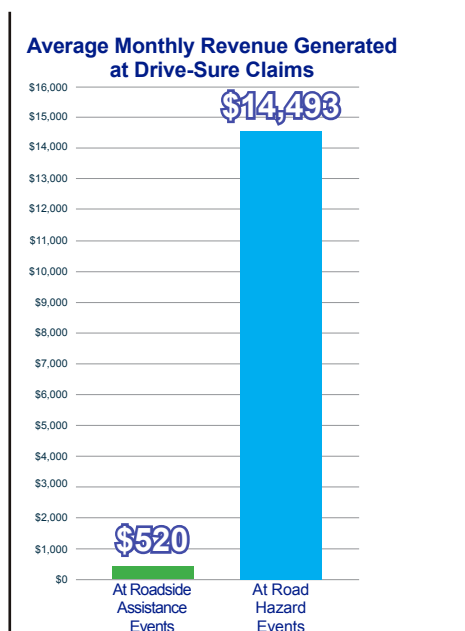
Since using Drive-Sure, Bulldog Kia has experienced a 40% growth trend in unscheduled tire repairs and replacements. Today, the dealership generates an additional \$15,013 in averages parts and service revenue per month when customers use Drive-Sure benefits. What's more, Bulldog Kia now enjoys 79% next service visit retention, 87% first service visit retention for new car customers and 33% first service visit retention for used car customers.

*“Drive-Sure attracts more customers for unscheduled repairs and encourages customers to return for routine service at the right time.”*

- David Hembree,  
Bulldog Kia



Drive-Sure has helped Bulldog Kia retain customers throughout vehicle ownership - even after warranty expiration.





**THEY DRIVE BACK. YOU DRIVE REVENUE.**

**[DriveSure.com/Kia](http://DriveSure.com/Kia)**

**1.800.323.5739**