

When they  
drive back,  
you drive  
revenue.



THEY DRIVE BACK. YOU DRIVE REVENUE.

***"This is a great service for my dealership to provide... It makes it more worth while to return to them - it has definitely brought me back several times this year!"***

- Laura, Drive-Sure customer



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

### **Average Honda Next Service Visit Retention**

*Drive-Sure creates 65% next maintenance service retention*

**65%**

### **Average Honda Frequency of Customer Visits**

*Customers receiving Drive-Sure benefits return to their dealership 2.2 times per year*

**2.2**

## **Why Drive-Sure® Works**

### **Build Value**

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

### **Advocate Your Dealership**

Not only do we remind 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, extended maintenance intervals, and higher customer expectations make retaining customers more difficult than ever before. Over time, dealerships lose customers throughout vehicle ownership:

- First maintenance service
- After free maintenance expires
- After manufacturer warranty expires
- Unscheduled repairs
- Next vehicle purchase

### **Solution**

Drive-Sure® is exclusively designed for new car dealerships to address these very issues. It provides cost-effective benefits that boost the value dealerships provide to their customers at time of vehicle sale and each subsequent maintenance service. Best of all, Drive-Sure is dealer-loyal, driving customers back to their servicing dealership at every point of vehicle ownership.

### **Results**

Drive-Sure® has a proven track record of improving customer retention and frequency of visits for Honda dealerships.

National results:

- 65% Annual Next Service Visit Retention Rate
- 2.2 Average Frequency of Customers Visits per Year for Drive-Sure Enrolled Customers
- 1.9 Average Frequency of Customers Visits per Year for All Customers

## Island Honda Drive-Sure®

### Problem

Island Honda wanted to increase service department customer retention. The dealership felt that to accomplish this, they needed to figure out a way to:

- 1) Identify customer experience as quickly as possible after service
- 2) Gain a marketing advantage over aftermarket competitors and do-it-yourselfers

### Solution

To create a marketing advantage, Island Honda selected a solution that provided their customers with Drive-Sure Roadside Emergency Service, Road Hazard Tire Protection and Emergency Rental Car Coverage. Together, these benefits boosted their customers' perceived value of their maintenance services by \$330.

It was important to Island Honda that they hear about their customer's experience immediately following service. Island Honda chose to insert a short survey into their Drive-Sure Welcome Email to quickly identify customer satisfaction. If a customer answers negatively, Island Honda will be immediately notified so they can correct the situation prior to the customer receiving the Honda manufacturer survey.

Lastly, to ensure their customers returned at the right time, Drive-Sure benefits renewed at the same interval that Island Honda wanted to see their customers for routine maintenance - every 180 days. Renewal reminders and expiration notices were sent to their customers via email and direct mail to make sure that their customers returned at the exact right time.

### Results

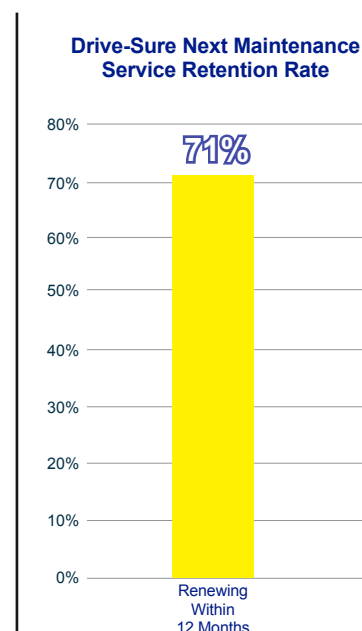
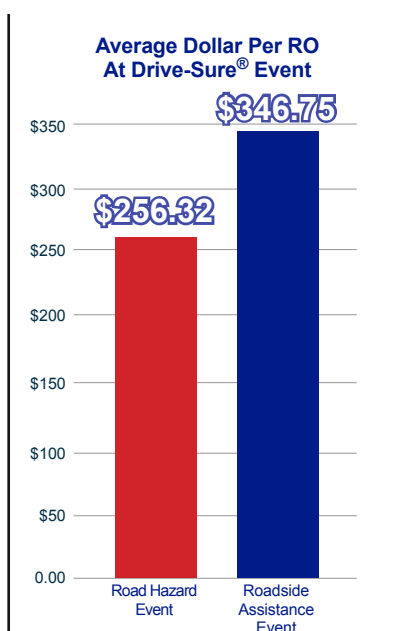
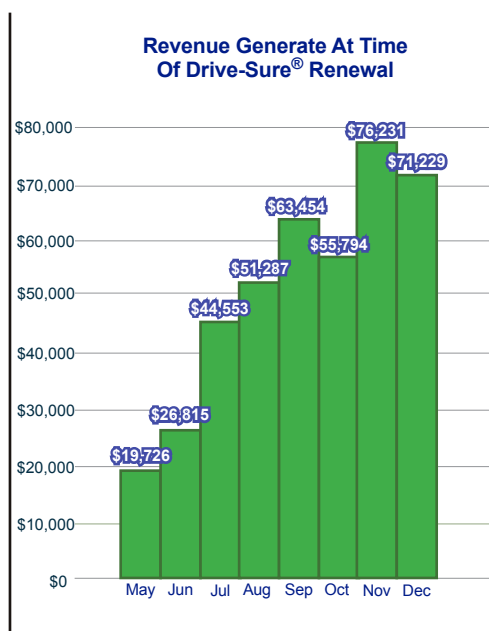
Island Honda now enjoys a 71% annual maintenance service retention rate. What's more, customers who received a Drive-Sure reminder and/or expiration postcard generated an average total revenue of \$7,859 per month.

*“...a strong business partner, your reports are extremely helpful and a great gauge of customer perception of our dealership!”*

- Anne Oishi,  
Island Honda



Drive-Sure has helped Island Honda retain customers throughout vehicle ownership - even after warranty expiration.





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**[DriveSure.com/TheyDriveBack](https://DriveSure.com/TheyDriveBack)  
1.800.323.5739**