



**They Drive Back.
You Drive Revenue.**



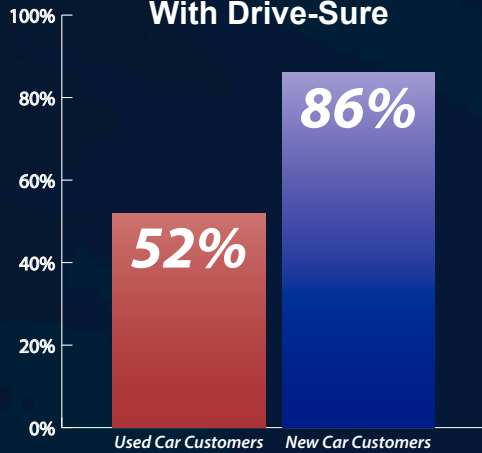
**Supporting The Kia
Customer 360° Philosophy**
1.800.323.5739
DriveSure.com/Kia

Drive-Sure Customer Retention Solutions

Supporting The Kia Customer 360° Philosophy

Sales To Service Hand-Off

First Service Visit Results With Drive-Sure



Typical dealerships realize 10% lifts in first service visit retention.

Challenge:

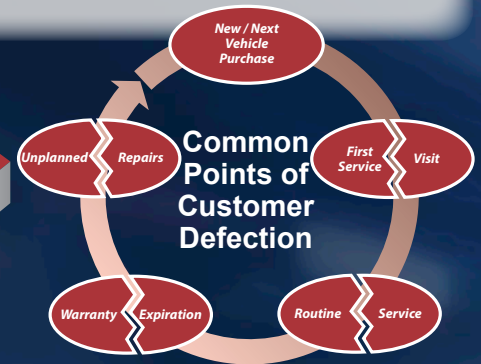
Competition for service is greater than ever before. Tire Stores, Big Boxes and Quick Lubes are aggressively marketing to your sales customers to attract them for service purchases.

Drive-Sure Solution:

Drive-Sure differentiates your service department from these competitors by providing your

customers with up to \$330 of renewable, value-added benefits. Your customers' desire to maintain these benefits creates a sense of urgency to return at the right time and only to your dealership for service. Our automated sales to service approach reinforces when and why your customers should return to your dealership for service.

40% of Car Buyers Don't Return For Service



Tires And Unplanned Repair Purchases

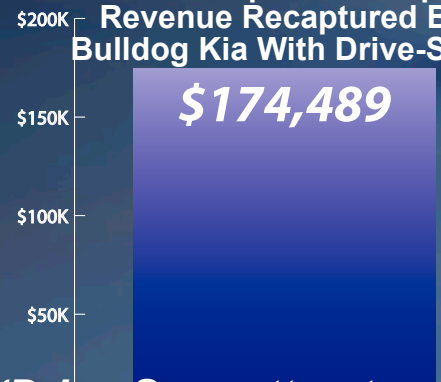
Challenge:

According to Kia Tire Source, tires remain the #1 point of customer defection. The majority of tire purchases result from tire damage away from your dealership. Your customers are most vulnerable to defect when faced with these tire and other unplanned repairs.

Drive-Sure Solution:

We help your customers think of your dealership first for tires by giving them up to \$150 to repair or replace road hazard damaged tires at your dealership. When your customers are faced with other unplanned purchases like batteries or check engine lights, our emergency roadside service delivers them straight to your dealership.

Annual Unplanned Repair Revenue Recaptured By Bulldog Kia With Drive-Sure



“Drive-Sure attracts more customers for unplanned repairs.”

- David Hembree, Service Director

Auto dealerships' retail tire sales represent just 6.5% of the U.S. market.
- Modern Tire Dealer

57% of Tire Purchases Are Unplanned

Routine Maintenance Service

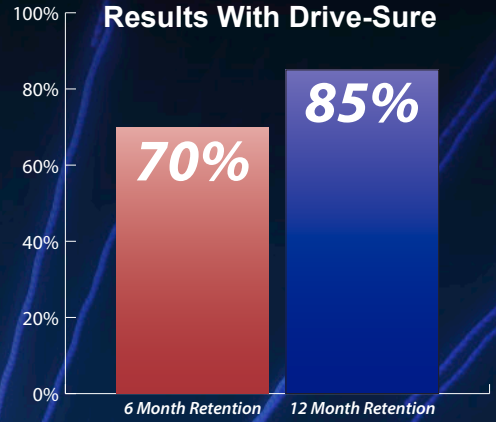
Challenge:

Over time, customers lose sight of why your dealership is still the best place for routine maintenance service. They may perceive that your dealership is more expensive, less convenient and no different than your numerous aftermarket competitors.

Drive-Sure Solution:

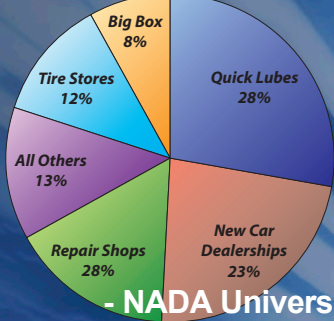
Drive-Sure changes customer perceptions by providing up to \$330 of renewable, value-added benefits at each routine maintenance service. This unbeatable value allows your dealership to stand apart from aftermarket competitors, securing your customers' service business throughout vehicle ownership.

Routine Service Retention Results With Drive-Sure



Typical dealerships realize 10% lifts in routine service visit retention.

U.S. Routine Maintenance Market Share



- NADA University

77% of Routine Maintenance is Lost to Competitors

Promoting Value

Challenge:

Over-communication results when customers receive mass marketing that doesn't apply to their immediate needs.

Drive-Sure Solution:

Drive-Sure complements Kia supported marketing programs such as KORE by promoting the unbeatable

value that is only available at your dealership. By engaging your customers with personalized, time-sensitive benefit information at the exact moment they need service, your customers are compelled to return to your dealership for routine service and unplanned repairs.



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

- Jeannette, Customer

95.6% of Generic Mass Marketing is Ignored



THEY DRIVE BACK. YOU DRIVE REVENUE.
www.DriveSure.com/Kia • 800.323.5739

Drive-Sure Customer Retention Solutions

Now Co-Op Pre-Approved For 50% Reimbursement

Program Features and Benefits

	Customers Covered By Kia Roadside Assistance	All Other Customers
Features		
180 Days of Drive-Sure Benefits Customized for Kia	✓	✓
150 Days of Drive-Sure Benefits Customized for Kia for Extreme Driving Conditions	✓	✓
Enrollment Fees Co-Op Pre-Approved Through Fixed Operations Regional Marketing Funds	✓	✓
Kia National Pricing Program	✓	✓
Additional Discount for Kia Branded Roadside Assistance	✓	✓
Benefits Incorporated into Maintenance Packages as Determined by the Dealership	✓	✓
Renewable Drive-Sure Emergency Services - <i>valued at up to \$330</i>	✓	✓
• Live 24/7/365 Nationwide Emergency Service Network	✓	✓
• Kia Branded Roadside Assistance	✓	✓
• Renewable Drive-Sure Branded Dealership-Loyal Roadside Assistance	✓	✓
• Renewable Road Hazard Tire Protection	✓	✓
• Renewable Emergency Rental Car Transportation	✓	✓
Customer Engagement Tools		
Dealership Identity and Messaging Customization of Customer Education Pieces	✓	✓
• Personalized Point-of-Service Sheets	✓	✓
• Kia Library of Graphic Panels For Point-of-Service Sheets	✓	✓
• Integrated Renewal Notification Stickers	✓	✓
• Service Thank You and Benefit Summary Email and/or Direct Mail	✓	✓
• Benefit Renewal Notification Email and/or Direct Mail	✓	✓
• 30 Day Benefits Expired Notification Email and/or Direct Mail	✓	✓
• Complements Kia supported service marketing programs such as KORE	✓	✓
Supports The Kia Customer 360° Philosophy	✓	✓
Program Administrative Services		
Start-Up and Ongoing Training	✓	✓
On-Demand Operational Reporting and Metrics	✓	✓
Weekly and Monthly Return On Investment Reporting	✓	✓
Access To Drive-Sure Benefit Enrollment System	✓	✓
Daily Data Acquisition and Aggregation	✓	✓
Access To Drive-Sure North American Roadside Assistance Network	✓	✓
Automated VIN Registration for the Drive-Sure Roadside Assistance Network	✓	✓
Administration Services for Road Hazard and Emergency Rental Car Claims	✓	✓

Give your customers unbeatable value by incorporating Drive-Sure in your services!

Call Today 1.800.323.5739
Visit DriveSure.com/Kia



THEY DRIVE BACK. YOU DRIVE REVENUE.