

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, Mt. Prospect, IL



THEY DRIVE BACK. YOU DRIVE REVENUE.

Average Next Service Visit Retention

Drive-Sure creates 68.8% next maintenance service retention

68.8%



Average Frequency of Customer Visits

Customers receiving Drive-Sure benefits return to their dealership 2.3 times per year

2.3



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 domestic and import dealerships alike. National results:

- 68.8% Annual Next Service Visit Retention Rate
- 2.3 Average Frequency of Customers Visits per Year for Drive-Sure Enrolled Customers
- 2.0 Average Frequency of Customers Visits per Year for All Customers

Round Rock Nissan Drive-Sure®

Problem

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

- 1) Retain customers after warranties expire
- 2) Gain a marketing advantage over aftermarket competitors

Solution

After meeting with their local Krex, Inc. Representative, a Drive-Sure® customer retention solution was selected.

To create a marketing advantage, Round Rock Nissan 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.

This added value encouraged their customers to return more regularly for routine maintenance – even after warranty expiration.

What's more, Drive-Sure Emergency Services hand delivered customers back to Round Rock Nissan for unscheduled repairs.

Lastly, to ensure their customers returned at the right time, Drive-Sure benefits renewed at the same interval that Round Rock Nissan wanted to see their customers for routine maintenance - every 120 days.

Results

Round Rock Nissan now enjoys an 80% annual maintenance service retention rate. What's more, customers continue to return even after warranty expiration. Today, the average vehicle they service has 50,932 miles and is a 2008 model year.

“ For our dealership, Drive-Sure helps increase retention and CSI, as well as creating a sense of urgency among our customers to return for scheduled maintenance. It has been a tremendous advantage for us. **”**

- Tim Terpstra,
Round Rock Nissan



Drive-Sure has helped Round Rock Nissan retain customers throughout vehicle ownership - even after warranty expiration.

