

Give Your Dealership An Unbeatable Advantage



Kia Ownership Experience



SALES



**SERVICE
DUE**



TIRES



REPAIRS



INSPECT



PROMOTE



VALUE

Supporting The Kia Customer 360° Philosophy



1.847.753.9955
DriveSure.com/Kia



Sales To Service Transition

Challenge:

Competition for service after the sale continues to be fierce. Tire Stores, Big Box Retailers and Quick Lubes aggressively market to your sales customers to attract them for service after the sale.



Drive-Sure® Solution:

Our automated sales to service invitation reinforces when and why your customers should return to you for service. By providing your customers with up to \$330 of Drive-Sure's renewable, value-added benefits, your dealership is differentiated from these competitors. Drive-Sure's renew-ability creates a desire and sense of urgency for your customers to return at the right time and only to your dealership for service to maintain these benefits.



On average, 83%* of sales customers return for service in their first year at participating Kia dealers.

Tires & Unplanned Repairs

Challenge:

Tires remain the #1 point of customer defection. Since the majority of tire damage occurs away from your dealership, the sense of urgency to fix the problem creates opportunities for your dealership's after-market competition. Your customers are most vulnerable to defect when faced with tire needs and other unplanned repair purchases.



Drive-Sure® Solution:

Drive-Sure educates customers to think of you first for tires by providing an incentive of up to \$150 to repair or replace road hazard punctured tires at your dealership. When customers are faced with other unplanned purchases like batteries, brakes, and more, our emergency roadside service delivers them back to your dealership!



Drive-Sure® directs an average of 17* Kia customers each month to their Kia dealership for tire needs.

Timely Routine Maintenance

Challenge:

Over time, customers lose sight of why your dealership is the best place for timely routine maintenance. They may perceive that your dealership is more expensive, less convenient and no different than your after-market competitors.



Drive-Sure® Solution:

Drive-Sure changes customer perceptions by providing renewable, value-added benefits at each routine maintenance service. This encourages customers to visit on-time and not push intervals longer than recommended. Drive-Sure's unbeatable value strengthens customer relationships throughout their Kia ownership experience and helps your dealership stand apart from after-market competitors.



Drive-Sure® registered service customers return an average of 2.0 times within a twelve month period.

Promoting Value

Challenge:

Over-communication results when customers receive mass marketing that does not apply to their immediate needs. Inconsistent marketing efforts also lead to customer frustration and confusion about the dealership's value proposition in service.



Drive-Sure® Solution:

Drive-Sure complements Kia marketing programs, such as KORE, by educating customers about the unbeatable value that is only available and renewable at your dealership. Drive-Sure engages customers with consistent, personalized, and time-sensitive information with the right message at the right time, compelling them to return to you for routine service and unplanned repairs.



Drive-Sure® reaches 87%* of registered Kia customers through electronic communications.

Drive-Sure® Value Added Marketing

Co-Op Pre-Approved For Up To 50% Reimbursement



847.753.9955

The Three Steps To Drive-Sure®'s Value Added Marketing Strategy:



Step 1 : Create Unbeatable Value for Kia customers.



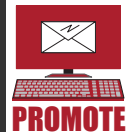
- Provide up to 150 or 180 days of renewable Drive-Sure benefits
- Features Renewable Emergency Roadside Assistance for out of warranty customers and promotes Kia Roadside for in-warranty;
- Renewable Road Hazard Tire Puncture coverage up to \$150;
- Renewable Emergency Rental Car for mechanical breakdowns;
- Incorporate into sales deals, maintenance packages, and/or oil changes as determined by your dealership.



Step 2 : Educate Customers to think of their Kia dealer first!



- Customization of Dealership Messaging & Customer Education tools promoting the Drive-Sure expiration date & renew-ability;
- Personalized Point-of-Service Sheets with Integrated Renewal notification windshield stickers;
- Benefit summary sent within 24 hours of registration through email, text or traditional mail, branded for your dealership;
- Benefit renewal notifications send 14 days before expiration and 30 days after expiration, as needed;
- Complements Kia supported service marketing programs such as KORE.



Step 3 : Evaluate the results & provide Kia dealer support.



- Start-up and ongoing dealer personnel training;
- On-Demand, Weekly and Monthly Operational Reporting and Metrics;
- Access to the Drive-Sure Benefit Enrollment System;
- Daily Data Acquisition and Aggregation (CDK Third Party Access Provider approved);
- Access and VIN registration on the Drive-Sure North American Roadside Assistance Network for out-of-warranty Kia vehicles;
- Administrative services for Drive-Sure related unplanned repair claims;
- Kia National Pricing and co-op pre-approval up to 50% (subject to Fixed Operations Regional Marketing Funds available).



Give your customers unbeatable value by incorporating Drive-Sure® into their Kia customer ownership experience!