

## OnDemand Mailers are fast and flexible

These versatile self-mailers or postcards are ideal for last-minute marketing promotions to respond to changes in your business. Whenever you want to send an OnDemand Mailer, simply enroll in LCC via iN. Surface mailers will be produced and sent first-class mail within five business days - allowing you to reach customers quickly. Email-only versions are available, and they are sent within 48 hours.

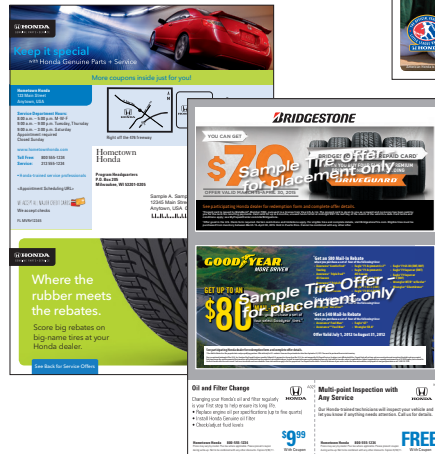
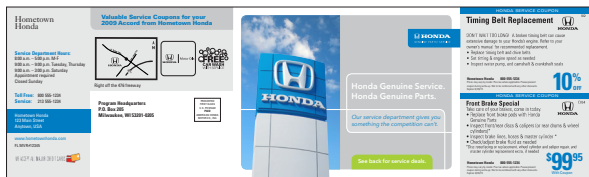
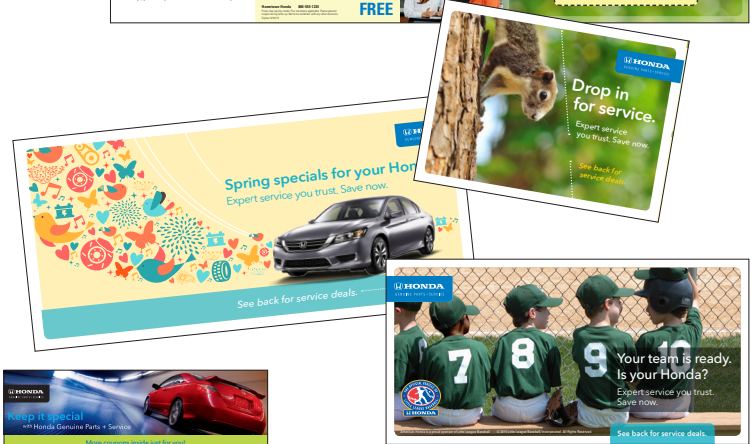
### OnDemand Mailers have a lot to offer:

- Variety of creative designs - from traditional to contemporary
- Variety of formats - 2-coupon postcards, 5- and 7-coupon self-mailers and more
- Unique Express Service postcards (for Express Service dealers only)
- Honda Genuine Service "letters" available regarding:
  - Why the Honda Dealer? - Emphasis on Price
  - Emphasis on Facilities - Emphasis on Parts
  - Emphasis on Brakes - Emphasis on Tires
  - Emphasis on Convenience
- Select customers by segment, model year, model type, ZIP code or distance from your dealership
- Use the coupon library or write your own offers
- **Self-mailer and oversized postcard - only \$0.71 each, including first-class postage**
- **Custom Photo OnDemand Self-Mailer is \$0.73 each**
- **Cost of email (eSPS) OnDemand is only \$0.15 each (48-hour turnaround)**

### OnDemand Mailers and Emails - now even more targeted!

Choose from our extensive selection of creative options on LCC via iN. There's now something for every dealership to:

- Publicize special events, a buy/sell or an open house
- Promote your Express Service drive and services
- Announce Tire Rebate Offers
- Introduce your service department staff in words and pictures
- Compare your prices and services with local IRFs
- Get a quick boost in parts sales and more!



**Co-op funds reward Lapsed & Inactive customer response rates.**  
All dealers enrolled in OnDemand are eligible for Co-op funds. See the Co-op funds reference sheet for more details.