

2014-15 Seasonal Campaigns - Service offers that will really get noticed!

SPS Seasonal communication now has a new look and feel and uses enhanced print technology to create colorful communications that:

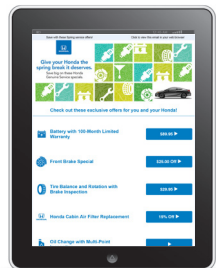
- Give Seasonal mailers a new size and print format
- Features six offers, with two "pop-up" coupons to really grab attention
- Allows many customization options and includes color on the coupon prices and amenity logos
- Has an updated look for email and formats each email according to a customer's inbox, tablet or mobile phone
- Allows EASY enrollment (copy your previous year's seasonal offers, select the recommended coupons or create new)
- Offers Seasonal Co-op funding which can reduce the per-piece cost of your communications

You still get all the Seasonal features and benefits you want:

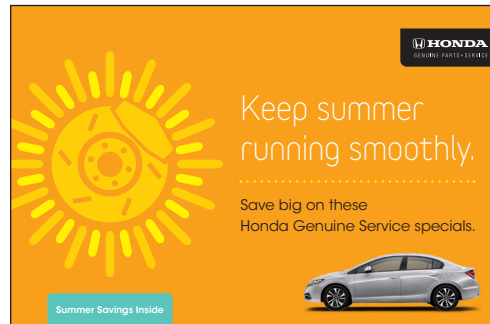
- Select customers by segment, model year, model type, ZIP code or distance from your dealership
- Choose three Seasonal mail drops instead of one to help distribute service volume. (Note a minimum of 750 names is required).
- Use the coupon library or write your own offers and ad lines
- Real-time Online Reporting on LCC via iN
- **Cost is only \$0.72* each, including standard postage**
- **Cost for email versions only \$0.15* each**, and includes a free follow-up email at 30 and 60 days to non-responders (Non-deliverable emails will receive a surface mailer.)

Deferred billing - (three monthly payments) available on LCC via iN.

The deferred billing option allows you to pay your Seasonal costs over three separate monthly statements.



eSPS Seasonal email



New dimensional Summer Seasonal



Fall



Winter



Spring

*Based on the total Lapsed/Inactive mailing depth, a Co-op discount is applied

Lapsed & Inactive Mailing Depth	Co-op Discount	Cost of Surface	Cost of Email
0-49%	\$0.00	\$0.72	\$0.15
50%-59%	\$0.05	\$0.67	\$0.10
60%-84%	\$0.10	\$0.62	\$0.05
85% +	\$0.15	\$0.57	\$0.00

SEASONAL CO-OP REFERENCE CHART

Enroll online - simply go to the SPS portion of the Lifetime Customer Care program on iN.

For more information, call Honda Program Headquarters at (800) 466-1810.

Seasonal Mailer Co-operative Advertising Funds

Making a great LCC program even better - with the new SPS Seasonal Co-op!

This new Co-op formula allows you to reach additional Lapsed and Inactive customers with a much greater return and helps lower the cost of your communications, so you can increase the number of communications that you send.

Based on the total Lapsed/Inactive mailing depth, a Co-op discount is applied

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SEASONAL CO-OP REFERENCE CHART



Example:

Hometown Honda just enrolled in the SPS Summer Seasonal Mailer and selected to mail to 3,900 (or 65%) of their available Lapsed and Inactive customers. Based on the new Seasonal Co-op formula, they'll receive a discount of \$0.10 on the surface and email communications to these customers (surface mail \$0.62 and email communications \$0.05).

Here is the breakdown by the numbers:

Total Lapsed/Inactive customers AVAILABLE = **6,000**

Lapsed/Inactive customers SELECTED = **65%** (or **3,900** customers)

Co-op eligible = \$0.10/per communication

Cost before Co-op = **\$2,295.00**

Surface = 3,000 x \$0.72 = \$2,160.00

Email = 900 x \$0.15 = \$135.00

Co-op Credit = **\$390.00**

Surface = 3,000 x \$0.10 = \$300.00

Email = 900 x \$0.10 = \$90.00

Cost After Co-op = \$1,905.00

Co-op funds are automatically applied to your total campaign costs so you can realize the Co-op credit immediately.

It's easy to enroll in the mailer - LCC via iN.

- 1 Use the new ServiceSmarts® and LCC Integration. Click Service on the Main Menu > Marketing > Lifetime Customer Care (LCC) > ServiceSmarts® > Total UIO Map > Select your customers and criteria > Submit to LCC > Or
- 2 Click Service on the Main Menu > Marketing > Lifetime Customer Care (LCC) > Service Prospecting System > then Seasonal > New
- 3 Or call (800) 466-1810 to talk to your Marketing Consultant for assistance

Enroll online - simply go to the SPS portion of the Lifetime Customer Care program on iN.

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