

Service Reminder System: Reaching your New and Active customers.

New customers who have purchased a Honda vehicle and have yet to come in for service will receive Welcome communications and Service Reminders that focus on education, convenience, and your experienced Honda-trained Technicians.

Active customers who have been in for service within the last 12 months will receive time/mileage reminders which include helpful Maintenance Minder information for those customers with Maintenance Minder-equipped vehicles.

The SRS formats include:

Eye-catching self-mailers, oversized postcards and colorful emails, all have the following features:

- The customer's model type and year are displayed for greater emphasis on the customer
- Detailed messaging for Express Service dealers
- Online scheduling links allow customers to connect directly to your online scheduling platform (if applicable)

Additional SRS features and benefits:

- SRS only uses your RDR and RO data (extracted daily using multiple cleansing processes that validate and update your data)
- Mailed weekly (email and surface mail)
- 90-day coupon expiration for New customer communications and 60-day expiration for Active customer communications
- Recently Recovered and Warranty Active customers receive oversized postcards with highly visible, more aggressive offers and targeted messaging to ensure their return for service*
- Non-Maintenance Minder customers receive a bi-fold with targeted messaging and 5-6 coupons to ensure they cover their vehicle needs
- SRS communications include links to the Honda Owners Site so customers can search for information about their specific vehicle features
- A dedicated Marketing Consultant serves as your personal SRS marketing professional, providing coupon suggestions/changes, enrollment assistance, marketing strategies and more
- **Only \$0.76 each for standard postage and \$0.15 per email**

* For dealers that have opted for the enhancements.



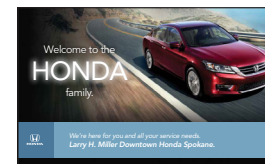
Overdue Service postcard



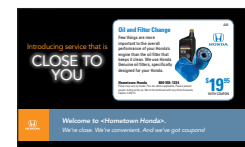
New Service Customer Thank You postcard



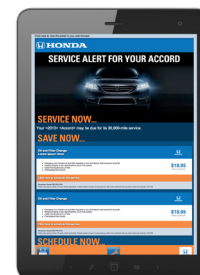
Service Reminder mailer



Sales-To-Service mailer



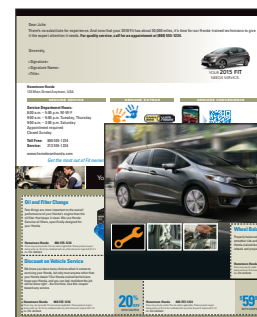
Welcome communication



eReminder



Transitional communication

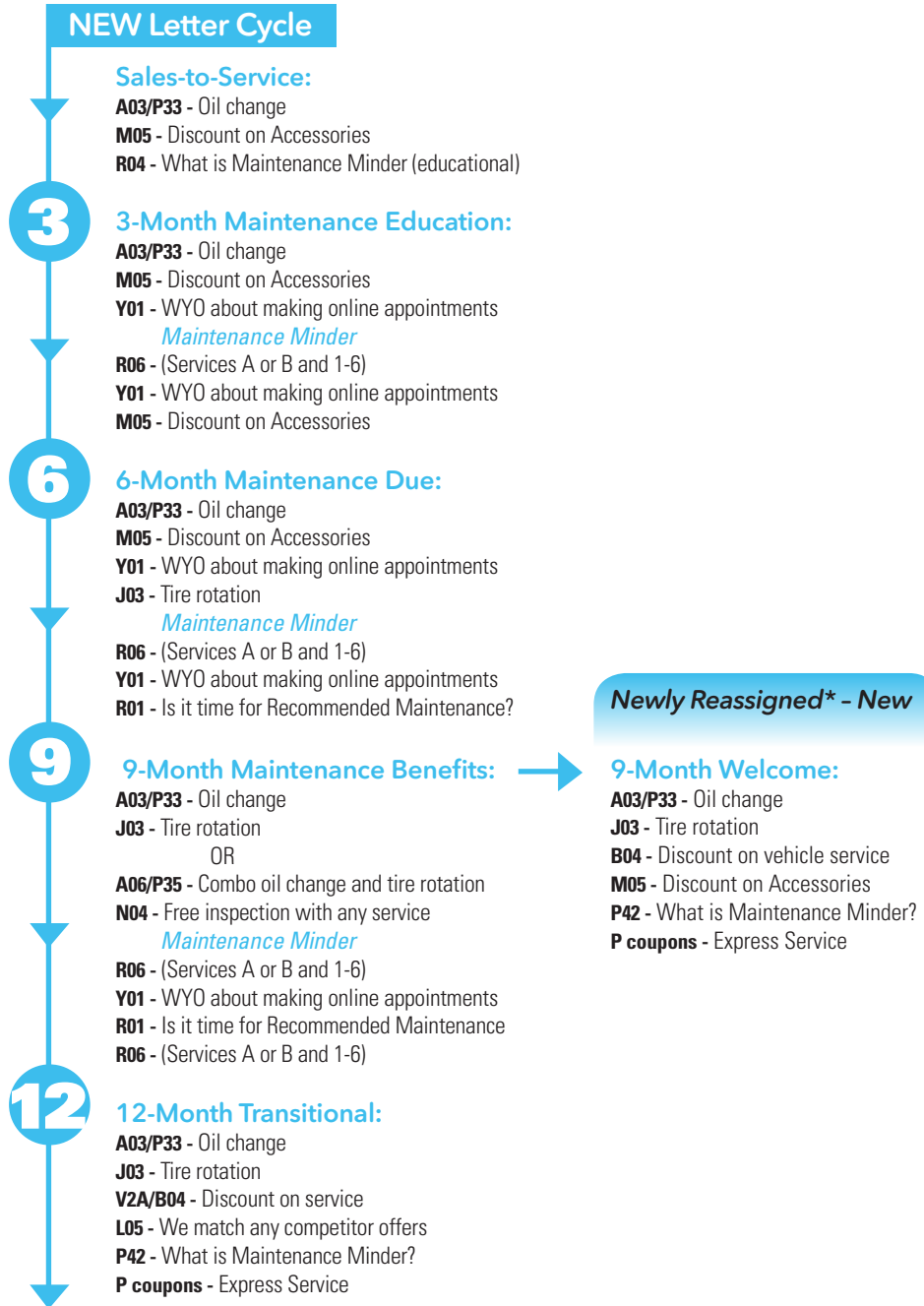


Recently Recovered & Warranty Active postcards

Non-Maintenance Minder mailer

Here are some suggested offers for the New SRS letter cycle.

New
Purchased vehicle
in past 12 months but
no service visit



* **New Reassignment** – Customers that purchased outside of the dealer’s ASA with no RO activity in 9 months will be reassigned as “New” to the closest dealer.

Please refer to the LCC Coupon Library for information about coupons for all LCC programs. The LCC Coupon Library is posted on iN in the Resource Section.

Here are some suggested offers for the Active SRS letter cycle.

Active

Serviced vehicle in past 12 months

ACTIVE Letter Cycle

New Customer Thank You:
(No coupons)

Scheduled Service Reminder*:
Q01-Q03 - Discount on minor, intermediate & major
A03/P33 - Oil change
V2A/B04 - Discount on vehicle service

Maintenance Minder Reminder:
R06 - (Services A or B and 1-6)
R05 - Discount on service

Overdue Service Reminder*:
Q01-Q03 - Discount on minor, intermediate & major
A03/P33 - Oil change

Maintenance Minder Overdue:
R06 - (Services A or B and 1-6)
R05 - Discount on service

Recommended Service Follow Up:
B04 - Discount on vehicle service
V02 - Variable discount on vehicle service

Oil Change Reminder (optional)*:
A01 – A06 - Oil change
P02 & P2A - Express Service Oil change

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12-Month Transitional: →
A03/P33 - Oil change
J04 - Tire balance and rotation
J coupons - Tires, wheels and alignment
B04 - Discount on vehicle service
L05 - We match any competitor offers
L02 - Honda Parts discount
P coupons - Express Service Inspection coupons

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Newly Reassigned - Lapsed

13-Month Welcome:
V2A/B04 - Discount on service
A03/P33 - Oil change
J04 - Tire balance and rotation
J coupons - Tires, wheels and alignment
L05 - We match any competitor offers
L02 - Honda Parts discount
P coupons - Express Service Inspection coupons

* **Active Reassignment** – Customers that live outside of the dealer's ASA with no R0 activity in 13 months will be reassigned as "Lapsed" to the closest dealer.

Please refer to the LCC Coupon Library for information about coupons for all LCC programs. The LCC Coupon Library is posted on iN in the Resource Section.