

# AUTO DEALER CUSTOMER LOYALTY PROGRAM

A gift from:  
DEALERSHIP  
PHONE

**BRAND  
LOGO**

Your Marketing Message Here!

Mr.-Mrs. Car Owner 77B16 19  
123 Any Street TOC  
Apt ABC BB  
Anywhere, USA 12345-6789

"LOYALTY LABEL"



## LOYALTY 2 YOU™ GIFT PROGRAM SUMMARY

The **Loyalty 2 You™** gift is a customized communication program and powerful marketing tool that helps improve dealership image, brand perception, gross margins and bottom line profit.

### Maintain and Cultivate

#### Your Customer Relationships:

Choose from very upscale publications:  
**House Beautiful, Town & Country, Country Living, Smart Money, Good Housekeeping and Popular Mechanics.**

Send a one-to five-year subscription to one of these great magazines with your compliments! What a nice way to say thanks. This works exceptionally well as an appreciation program to help retain valued customers... as well as to cross sell your services.

#### "Loyalty Label" with marketing message:

Each issue of the magazine displays a special "loyalty label" with your name, phone number, logo and marketing message. The message may remain constant or change every month.

The **Loyalty 2 You™** gift is a highly visible and personal "thank you" that is a great value to the customer, all for only \$14-\$22 per year.

#### **To learn more about this valuable service contact:**

Frank Collins  
C2 Subscription Services  
loyalty2you@ctwo.net  
866-494-6162  
135 Merion Circle  
Pinehurst, NC 28374  
www.loyalty2you.biz

