

UPS AUTOMOTIVE INC.

ADVERTISING, MARKETING, DIRECT MAIL

Don't Get Lost in the Shuffle! Boost your profits... TODAY!

Ups Automotive's **Service Discount Checkbook Program** is designed to dramatically increase your Service Department's traffic and revenue. Our program targets your existing customer base as well as those that have never visited your dealership before – all with minimal cost to you – thereby boosting your sales in the short term and increasing your long term customer retention.

Yes, new car sales are down across the country, but that doesn't mean your dealership cannot look to increase it's market share in other areas. Many dealers are missing the boat by not investing in their Parts and Service operations; we don't want you to make that same mistake.

Ups Automotive's Service Checkbook program consists of 12 discount coupons good towards service, parts & labor specific to your dealership's particular needs. Unlike standard direct mail which typically involves short term customer incentives that expire within a few months, our program gives your customers a full year's worth of valuable coupons to be used at their discretion for everything from Oil Changes to Major Repair.

This program works. It's that simple. We want to help put more money to your bottom line with a minimal initial expense, and with our Service Discount Checkbook Program we have achieved exactly that.

If you are interested in participating in Ups Automotive's **Service Discount Checkbook Program** please give us a call and we will get you started today!

Sincerely,

Jeff Lapidus

Fixed Operations Marketing Director
autoups@gmail.com
561-758-3359 (cell)
561-736-7777 (office)



HONDA



HYUNDAI



ACURA

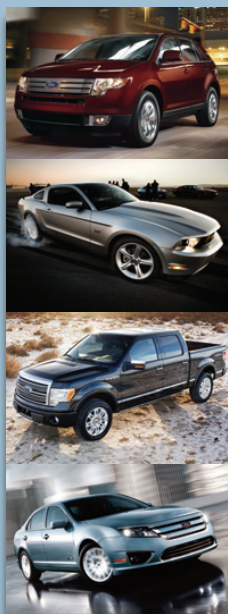


TOYOTA

GMC



Ups Automotive
Increasing Your Traffic, That's Our Business!



UPS AUTOMOTIVE INC.

ADVERTISING, MARKETING, DIRECT MAIL
 639 South Ocean Ave Suite #106, Boynton Beach, FL 33435
 Office: 561-736-7777 Fax: 561-736-9210

REDEEM TO
 THE ORDER OF

Custom Checkbook Proposal

Dealership:

This is not a check. Not redeemable for cash. One transaction only. Valid only at Dealership Name. Offer expires 10/31/09

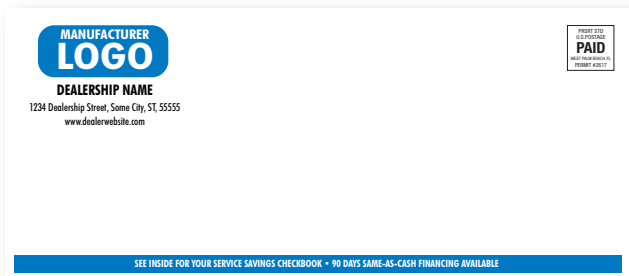
- Custom Designed check book cover, full color, two sided on 8pt stock.
- 24 page check book, staple bound, perforation of checks and fulfillment on 60lb offset.
- 8.5 x 11 letter, two color introduction letter insert on 60lb offset. #10 envelope white, two color
- Mailing services, delivery to post office.
- Presorted standard postage.

**PICK YOUR
 QUANTITY & PRICE:**
5000 FOR ONLY \$7,495
10,000 FOR ONLY \$13,995

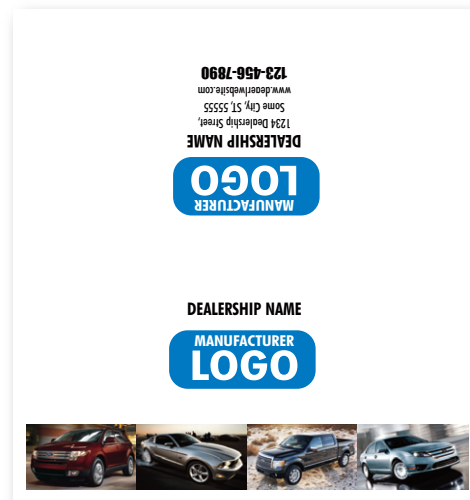
CUSTOMER AUTHORIZATION SIGNATURE

Service Discount Check Book Package includes:

Dealership Specific Envelope



Check Book Cover



DEALERSHIP NAME

Congratulations! As a member of a select group of vehicle owners in the (Dealership Location) area, you have qualified to receive the enclosed Discount Service Checkbook. I would like to personally invite you to visit us at our state-of-the-art Service Department at (Dealership Name) - (Dealership Address, Dealer Location Information). Our ASE Certified Technicians specialize in tires, brakes, batteries, shocks, exhaust and tune-ups as well as performing all of the factory-recommended services for your vehicle. Plus we at (dealership name) we also specialize in servicing **all makes and models**.

The service checkbook contains the following discount coupons:

- Four Lube, Oil & Filter Services for as low as \$21.95 each
- Two Free Tire Rotation Services
- Two Coupons good for \$50 towards Parts & Service
- One Complimentary Wash and Vacuum
- One Four-Wheel Alignment Service for only \$59.95
- One Complimentary Rental Car voucher
- One \$25 Coupon good toward ANY Service.

As you can see, the service coupons are an extremely valuable offer and are valid any time through (Expiration Date).

We are confident you will be pleased with your service experience at (Dealership Name) - (Dealership Address, Dealer Location Information). So enjoy your service coupons and thank you for your patronage.

Sincerely

Service Manager Name
 (Service Manager Name Printed)
 Service Director

Let us beat your best price on Tires!
BUY FOUR TIRES & SAVE!

\$40 Cash Back on Four Hankook Tires	\$50 Cash Back on Four Michelin or BF Goodrich Tires	\$60 Cash Back on Four Goodyear Tires
------------------------------------------------------	----------------------------------------------------------------------	-------------------------------------------------------

DARE TO COMPARE

Offer valid on tires only. Excludes all-terrain tires. See dealer for complete details.

1234 Dealership Street, Some City, ST, 55555 www.dealerwebsite.com

Customer Appreciation Letter with Letterhead

Service Discount Coupon Check Book

Service Department at Dealership Name
 1234 Dealership Street, Some City, ST, 55555
 123-456-7890 www.dealerwebsite.com

YOU PAY (Plus Tax & Disposal)

Gen:	Discpt:
\$119.95	\$79.95
Reg:	\$119.95

REDEEM TO THE ORDER OF
Dealership Name
Lube, Oil & Filter Change

This is not a check. Not redeemable for cash. One transaction only. Valid only at Dealership Name. Offer expires 10/31/09.

- One coupon per visit (must present at time of visit).
- Includes up to 5 quarts of oil (30W-50 or 5W-30).
- Excludes shop fee or disposal charges.
- Does not include shop charge or disposal fee.
- Not valid with any other offer.

CUSTOMER SIGNATURE

Service Date _____

Customer Repair Order # _____

Send to Address # _____

Customer ID # _____

Customer Zip Code _____

Total Labor \$ _____

Total Parts \$ _____

Total Misc. (tax, environmental fees, core charges, etc.) \$ _____

Total Sales tax \$ _____

Call Jeff Lapidus 561-758-3359

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Checkbook Cost Breakout Chart

Example:

Quantity: 10,000 Automotive Check Books

Customer Appreciation Letter

Dealership Specific Envelope

Total Cost: \$13,995

3-Month Marketing Expenditure Plan

Cost to Dealer = \$4,665.00 per month (less any available Coop funds)

6-Month Marketing Expenditure Plan

Cost to Dealer = \$2,332.50 per month (less any available Coop funds)

9-Month Marketing Expenditure Plan

Cost to Dealer = \$1,555.00 per month (less any available Coop funds)

12-Month Marketing Expenditure Plan

Cost to Dealer = \$1,166.25 per month (less any available Coop funds)

For as little as \$1,166.25 per month you can get started boosting your service department revenue today!

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