



## **NATIONAL AUTO CARE-NATIONAL VEHICLE PROTECTION SERVICES LOST PROSPECTS PROGRAM KEY COMPONENTS:**

- Bottom line net profits of **(Call for dollar amount) per VSC** sold for the dealer
- **No dealer investment required**
- **Customer data will come directly from dealer DMS system to NVPS Secured System.\*\***
- Program designed to capture customers up to 5 years back and monthly on future customers
- Dealer-branded customer contact program including e-mails, postal contact, dealer branded microsite and phone contact.
- E-mails can be designed to promote other services provided by the dealership (e.g., service drive)
- Customers encouraged to utilize associated **dealer service center** to build relationship with dealer
- Retail parts and labor paid by credit card
- Increased customer satisfaction and retention.

\*\*The materials included provide more detail. Please note the Lost Opportunity process overview as this is the information required to initiate the program.

Please address any questions or concerns to Jack Davis ([Jack.Davis@thedealersolution.net](mailto:Jack.Davis@thedealersolution.net)).

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**REV UP**™  
YOUR SALES  
AND SERVICE  
PROFITS ▶▶

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**85%**

of consumers purchasing a new vehicle report they are influenced based on their service department experience.

**55%**

of a dealer's total profits are accounted for in service and parts sales.

**Only 3 in 10**

dealership service visits are for out-of-warranty vehicles.

**50%**

of new-vehicle customers leave the dealership's service department once warranty coverage ends.

National Automobile Dealers Association  
& Automotive News



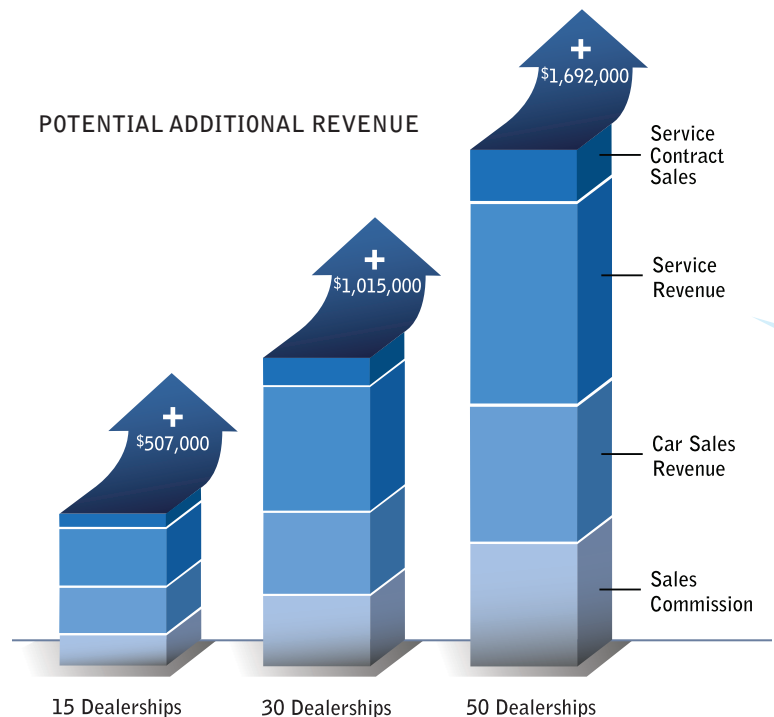
## TIGHTER PROFIT MARGINS, HIGHER FIXED OPERATING EXPENSES & INCREASED COMPETITION

At National Vehicle Protection Services™ we know the challenges facing vehicle dealerships and work strategically to expand, attract and retain customers for business growth.



## PROFITS YOU CAN TRACK

Leveraging industry knowledge and competitive best practices, our products and programs are designed to ensure you never miss out on potential profits again.



Projections include full scale direct mail and outbound telemarketing programs.



## **DON'T SPEND FIVE TIMES MORE ATTRACTING NEW CUSTOMERS— NURTURE THE ONES YOU HAVE**

Using a proprietary data mining solution, our advanced modeling is able to effectively track customer warranty expiration cycles, reach out of warranty consumers and target potential new car purchase leads.

Our concentrated segmentation and relevant messaging mix builds business:

### **EXTENDED SERVICE CONTRACT FOLLOW UP**

- Recent Service
- Declined Extended Warranty At Purchase
- Near Expiration or Expired Warranty

### **NEW CAR PURCHASE LEAD GENERATION**

- Co-Branded Messaging & Offers
- Propensity To Purchase Targeting
- Continued Contact Throughout Ownership Life-Cycle

### **CONTINUOUS SERVICE DEPARTMENT REVENUE**

- Support Material For Dealer Sales Promoting Service
- Comparison Pricing/Guaranteed Workmanship Messaging  
To Compete With Independents
- Service Contract Claims Referrals

Partnering with the dealership team, we provide tracking of key metrics including sales reporting, servicing response records, cancellation tracking and overall profitability.



## **ABOUT US**

Based just outside of St. Louis, in St. Charles, Missouri, we have successfully worked with both consumers and dealerships nationwide for over a decade. Our understanding of the importance of the customer experience and the difference between consumer and business needs have driven our products and programs to exceed expectations of both client groups. In addition to traditional automotive customers we now offer programs for recreational vehicle, motorcycle, fleet and semi-truck dealerships.

We are proud to announce our 2019 expansion to a new, state-of-the-art corporate office which will house over 300 representatives to support our customers.

# REV UP™ NEW CONTRACTS, SERVICE WORK AND CAR PURCHASES

Let National Vehicle Protection Services™ help your dealership establish a vehicle warranty strategy that brings revenue back to you.

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**CALL TODAY!**  
**803 606 3464 ▶▶▶**

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[Jack.davis@thedealersolution.net](mailto:Jack.davis@thedealersolution.net)



**DIFP**  
Department of Insurance,  
Financial Institutions &  
Professional Registration



NATIONAL  
VEHICLE PROTECTION  
SERVICES

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2040 Little Hills Expressway  
St. Charles, MO 63301

[nationalvehicleprotection.com](http://nationalvehicleprotection.com)