GRADUATION PACKAGE

Graduation is a big time for many people in your dealership's area. Whether they are looking to celebrate in a big way or just prepare for the new challenges that lie ahead, purchasing a new vehicle is always a consideration. Make sure that when their thoughts turn to a new car, the first dealership that comes to mind is yours. Either of the two versions of our graduation package can do just that.



1 8.5" x 5.5" Postcard customized and sent to conquest list



E-mail Template customized and sent to your database*



*must be VinSolutions CRM customer for email blast, all others will be provided an HTML template.

Website Banner sized to your website rotator



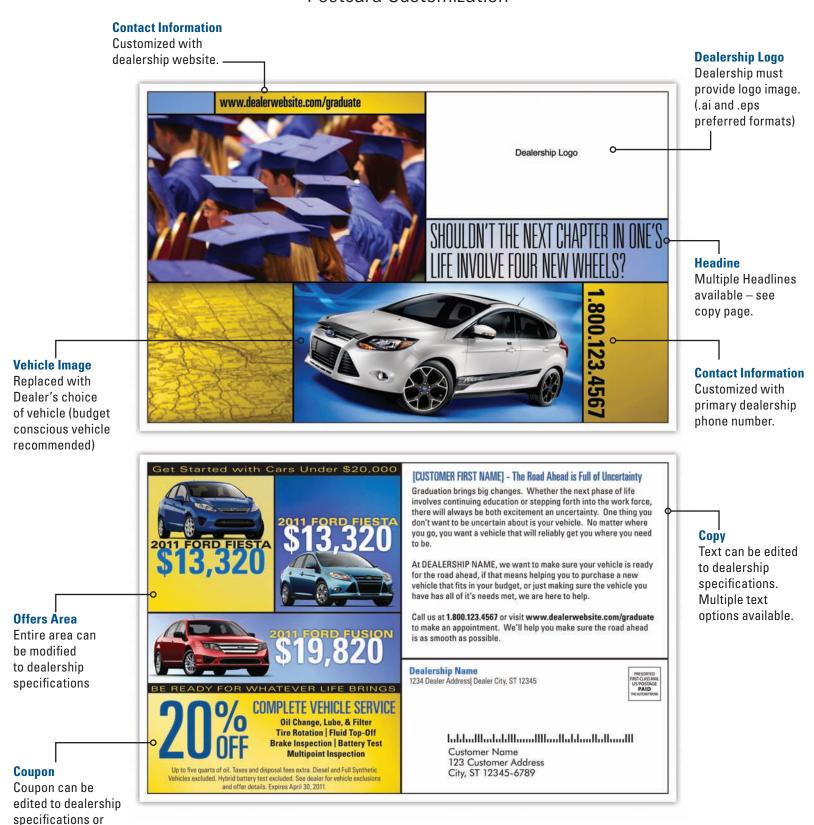
4 Event Landing Page[†] for event tracking with VinLens



*VinSolutions website customers will have the landing page on their site. All others will be provided with an external landing page..



Postcard Customization





removed.

F-mail Customization



Dealership Logo

[CUSTOMER FIRST NAME] -

Graduation brings big changes. Whether the next phase of life involves continuing education or stepping forth into the work force, there will always be both excitement an uncertainty. One thing you don't want to be uncertain about is your vehicle. No matter where you go, you want a vehicle that will reliably get you where you need to be.

A SENSE OF PRIDE WITHOUT A HEFTY PRICE

2011 Ford Fiesta \$13,320



Text Area -

Customized to match the postcard.

At DEALERSHIP NAME, we want to make sure your vehicle is ready for the road ahead, if that means helping you to purchase a new vehicle that fits in your budget, or just making sure the vehicle you have has all of it's needs met, we are here to help.

Call us at 1.800.123.4567 or visit www.dealerwebsite.com/graduate to make an appointment. We'll help you make sure the road ahead is as smooth as possible.

2012 Ford Focus \$16,27

2011 Ford Fusion



Offers Area Customized to match the postcard.

\$19,820



BE READY FOR WHATEVER LIFE BRINGS

COMPLETE VEHICLE SERVICE Oil Change, Lube, & Filter Tire Rotation | Fluid Top-Off Brake Inspection | Battery Test Multipoint Inspection

Up to five quarts of oil. Taxes and disposal fees extra. Diesel and Full Synthetic Vehicles excluded. Hybrid battery test excluded. See dealer for vehicle exclusions and offer details. Expires April 30, 2011.

Dealership Name

Dealership Address Dealership City, ST 12345

1.800.123.4567 www.dealerwebsite.com

Contact Information

Customized with dealership address and main dealership phone number.

Coupon -

Customized to match the postcard.



Copy Options

Road Ahead Copy

Headline: Shouldn't the Next Chapter in One's life Involve Four New Wheels?

[CUSTOMER FIRST NAME] - The Road Ahead is Full of Uncertainty

Graduation brings big changes. Whether the next phase of life involves continuing education or stepping forth into the work force, there will always be both excitement an uncertainty. One thing you don't want to be uncertain about is your vehicle. No matter where you go, you want a vehicle that will reliably get you where you need to be.

At DEALERSHIP NAME, we want to make sure your vehicle is ready for the road ahead, if that means helping you to purchase a new vehicle that fits in your budget, or just making sure the vehicle you have has all of it's needs met, we are here to help.

Call us at 1.800.123.4567 or visit www.dealerwebsite.com/graduate to make an appointment. We'll help you make sure the road ahead is as smooth as possible.

Celebration Copy

Headline: Say 'Congratulations' In Style

[CUSTOMER FIRST NAME] - Announce Your Graduate's Success

Years of hard work, concentration, and tests have resulted in achievement. Let the Graduate in your life know that you appreciate their focus and results. Let them feel a sense of pride in their accomplishment with a new car, or one that's just new to them.

You'll find great deals and specials now at <dealership>. Let your grad enjoy the pride of owning a vehicle that makes a statement about their new status in life, and pride in their success. It's a small gesture but one they will long remember. Come in today. There's no time like the present to visit <dealership>.

Life's special moments deserve a heart-felt "Well Done."

