

IF YOU HAVE AN OLDER VEHICLE, JOIN OUR
90000 MVP
MATURE VEHICLE PROGRAM

Target Mature Vehicles

Increase revenue and retention by targeting owners of older vehicles and offering them free membership in your MVP program.



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MATURE VEHICLE PROGRAM

AS AN MVP MEMBER, YOU CAN ENJOY THESE BENEFITS:

- Exclusive discounts & coupons for mature vehicles
- Complimentary multi-point inspection performed by factory-trained technicians
- FREE one-day loaner vehicle with services valued at \$250 or more
- No-cost membership

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Traffic Builders' MVP:

- ✓ Helps you create exclusive benefits
- ✓ Offers a turn-key solution
- ✓ Mines your database for MVP candidates
- ✓ Markets your message in a unique way
- ✓ Promotes your high-mileage services
- ✓ Highlights your high-mileage expertise



MVP average RO dollar amount increased 26% year-over-year • MVP RO counts trended up 29%

4x

The average RO increased by \$100 and the revenue grew 4x higher for vehicles in the Mature Vehicle Program.

CREATIVE, EYE-CATCHING DESIGNS
TARGETED TO MATURE VEHICLE OWNERS

Show your older vehicle some LOVE this fall.

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123-456-7890

Allen Valley Honda

Older is Better
10% off
services on vehicles over 4-years-old
WITH COUPON

Parts & Service Hours:
days: hours
days: hours
days: hours

John Smith
1234 Main Street
Livingston, NY 12345

OFFER EXCLUSIVE BENEFITS

FULL-COLOR, CUSTOMIZED POSTCARD OR BIFOLD THAT INCLUDES COLOR LOGO, DEALERSHIP PHOTO AND COUPONS

PROMOTE HIGH-MILEAGE SERVICES

TARGET MATURE VEHICLE OWNERS

“ We scour our data looking for trends and new ways to build revenue. We found that repair order amounts for older, high-mileage vehicles tend to be 50% higher on average than for lower-mileage vehicles.

“ The average age of cars and light trucks in America is 11.4 years.



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Drive in new customers with unique, intelligent communications today.



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