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## **DEALER CONCEPTS ANNOUNCES EXPANDED CAPABILITIES FOR OWNER LOYALTY REWARDS**

*New loyalty program gains popularity as dealers seek  
affordable ways to build business during tough times*

**Keego Harbor, Mich.** (March 2, 2009) Dealer Concepts, a leader in providing innovative customer retention and marketing products, today announced expanded capabilities for Owner Loyalty Rewards – a points-based loyalty program introduced in June 2008 that helps dealerships reward their customers for repeat business. Upgrades to the program include producing automatic, timed e-mails and the ability to sell service packages to participating members.

Through Owner Loyalty Rewards, a dealership can launch a complete loyalty program in a matter of minutes. Program members receive a key tag with a barcode strip that is customized for the dealership. Customer data and visits are then tracked with a bar code reader and stored electronically. The program is supported by a software tool exclusive to Dealer Concepts.

With the addition of automated e-mails, dealerships can now communicate with loyalty program members on a more frequent and targeted basis. Dealerships can distribute tailored e-mails to customers with monthly point statements, birthday greetings, “miss you” campaigns, and various other promotions with the goal of encouraging repeat business.

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“Automated e-mails are a key component of any successful loyalty program – dealers must keep their business top of mind with customers in order to build loyalty,” said Andy Wolfe, managing partner, Dealer Concepts.

In addition, Owner Loyalty Rewards now provides the technology for dealerships to sell service packages. For example, a program member can prepay for a group of oil changes at a reduced rate using their loyalty key tag. Service visits will then be tracked using the barcode on the tag. Dealer Concepts is the first in the automotive industry to tie a service contract to a loyalty program.

“Dealers are beginning to understand they need more cost-effective ways to retain customers and build business, especially during these tough economic times,” continued Wolfe. “Owner Loyalty Rewards meets this need. The initial reviews have been extremely positive.”

One success story is the Dick Scott Automotive Group, which operates three dealerships in metro Detroit. All three dealerships implemented Owner Loyalty Rewards soon after it was introduced and have already seen tangible results.

“Twenty out of 25 of our highest grossing customers are members of our Owner Loyalty Rewards program. Our customers love to receive and redeem their points,” said Nichole, Scott, director of operations, Dick Scott Automotive Group.

“Without question, 2009 will be a big year for Owner Loyalty Rewards,” concluded Wolfe. “We are on track to add at least 250 new dealerships to our program this year.”

**DEALER CONCEPTS, LLC**

Founded in 2000, Dealer Concepts is operated by a staff with more than 85 years of combined experience in targeted marketing for automotive dealers. The company provides innovative and timely customer retention and marketing ideas to more than 5,000 dealerships and service centers worldwide. Dealer Concepts is committed to providing clients with a constant competitive advantage in the market place through products like the award winning Punch-A-Deal<sup>®</sup> Key Tag that currently has more than 18 million units in circulation. To find out more about Dealer Concepts product and programs, please call 1-866-GET IDEAS or visit [www.dealerconcepts.com](http://www.dealerconcepts.com).

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