



Loyalty Clubs Help Dealers Retain Customers

It is the goal of every car dealer that a consumer's new or used vehicle purchase is not the end of a relationship, but the beginning of one. Service on the vehicle, as well as future car sales are dependent upon forming and maintaining an ongoing relationship with the customer. BP Lubricants USA Inc. has two programs that are proven to help dealers accomplish this goal.

Castrol Customized Key Tag Loyalty Program

The Castrol® Customized Key Tag program was developed as a way for dealers to encourage customers to bring their newly purchased vehicle into the dealership for regular service. The key tag, similar to grocery or video membership club card, attaches to a customer's key chain and contains a customized offer from the dealership. Dealers can custom design their key tag with any offer, such as purchase three oil changes, get one free, free towing or a percentage off a particular service. Once the key tags arrive at the dealership, service personnel explain the benefits of the key tag program to customers. If the service visit qualifies for the key tag offer, the card is punched with the car-shaped hole punch and customers are encouraged to return for future punches and their eventual reward for repeat service.

According to Kevin McGee, BP Lubricant USA Inc. franchise workshop market space manager for the US, key tags help dealers form relationships, retain customers, attract new customers and contribute profits to their bottom line.

"This program takes the consumer's understanding of a 'club card' and translates it into a dealer service offer," explained McGee. "Ninety-nine percent of our dealers attach an oil change offer to their key tag. This promotes repeat business with the dealership, and the consumer begins to relate the service of their vehicle with the dealership."

McGee is responsible for developing marketing programs for car dealers that carry Castrol lubricants and feels that key tags are a unique marketing tool that help differentiate dealers from the competition.

"Key tags can be less expensive than traditional marketing methods and provide an opportunity for a sales or service person to attach the key tag for the customer and explain the program," said McGee.

"This is a much more personalized form of marketing that also serves as a visual reminder of the dealership every time the customer reaches for his or her keys."

Test Drive the Program for Free*

BP Lubricants USA Inc. has partnered with Dealer Concepts LLC, a leading supplier of automotive marketing solutions, to provide dealers with customized key tags at the best possible pricing. Dealers work directly with Dealer Concepts to design their key tag using their logo and colors as well as the Castrol logo. The artwork, design, first 1,000 key tags, car-shaped hole punch and shipping is free.

"We are so excited about and confident with this program that we pay for the start-up," said McGee. "We have also negotiated the best possible pricing for additional key tag purchases."

Dealers on the key tag program give it rave reviews. Gary Meyer, the Service Director at Ft Myers Toyota in Ft Myers, FL, stated, "The Castrol Customized Key Tag Program is the single best piece of advertising we've ever done." His dealership uses the key tag as a customer retention tool with a free first and fifth Castrol GTX 5W-30 oil change. Ft Myers Toyota kicked off the program with 50,000 tags in June 2004, distributing 20,000 via direct mail with a free oil change the first time the tag is used.

"From June through December 2004, we had a 102.5% increase in business directly related to the Castrol Customized Key Tag Loyalty Program. There is no doubt that this program generates great business for our dealership," concluded Meyer.

Dealers have gotten creative with the program too. In an effort to upsell customers from a conventional to synthetic motor oil, Dean Pavia, Vice President, Operations at Hammersley Motor offers a "Buy 4 Castrol SYNTEC/SYNTEC Blend oil changes and get \$20 off the 5th oil change." According to Pavia, "Since implementing the Castrol Key Tags in September 2004, only two Hammersley customers out of the 210 key tag holders stayed with conventional oil while the remaining 208 made the switch to SYNTEC or SYNTEC Blend."

