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DEALER CONCEPTS LAUNCHES LOYALTY REWARDS® 8.0

Latest version of industry leading, customer-retention software provides expanded capabilities for dealers.

Keego Harbor, Mich. (Oct. 26, 2009) Dealer Concepts, a leader in providing innovative customer retention and marketing programs, today announced the launch of Loyalty Rewards® 8.0 – an upgraded version of its industry leading, customer-retention software. Using Loyalty Rewards® 8.0, dealers can now sell and manage service packages in-house while also tracking the results.

Loyalty Rewards® was first launched by Dealer Concepts in June 2008. The program allows dealerships to design and launch a complete loyalty program in a matter of minutes. The program has experienced great success as dealers seek cost-effective ways to retain customers during tough economic times.

Dealers are already responding favorably to the program's latest upgrades. Using Loyalty Rewards® 8.0, dealers can now generate additional revenue for their stores by preselling service packages at time of vehicle delivery and tracking the results.

“Dealer Concepts is very excited to launch Loyalty Rewards® 8.0. For years, dealers have given away the first oil change as an incentive to get customers back to their stores. Until now, there has never been an easy way to track these results,” said Andy Wolfe, managing partner, Dealer Concepts. “Now, dealers can simply tie an oil change back to a customer's loyalty card. With the click of a mouse they also will know how many oil changes are given away each month.”

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"During a typical month we sell 80 cars and give away 80 free oil changes. Up until now, we had no idea how many of these customers returned to redeem these offers," said Eric Halleen, owner, Halleen Kia, North Olmsted, Ohio. "Customer retention is extremely important to our store. Knowing how many customers return for their initial oil change allows us to adjust our marketing efforts at any time without spending any additional money."

"For years we used a very expensive coupon book to administer our service contracts. Now I can set up as many different packages as I want and tie these directly to our customer's reward cards," continued Halleen. "With the push of a button I can now run a report and know the status of each of my customers with their service packages. In addition, I can immediately send out an e-mail blast to these customers reminding them to return for service."

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 loyalty programs 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[®] Key Tag and Loyalty Rewards[®] software 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.

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