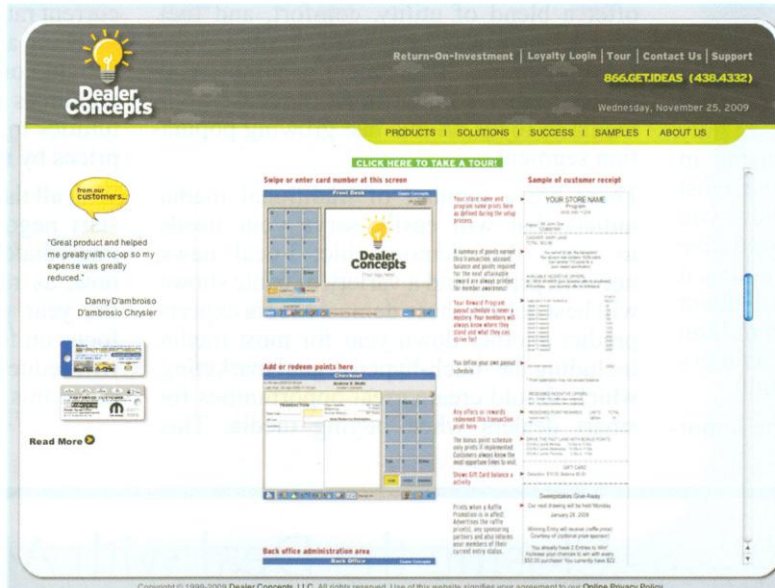# WHAT'S NEW

Dealer Concepts Launches Loyalty Rewards® 8.0

Dealer Concepts, a leader in automotive industry loyalty programs, is proud to announce the launch of version 8.0 of its *Loyalty Rewards*® software. Using *Loyalty Rewards*®, any dealership with a PC and internet connection can develop and administer a complete rewards program right from their desktop. With this latest version, dealers can now activate and track rewards cards, gift cards, and service packages. With service packages, dealerships can now electronically track something as simple as the first oil change, to full blown packages or other common services, directly on a consumer's card. Not only does this provide dealerships with the ability of knowing how many customers return for their first oil change, but they can also generate additional revenue by pre-selling maintenance packages to their customers.

Without question the key to a successful loyalty program lies in how well you market it to members. Version 8.0 allows dealers to send out points statements to all customers reminding them of their outstanding balances as well as what rewards they qualify for. In addition, dealers can now target customers with offers tailored to the time frame since they lasted visited the store. This new version even includes a customized web link for dealers to install on their website whereby the consumer can not only request a membership card, but can also check their point balances and transactions history at any day or time.

To find out more about Dealer Concepts product and programs, please call 1-866-GET IDEAS or visit www.dealerconcepts.com.