



Contact: Amy Wilczynski
Dealer Concepts
(586) 945-1250
awilczynski@dealerconcepts.com

DEALER CONCEPTS UNVEILS OWNER LOYALTY REWARDS

New Software Tool Offers Start-to-Finish Retention Program

Keego Harbor, Mich. (June 5, 2008) Dealer Concepts, a leader in providing innovative customer retention and marketing products, today unveiled Owner Loyalty Rewards – a start-to-finish loyalty program that is cost-effective, user-friendly and can be completely managed in-house.

Owner Loyalty Rewards is a points-based program supported by a software tool exclusive to Dealer Concepts. The program allows dealerships and service centers to launch a complete loyalty program in a matter of minutes. Key program capabilities include:

- Track customers and capture key demographic information.
- Reward customers for repeat business.
- Offer a special Web site where members can track their point status.
- Produce targeted mailings with the option of using pre-written letters provided by Dealer Concepts (letters can be modified).
- Track customer complaints and corrective actions.

“We are thrilled to offer a points-based loyalty program to our clients at an affordable price,” said Andy Wolfe, managing partner, Dealer Concepts. “This program is a must for any dealership or service center serious about growing their business.”

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Dealer Concepts designed Owner Loyalty Rewards to be simple and quick. Training of an entire staff can be completed in less than 15 minutes. Dealer Concepts also provides the necessary equipment and tools to completely launch and manage the program in-house.

“In today’s competitive business environment, it is imperative to build value with existing customers through a well-designed loyalty program,” continued Wolfe, “since it is eight times more expensive to acquire a new customer than to keep one you already have.”

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[®] Key Tag that currently has more than 15 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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