

UNDERSTANDING MAINTENANCE PROGRAM TERMINOLOGY

How It Works



Promotional Maintenance Plans

Promotional maintenance benefits (giveaways) are included on every vehicle at delivery to provide incentive for customers to return to the issuing dealership for service. It's all about retention.



Customer Upgrade Plans

After the vehicle is delivered, customers have the option to extend their maintenance coverage at a discounted rate (which provides up-sell opportunities and additional revenue for the dealership).



Customer Loyalty Programs

Once the Complimentary Maintenance and Upgrade Plans expire, customers continue to receive cash-back incentives to keep them actively returning for service and more expensive repairs.



Vehicle Trade-In & Repurchase

By building a relationship with customers during service customers are twice as likely to return to the same dealership for test drives, trade-ins and vehicle repurchases.

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The Complimentary Maintenance Plan

Example: most complimentary offerings provide 12 or 24-Month Maintenance coverage.

When we refer to Complimentary Maintenance, or Certified Maintenance® Plans and Programs, we are referring to **the promotional giveaway plan** that is packaged on each vehicle at delivery as a complimentary benefit to customers. Complimentary Maintenance Plans are designed to act as a marketing and retention strategy to provide added incentive at delivery and service retention after delivery.



Customer Upgrade Plans

Example: 12-Month Complimentary Plans could include 24, 36 and 48-Month upgrades.

Customer Upgrade Plans, or maintenance up-sells, are **customer pay plans** that are available to customers in the F&I office. Every vehicle purchase will automatically include the Complimentary Plan you build, but customers will have an opportunity to purchase an extended maintenance plan at a discounted rate. These plans are mutually beneficial to the dealership ensuring future service visits and additional service revenue.



Automotive Customer Loyalty Programs

Example: "Earn 5% cash-back for every dollar spent in our service department!"

Customer Loyalty Programs by Certified Maintenance® are personalized retention strategies designed by the dealership to **keep customers active even after their complimentary maintenance and extended maintenance plans expire**. Dealership loyalty plans are green-tree contracts, so they auto-renew each year to incentivize customers to continue returning to your service department instead of your competitors.

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Manufacturer Wrap Plans

GM Example: 24-Month Complimentary Wrap Plan adds back 2 visits removed by GM.

Essentially, Manufacturer Wrap Plans are Complimentary Maintenance Plans designed specifically for dealers who already offer a manufacturer program, such as GM. The benefit of adding a Wrap Plan to your existing maintenance coverage is **service retention** — **customers can only redeem service benefits at your dealership** rather than having the option to return to any franchise dealership for service.

Co-Op Maintenance Plans / Discounted Maintenance

Example: 50% paid by dealership and 50% paid by manufacturer or service provider.

Co-Op Maintenance Programs are available for manufacturer's or service provider's who are unable to afford a full-on Complimentary Maintenance Program, and therefore, the program is setup to be **partially funded by the dealership and partially funded by the service provider or manufacturer**. Discounted Maintenance is also available to be funded partially by the customer, however, full complimentary coverage is the best strategy for retention.

Maintenance Program Customization

No matter which maintenance program you choose as the best fit for your dealership, **you are in control of building your plan, pricing your plan, and selecting the best funding option for your plan**. You can choose from dozens of popular maintenance options, or add your own services unique to your dealership or dealer group. Dealerships also dictate the retail and reimbursement rates for each service to ensure that each maintenance plan remains within budget and on target with your retention goals.



Oil
Change



Tire
Rotation



Multi-Point
Inspection



Exterior
Wash



Lubricate
Chassis



Shuttle
Service



Free
Estimates



Customer
ID Cards

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Maintenance Program Administration

Performance Administration Corp. is the administering company of Certified Maintenance® dealer-owned maintenance programs, and ***our motto is Plan, Connect, Grow, because that's what we help you do.*** We help franchise auto dealerships build a personalized customer retention strategy (maintenance plan) to connect with customers during routine service visits and build loyal relationships that result in higher CP/RO counts, consecutive vehicle purchases and long-term growth and profitability.



Dealer-Branded Marketing Materials Included

Each Certified Maintenance® Plan comes equipped with hassle-free marketing materials that are dealer-branded with your logo and are ***strategically sent to customers to keep your dealership top-of-mind.*** Marketing materials include Personalized Customer Welcome Kits, Point-of-Sale Flyers, F&I Upgrade Flyers and Service and Loyalty Reminders. All customer communication tools are designed, printed and mailed in-house, and are delivered to customers as if they were sent directly from your dealership.



MaintenanceProgram.com Customer Retention Technology

Each Certified Maintenance® Program also comes equipped with Maintenance Program Customer Retention Technology, a service management system that delegates tasks by department to ***keep your retention program running smoothly.*** Tools include Transparent Accounting, Online Claims and Fraud Protection, Service History Records, Service Income and Vehicle Repurchase Reports, Automatic Service Reminders and tools to target and attract lost opportunity customers back to your dealership for service.