



# Benefits of a Dealer-Owned Maintenance Program

## You Can Compete with Manufacturer Maintenance

Certified Maintenance® Dealer-Owned Maintenance Programs allow franchised auto dealers to build and own their own maintenance program to promote their dealership and dealer group. Owning your maintenance program gives you a competitive edge over dealers offering manufacturer maintenance because you are giving EVERY customer a reason to return to your dealership instead of your competitors for service.

Manufacturer Maintenance	Dealer-Owned Maintenance
<ul style="list-style-type: none"><li>Manufacturer dictates coverage and reimbursement rates.</li></ul>	<ul style="list-style-type: none"><li>Dictate your own coverage and reimbursement rates — even services the manufacturer doesn't offer.</li></ul>
<ul style="list-style-type: none"><li>Customer can service at <i>any</i> franchise dealership.</li></ul>	<ul style="list-style-type: none"><li>Customers can <i>only</i> service at your dealership or dealer group.</li></ul>
<ul style="list-style-type: none"><li>Doesn't promote pre-owned inventory.</li></ul>	<ul style="list-style-type: none"><li>Promote new and/or pre-owned inventory with maintenance included.</li></ul>
<ul style="list-style-type: none"><li>Does not provide a customer retention process or service reminders to drive customers back.</li></ul>	<ul style="list-style-type: none"><li>Includes dealer-branded customer interaction materials to drive customers back for service:<ul style="list-style-type: none"><li>» Point-of-Sale Laminates at delivery</li><li>» F&amp;I Laminates for extended up-sells</li><li>» Personalized Customer Welcome Kits</li><li>» Automatic Service and Loyalty Reminders</li></ul></li></ul>
<ul style="list-style-type: none"><li>Factory is in control of retention reporting and provides progress at the end of each month. Software does not capture customers who don't return for service and provide an opportunity to invite them back.</li></ul>	<ul style="list-style-type: none"><li>Includes 24/7 access to Customer Retention Technology and retention reporting:<ul style="list-style-type: none"><li>» Online Claims Administration and transparent accounting</li><li>» Lost Opportunity Transformer™ to target non-return customers</li><li>» On-the-fly Dealer Performance Reports™</li></ul></li></ul>
<ul style="list-style-type: none"><li>Factory retains remaining money for unused maintenance.</li></ul>	<ul style="list-style-type: none"><li>Your dealership receives 100% of remaining money for unused maintenance.</li></ul>

## ABOUT PERFORMANCE ADMINISTRATION CORP.

Performance Administration Corp. is the largest provider of private label Dealer-Owned Maintenance Programs™. As the pioneer of the EVERY Car Maintenance Included Strategy, we understand that one size doesn't fit all. That's why we custom build solutions to limit service retention to the issuing dealership or dealer group. Our focus is on providing personalized purchase and service experiences at the dealership. We provide our clients with hassle-free marketing and communication tools to connect with customers before, during and *after* delivery.

## PROVEN TOOLS + PROCESSES + TALENTS



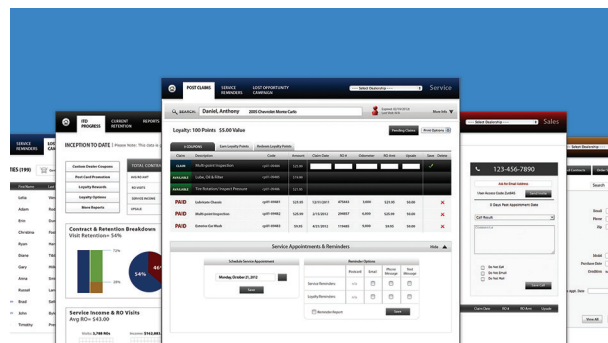
### A Customer-Centric Approach

Our proven customer retention process is designed to lead customers from purchase to repurchase via service relationships. It's a long-term approach that provides measurable results and drives sales growth. If you want to grow, we can build a plan to get you there.



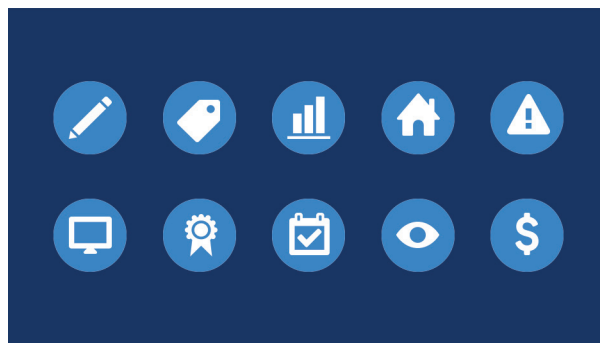
### Customer Interaction Materials

Each program comes equipped with hassle-free Point-of-Sale Marketing, Personalized Customer Welcome Kits, Service Reminders and 24/7 access to Customer Retention Technology to promote your dealership and drive customers back for service.



### Customer Retention Technology

MaintenanceProgram.com is an extensive Customer Retention Database with tools to post claims, upload contracts, manage customer relationships, target customers who don't return and measure retention growth with tailor-made reports based on our dealers' needs — and, they're available on-the-fly.



### Customization + Ownership Rights™

Our Dealer-Owned Maintenance Programs™ allow franchise dealerships to dictate their own coverage and reimbursement rates as well as receive 100% of remaining reserve dollars for unused maintenance. You own it, you're in control. Contact us to get started today.