

PROJECT: CAROLINA FORD DEALERSHIP DEMO FOLLOW-UP Segment: Direct Marketing – Traffic Generation

Multi-year

Program objective

- To get prospective car buyers back into the dealership for a second visit and to increase sales of cars.

Significant results

- A five month long study showed **response rates of 10.2%-13.4%**.
- 7%-9% of respondents purchased vehicles; dealer margin averaged \$3,000.
- Thus, on average, mailing 1,000 pieces produced an average of **\$27,000 of dealer margin**.



August 23, 1999

Herman Ezzell Jr
4852 Old Washington Rd
Washington, NC 27889

Dear Herman,

Thank you for your recent visit to Hastings Ford.

We want another chance to help you get that Explorer. And, I'd like to give you a chance to be one of 5 lucky winners of \$1000 each.

It's easy. Just bring in the registration portion of this letter when you come back and you'll qualify for an opportunity to win:

\$1000

Come see us soon. We'll announce 5 winners from the drawing on the 5th of next month. There is no obligation and no purchase necessary. Herman, we want your business, and we want you to drive away with the Explorer you want. It's worth another chance. I look forward to seeing you.

Please stop by or call me today at (919) 758-0114.

Sincerely,
M Shipley

PS: On some models of Explorer there are factory incentives of 0.9% APR. The amounts will depend on the final model you choose. Come in now for a great buy. (Some units are exempt).

How to Register to be one of 5 lucky \$1000 Winners next month

Bring this coupon to this dealership and give it to your salesperson. This will automatically register you as a potential winner.

The five winners will be selected on the 5th of next month in a random drawing of all entrants from Carolina Ford dealerships.

You must be 18 years of age to enter. No purchase is necessary. The winning names will be available on request. Employees of Ford, Ford Dealerships, AMS Direct, and their families are not eligible.




3013 East Tenth Street, Greenville, NC 27834
(252) 758-0114

Herman Ezzell Jr
You could be a winner of

\$1000

Bring This Coupon In Today



Hastings Ford
3013 East Tenth Street, Greenville, NC 27834 (252) 758-0114

Hastings Ford
3013 East Tenth Street
Greenville, NC 27834

Herman Ezzell Jr
4852 Old Washington Rd
Washington, NC 27889

SALES PERSON MUST SIGN AND SUBMIT CUSTOMER REGISTRATION

First Name: Herman
Last Name: Ezzell Jr
Street: 4852 Old Washington Rd
City: Washington State: NC Zip: 27889
Phone: 252-975-6717
Vehicle: Explorer
Sales Mgr: M Shipley

Prospect
 Buyer
 Coupon
(limited length)

FIRST CLASS
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES
PERMIT NO. 3005
CHARLOTTE, NC

Herman,
give me another chance to get you in your Explorer. And, we'll give you a chance to win

\$1000

