



With the Maintenance Value Program you can start saving today on future oil changes, lubrication and tire rotations.

Sign up Now and Save!

The Maintenance Value Program provides substantial value to your customers that lead to upsell opportunities in the Service Department and repeat sales in the Showroom.



Administered by Enterprise Financial Group, Inc. or one of its affiliated companies
P.O. Box 167667, Irving, TX 75016-7667 Toll Free 800-527-1984
In Florida: Administered by Enterprise Financial Group of Florida, Inc. Florida License # 60102





CUSTOMERS WHO RETURN TO YOUR SERVICE DRIVE ARE MORE LIKELY TO BUY THEIR NEXT CAR FROM YOU.

According to C&W, customers who return to the selling dealership for service are twice as likely to purchase their next vehicle from the same dealership.

Don't let customers slip away for oil changes and tire rotations.

Give them a reason to come back with MVP!

How many times have you worked hard to make a sale, only to have your customer go elsewhere just to save a few dollars on maintenance? Make sure they return to your service drive with the **Maintenance Value Program**. It's a **service retention tool** designed to help you build stronger, **more profitable relationships** with your customers.

It's so simple, it practically sells itself ... and everybody wins!

Your **customers win** because they save money and have peace of mind knowing their vehicle is properly maintained by your expert certified technicians. **You win** too, through upfront program revenue, upsell opportunities from improved service utilization and repeat vehicle sales from an ever-growing customer base.

MVP will improve your CSI and increase revenues at the same time.

MVP offers:

- New revenue source for your Service Department and upsell opportunities during inspection
- Service intervals that meet manufacturers' recommended service goals
- Flexible pricing and fair reimbursement levels
- Full cancellation and is considered a "line 5" add by most lenders
- **100% of the breakage from unused service intervals**

MVP is automated and online:

- Customized program portal with your logo and color
- Only a few clicks away from claim approval and payment with no adjuster involvement
- Reimbursement paid by credit card immediately upon claim approval
- Electronic storage of customer records available for BDC sales follow-up of customers not using prepaid intervals

Keep your customers coming back with MVP!

Call us today at **800.527.1984 ext. 8294**
Or visit us at efgcompanies.com/mvp

Make our Maintenance Value Program your MVP, ensuring a worry-free ownership experience.

With our prepaid Maintenance Value Program you'll receive these great benefits:

- *Affordable discount pricing on oil changes and tire rotations included in monthly payments*
- *Routine maintenance by our factory-trained, certified technicians*
- *Improved resale value with computerized maintenance history on your vehicle*
- *Thorough inspections to reduce unexpected mechanical failures*

Manufacturers' Recommended Service at 5,000 mile intervals

36 months
36,000 miles

7 Lube, Oil & Filters
7 Tire Rotations
7 Multi-Point Inspections

With MVP you could save 25% or more.

Make Oil Changes and Tire Rotations Worry-Free with Our Prepaid Maintenance Value Program.

START SAVING TODAY!

Administered by Enterprise Financial Group, Inc. or one of its affiliated companies
P.O. Box 167667, Irving, TX 75016-7667 Toll Free 800-527-1984

In Florida: Administered by Enterprise Financial Group of Florida, Inc. Florida License # 60102

This brochure is for illustration purposes only. The actual contract and savings may vary based on program chosen by the customer.

©2010 Enterprise Financial Group Inc. All Rights Reserved.