



KORE Accelerator Plus Grid

The new KORE Accelerator¹ Plus Program - \$655

A KDCS Program that is eligible for 100% reimbursement using DAS funds!*

KORE Accelerator Plus		Email	Live Calls ³	Direct Mail	Social ²
Maintenance Reminder #3		☑			☑
Phone, Email, and Address Appends					
Deep Data Segmentation					
DMS Access Line					
Equity Scoring Plus					
<ul style="list-style-type: none"> Monthly Equity score of all customers in dealer's DMS Receive daily reports which summarize the equity positions of customers with a service appointment that day Monthly communications to customers in positive equity on their current vehicle 		☑	☑	☑	
Market to Used Vehicles		☑			
Lease Termination		☑			
120 Days - Start Planning for Your Lease Expiration		☑	☑	☑	
Lease Termination		☑			
90 Days - Returning Lessee Information		☑			
Lease Termination		☑			
60 Days - Inspection		☑			
Lease Termination		☑			
30 Days - New Model Introduction		☑	☑	☑	
Happy Birthday		☑			
Special Event Campaigns		☑		☑	
Happy Anniversary (3, 4 Years After Vehicle Purchase)		☑			
End of Warranty		☑			
2 Months		☑			
End of Warranty		☑			
1 Month		☑			
End of Warranty		☑			
At Warranty End		☑	☑	☑	
End of Finance Term		☑			
6 Months		☑	☑		
End of Finance Term		☑	☑		
3 Months		☑	☑		
End of Finance Term		☑	☑		
At Finance Term End		☑	☑		
High Decline Quote		☑	☑	☑	
14 Days After RO (if RO is \$300 or more)		☑	☑	☑	

¹ Must be enrolled in the Base KORE Program. ² \$45 per month ad spend required. ³ Optional channel that can be added for an additional cost. Calls are not prerecorded in any way. A Do Not Call list will be maintained. * Based on available funds. ☑ Included in the Base KORE Program. ☑ Optional mail that can be added for an additional cost.