

# Your service customers are ready to buy sooner than you think.

Generate up to 30% of new car sales with Quote.

The average vehicle owner keeps their car for around 6.5 years. But some will trade theirs in as early as a year and 4 months into ownership. That means many of your customers may be ready to trade sooner than you think. Quote helps you offer your best prospects attention-grabbing, personalized equity offers at your store and through email or direct mail—delivering over 3,000 quotes on a monthly basis.

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

### **Key Features:**

Marketing communications with quotes generate a 50-75% increase in response rates

- 뼫 Personalized equity offers and upgrade portal
- 뼫 Customized, auto- generated handouts
- 뼫 Proprietary Sales and Service Ledgers
- 뼫 AI-based Trade Probability Scoring
- 뼫 On-demand email and optional direct mail campaigns
- 뼫 Automated email triggers at key equity milestones
- 뼫 Instant, on-demand individual quotes

\*Based on available funds.

Learn more or to enroll today: Call us at 877.977.4542 or email KiaHelp@KOREProgram.com



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## With Quote, you can find out who's most likely to buy a car then sell them one.

Compelling, In-Service Equity Offers

- 뼫 Engage your entire customer base: run automated emails for current owners who aren't visiting for service, owners who rely on you for service, and more
- 뼫 Drive repeat sales with a customized, single-sheet equity analysis
- 뼫 Generate offers based on DMS, Black Book<sup>®</sup>, Edmunds<sup>®</sup>, and AutoLoop data
- 뼫 Launch email quotes to individual customers on demand
- 뼫 Provide customers with accurate payment estimates—without the risk of affecting their credit score—through seamless integration with 700Credit QuickScreen

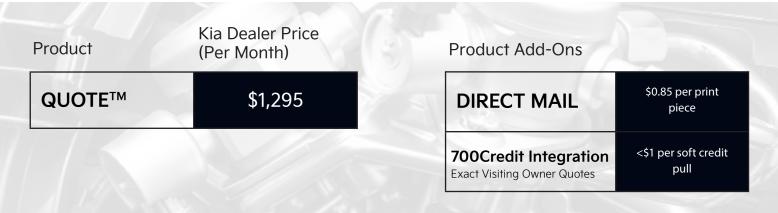
### **AI-Based Functionality**

- 뼫 Customize your workflow to suit your store's needs: implement processes for in-drive equity mining, sales BDC, automated drip marketing, and ondemand print and email
- 뼫 View everything you need to close the sale on the easy-to-use, yet comprehensive Sales and Service Ledgers

- 뼫 Identify your best opportunities with our proprietary Trade Prediction Score—its Al-driven scoring functionality is proven to pinpoint prospects with 10x higher purchase rates
- 뼫 Ensure your customers only receive offers for vehicles in your current inventory with data-search buyer matching

#### **Enhanced Customer Experience**

- 뼫 Allow sales staff to personalize options for individual customers with the Custom Quote feature
- 뼫 Enable customers to access a personalized trade-up portal where they can swap inventory, change payment options, and contact the salesperson regarding their offer
- 뼫 Increase customer engagement with attention-grabbing templates via optional Essentials integration



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