

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:

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

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

*Based on available funds.

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

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

Compelling, In-Service Equity Offers

- 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
- Drive repeat sales with a customized, single-sheet equity analysis
- Generate offers based on DMS, Black Book®, Edmunds®, and AutoLoop data
- Launch email quotes to individual customers on demand
- Provide customers with accurate payment estimates—without the risk of affecting their credit score—through seamless integration with 700Credit QuickScreen

AI-Based Functionality

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

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

Enhanced Customer Experience

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

Product

Kia Dealer Price (Per Month)

QUOTE™

\$1,295

Product Add-Ons

DIRECT MAIL

\$0.85 per print piece

700Credit Integration
Exact Visiting Owner Quotes

<\$1 per soft credit pull