

DATA MINING PRICING FOR KIA MOTORS

DealerIQ Suite <i>(includes SalesIQ, ServiceIQ, WarrantyIQ and LoyaltyIQ)</i>	Month-to-Month Agreement
One Time DMS Setup Fee	\$1,200 \$600
Monthly Bundled Program Fee	\$2,400 (includes 500 BDC records or mailers)

DealerIQ Optional Services

Virtual BDC Services	\$1.25/Customer
DealerIQ 1st Class Equity Mailer	\$1.10/Mailer