

MILEONE QUICK START PROMOTIONS

JANUARY 2017



1

QUICK START PROMOTION // SECOND CHANCE



ON TRACK

Keep your vehicle running

AT HERITAGE AUTOMOTIVE

SECOND CHANCE // LETTER AND EMAIL

ON TRACK
Keep your vehicle running



6324 Baltimore National Pike
Catonsville, MD 21228

XXX.XXX.XXXX
HeritageToyotaCatonsville.com

Dear <Customer First Name>,

Thank you for trusting us to take care of your most recent Honda service needs. For your car's health and the safety of you and your passengers, I'd like to get you back in here soon to have the additional services we recommended taken care of and get your Toyota On Track!

We'd like to offer you up to 30% off the <service type> service that was recommended for your <Vehicle Year> Toyota <Vehicle Model>. Plus, 10% off your next Oil and filter change.

If you would like to discuss this service in more detail with myself or your service advisor, <Service Advisor Name>, please feel free to contact us at xxx-xxx-xxxx.

Best,

Ron Filling

Ron Filling
Service & Parts Director
Heritage Toyota Catonsville



ON TRACK
Keep your Toyota running

SCHEDULE ADDITIONAL
RECOMMENDED SERVICES
BY 1/30/17 AND RECEIVE

30% OFF*

SCHEDULE ADDITIONAL
RECOMMENDED SERVICES
BY 2/30/17 AND RECEIVE

20% OFF*

OFFERS EXPIRE FEB 30, 2017

6324 Baltimore National Pike • Catonsville • HeritageToyotaCatonsville.com

WITH THIS COUPON

**10%
OFF***
OIL & FILTER
CHANGE

OFFER EXPIRES JAN 31, 2017

HeritageToyotaCatonsville.com



RECOMMENDED SERVICES DISCOUNTS FOR YOUR TOYOTA

ON TRACK
Keep your Toyota running

SECOND CHANCE // REMINDER TEXT



Reminder text from service advisor offering to extend offer for declined recommended services.

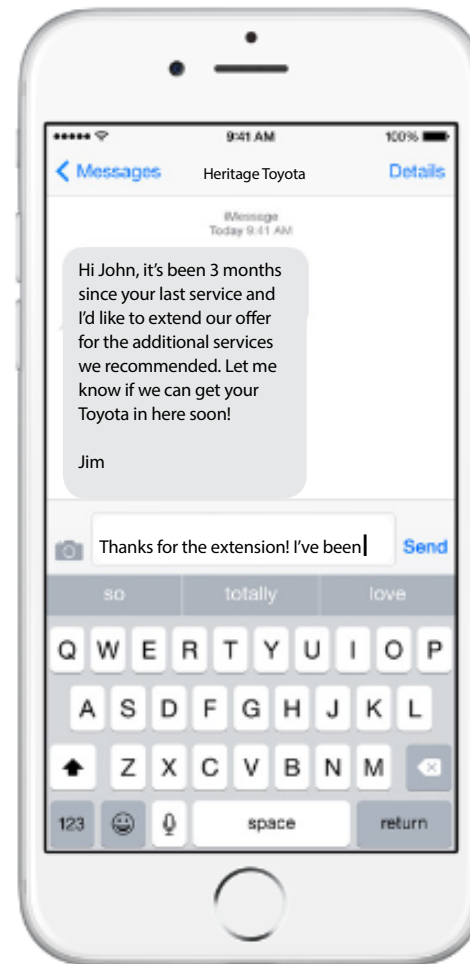
Example A

Hi John, it's been 3 months since your last service and I'd like to extend our offer for the additional services we recommended. Let me know if we can get your Toyota in here soon!

Jim

Example B

John, it's Jim at Heritage Toyota. Just wanted to remind you of our additional services discounts. It's been three months since we made our recommendation and we'd like to extend our discount to you a little longer. Please call to schedule an appointment so you don't miss out on this great offer!



SECOND CHANCE // DID YOU KNOW? CARD



Copy:

Have you declined recommended services within the last 6 months?

We know it's not always the best time to do some of the necessary services your vehicle needs to keep it running smoothly, but we are concerned about you and your safety while driving. Ask about our special discounts for declined services.

Infographic or list of consequences of not servicing your car regularly.

HAVE YOU DECLINED RECOMMENDED SERVICES WITHIN THE PAST 6 MONTHS?

We know it's not always the best time to do some of the necessary services your vehicle needs to keep it running smoothly, but we are concerned about you and your safety while driving. And postponing some services can end up costing a lot in the long run. Ask about our special discounts for declined services so you can keep your vehicle On Track.



ON TRACK
Keep your Toyota running

DID YOU KNOW?

Lorem ipsum dolor est consectetur nonummy. Lorem ipsum dolor.

1 Lorem ipsum dolor est

xx happens because of xx service was not performed in a timely manner



2 Lorem ipsum dolor est

xx happens because of xx service was not performed regularly.

3 NEVER Ignore Warning Lights!



4 Lorem ipsum dolor est

xx happens because of xx service was not performed in a timely manner. xx happens because of xx service was not performed in a timely manner



5 Low Gas Mileage?

xx happens because of xx service was not performed in a timely manner



ON TRACK
Keep your Toyota running

SECOND CHANCE // VOUCHER/PRINTED COME BACK CARD



HERITAGE 
CATONSVILLE

ADDITIONAL
RECOMMENDED
SERVICES



ON TRACK
Keep your Toyota running

YOUR SERVICE ADVISOR
RECOMMENDS
THESE SERVICES:

*Rear axel damage repair
Front end alignment
+ tire replacement (2)*

30%

Discount

JMS

Service Advisor

1/4/17

Date

Discount good one month from date of issue.

SECOND CHANCE // BUTTON AND RO STICKER

ON TRACK
Keep your vehicle running



KEEP YOUR TOYOTA

ON TRACK

Keep your Toyota running

ASK ME HOW!

Ask us how to SAVE up to

30%

WHEN YOU SCHEDULE
ADDITIONAL
RECOMMENDED
SERVICES

ON TRACK
Keep your Toyota running

2

QUICK START PROMOTION // RED DOT



RED DOT // EMAIL HEADER AND BUTTON

Header: 48 Hour Red Dot Sales Event

Headline: 48 Hours to Save Big!

Subhead: Every vehicle marked with a Red Dot is priced to sell!
Save thousands on already discounted models!

Visual: Show several vehicles in pods with red dots and reduced prices

Button: View Red Dot Inventory



Email Header



Email Button

RED DOT // FLASH FRAMES



RED DOT // WEBSITE POP-UP



Save Thousands
Off MSRP for a
very limited time!


[VIEW RED DOT INVENTORY >](#)

RED DOT // FACEBOOK

facebook

Email or Phone Password Log In


forgot account?



Heritage Volkswagen Parkville
@heritageVWParkville

RED DOT
48 HOUR
SALES EVENT

Save Thousands
Off MSRP for a
very limited time!




Like Share More

Shop Now Message

Heritage Volkswagen Parkville
Yesterday at 8:01am · 🌐

Who here is a fan of the 2017 #Tiguan? <https://goo.gl/ks7eWJ>




**2017 VOLKSWAGEN TIGUAN:
PUTTING THE "SPORT" IN SUV :**
Volkswagen Media Centre
Combining a 200-horsepower turbocharged engine
with precision engineering, the Tiguan ups the bar...
MEDIA.WVCOM | BY NEWSPRESS LTD

Like Comment Share

Heritage Volkswagen Parkville
January 8 at 8:00am · 🌐

Don't be surprised if people stop to stare at your #CC.



Car Dealership in Parkville, Maryland
4.2 ★★★★★ · [Open Now](#)


Search for posts on this Page

"To provide amenities to guarantee customer satisfaction before, during, and after the sale of our great Volkswagen cars."

1,719 people like this and 1,577 people follow this

675 people have been here

About See All



8215 Harford Rd
Parkville, Maryland
(888) 430-3904
www.heritagewebstore.com/
Hours 9:00AM - 9:00PM
[Open Now](#)



RED DOT // FILTERED INVENTORY

heritagedealers.com/new-inventory/index.htm?search=Boat&facetState=bue&accountId=8&year=2015&lat=Fa

29 Franchises, 16 Dealerships, 16 Brands

A MileOne Company

Locations New Inventory Pre-Owned Inventory Specials Finance Service & Parts About Us

Show Only

Keyword

Location

Year

2017 (505)
2016 (3416)
☒ 2015 (30)
2014 (2)

Make

Trim

Body Style

Price

Exterior Color

30 Vehicles matching: Year: 2015

Sort by

Page 1 of 2 Next >

2015 Jeep Renegade Sport FWD SUV

Engine: 1.4L I-4 cyl
Transmission: 6 speed manual
MPG Range: 24/31
Exterior Color: Glacier
Interior Color: Black
Stock #: 15872963

MSRP: \$21,970
Internet Price: **\$16,138**
GET EPRICE

Power & Air Group, Sound Group

Save This Car! Get Price Alerts

Comments: Power & Air Group (Air Conditioning, Power Heated Mirrors, and Speed Control), Quick Order Package 21A, Sound Group (1-Yr SIRIUSXM Radio Service, 5.0"...

2015 Toyota Yaris 3DR LE Liftback

Engine: 1.5L I-4 cyl
Transmission: 4-Speed Automatic with Overdrive
MPG Range: 30/36
Exterior Color: Absolutely Red
Interior Color: Black
Stock #: 154362


MSRP: \$17,340
Internet Price: **\$17,094**
GET EPRICE

Save This Car! Get Price Alerts

Comments: 2-Step Carpeted Cargo Cover, 6 Speakers, ABS brakes, Air Conditioning, AM/FM radio, Audio Steering Switch, Body Color Lower & Back Door Garnish, Brake...



RED DOT // WEBSITE BANNER AND PRICING



Contact Us: (844) 211-0331

6324 Baltimore National Pike, Baltimore, MD 21228


Heritage Toyota Catonsville LIVE CHAT

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New Toyota Inventory in Baltimore, MD

Save Thousands Off MSRP
for a very limited time!

**RED
DOT**
48 HOUR
SALES EVENT




Heritage Toyota Catonsville
6324 Baltimore National Pike
Baltimore, MD 21228

HERITAGE TOYOTA
CATONSVILLE'S

**HOT
WINTER**

**SALES
EVENT**

Great Selection - With Thousands of
New and Pre-Owned Vehicles to Choose From



Show Only

Search By Keyword

Year

Model


Trim

Exterior Color

Sort by

1032 Vehicles matching: All Listings

Page 1 of 65 [Next >](#)



2017 Toyota Yaris iA 4-Door Sedan

Trim: 4-Door
Engine: 1.5L 1-4 cyl
Transmission: 6-Speed Automatic
Drive Train: Front-wheel Drive
MPG Range: 32/40
Exterior Color: Frost
Interior Color: Mid Blue Black
Stock #: 3T148244

[Watch Video](#)

[Save This Car!](#) [Get Price Alerts](#)

Comments: 16" x 5.5" Alloy Wheels, 6 Speakers, ABS brakes, Air Conditioning, AM FM RADIO, Brake assist, Bumpers:

MSRP: **\$17,915**

Internet Price: **\$16,577**

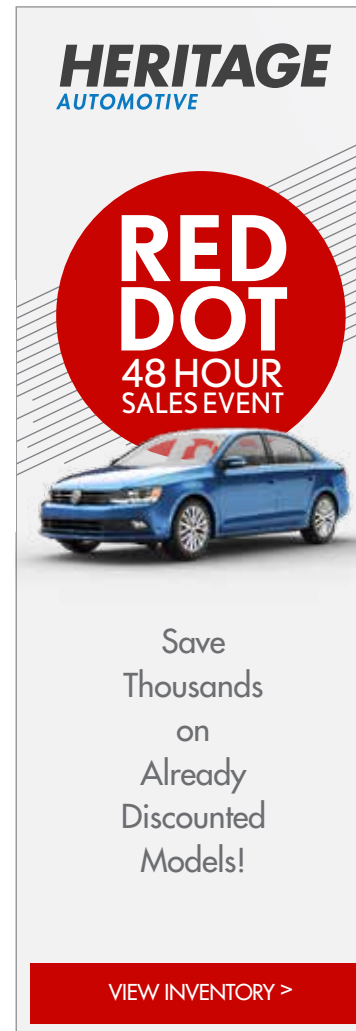
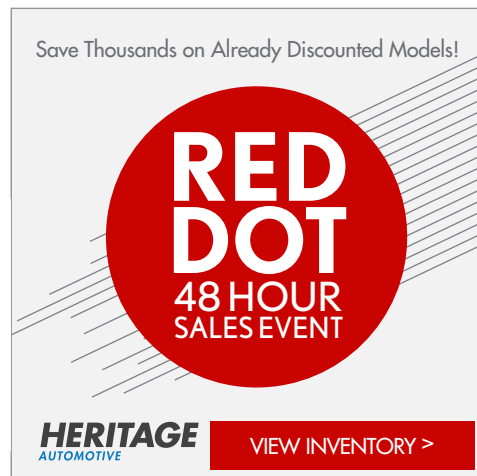
PRICING

**REVEAL
RED DOT PRICING**

**RED
DOT**
48 HOUR
SALES EVENT



RED DOT // WEBSITE DISPLAY BANNERS



RED DOT // COASTERS



RED DOT // GIVE-A-AWAYS



RED DOT // STORE INTERIOR MERCHANDISING



RED DOT // STORE EXTERIOR MERCHANDISING



RED DOT // ROOF TOPPERS AND VINYL BANNER



RED DOT // **SCRATCH-OFF CARDS**



RED DOT // BUS SHELTER ADVERTISING

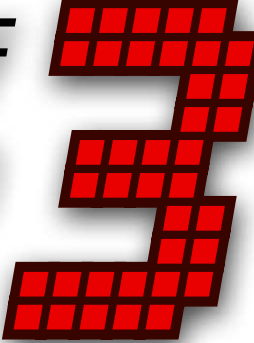


RED DOT // SERVICE SPECIAL SPINNER



3

QUICK START PROMOTION // GO FOR 3

GO ^F_O_R  *SALES*
EVENT

GO FOR 3 // OFFERS

GO^FOR^R3



GO^FOR^R3

3 DAYS. 3 MODELS.
3 PAYMENTS ON US!



GO^FOR^R3 SALES
EVENT

3 DAYS. 3 MODELS.
UNDER \$300/MONTH!

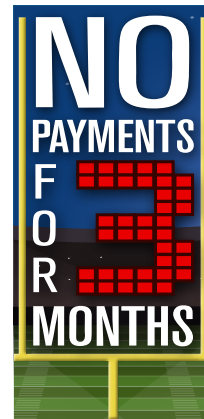
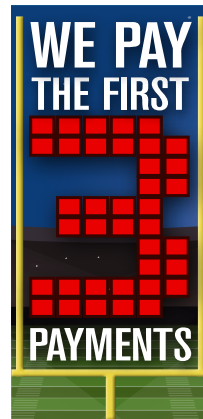


GO^FOR^R3 SALES
EVENT

3 DAYS. 3 MODELS.
NO PAYMENTS FOR 3 MONTHS!

GO FOR 3 // EXTERIOR POLE BANNERS

GO FOR 3



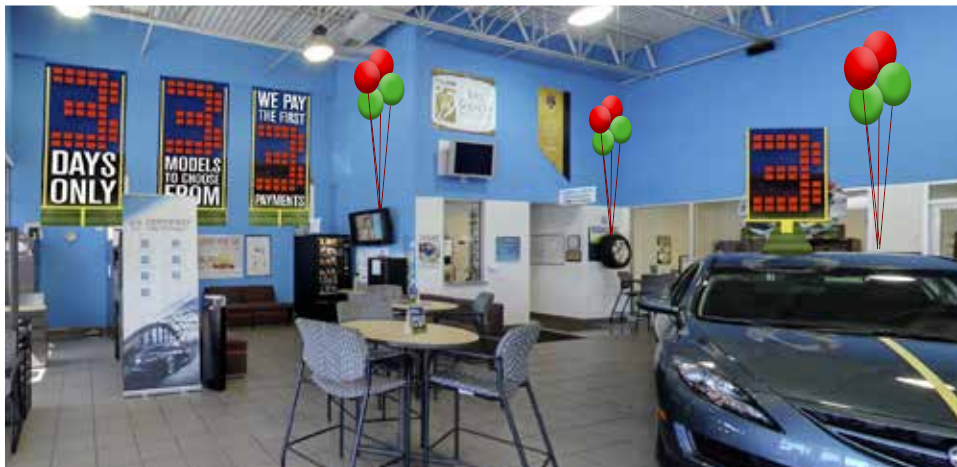
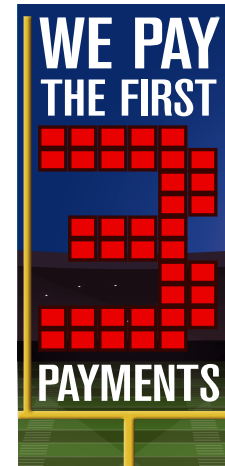
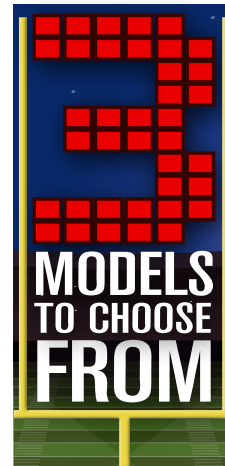
GO FOR 3 // EXTERIOR BANNERS

GO FOR 3



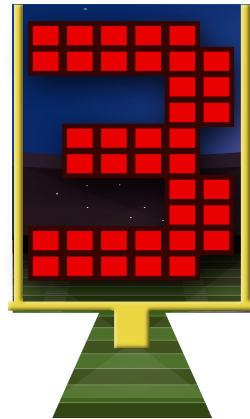
GO FOR 3 // STORE INTERIOR BANNERS

GO FOR 3



GO FOR 3 // VEHICLE TOPPERS

GO
FOR
3



GO FOR 3 // BUTTONS AND TIE

GO FOR 3



GO FOR 3 // DEALERSHIP INTERACTIVE GAME

GO FOR 3



GO FOR 3 SALES EVENT

CORNHOLE FIELDGOAL!

You get 3 tries to land a corn bag on the board to receive a discount on your next service!

YOU COULD SCORE UP TO 15% OFF YOUR NEXT 3 SERVICES!

- Discounts equal the area in which the bag lands.
- If a bag is touching two areas, you receive the larger discount!
- Land more than one bag and receive that discount on your next service.
- Land all 3 and receive the largest discount scored on your next 3 services!

GO FOR 3 SALES EVENT

- WITH THIS COUPON -

X% OFF
Your Next Service

*Maybe Disclaimer states a maximum discount amount. No expiration date to allow customers to use multiple cards, and also make these generic. Standard disclaimer here. Standard disclaimer here.

GO FOR 3 // DIGITAL BOARD - RAVENS

GO ^{FOR} 3



A promotional graphic for Mazda dealers. At the top left, it says "MAZDA DEALERSHIP". In the center, it says "WITH THIS COUPON". On the top right is the Mazda logo with "Mazda" written below it. The main text reads "SERVICE SPECIAL" in large black letters, followed by "\$XXX~~XX~~" in large red letters, and "XXXX XXXX XXXX Regularly XXXX" in smaller black letters. At the bottom, there is a row of 12 small, identical text strings: "Discourse Discourse Discourse Discourse Discourse Discourse Discourse Discourse Discourse Discourse Discourse Discourse". Below this row is a dark blue button with a white right-pointing arrow and the text "VIEW ALL SERVICE SPECIALS".

4

QUICK START PROMOTION // SPOT THE DOT



SPOT THE DOT // FLASH FRAME



7 2 H O U R S
THIS WEEKEND ONLY



VIEW ALL
SPECIALS

SPOT THE DOT // FACEBOOK



SPOT THE DOT // BANNER



heritagemazda.com

CONTACT US: 855-411-3134 715 Bellair Road, Bel Air, MD 21034

Heritage Mazda Bel Air

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New Inventory Specials

HERITAGE MAZDA BEL AIR

SPOT THE DOT FLASH EVENT

Show Only

Search By Keyword

mg...loadher

1 Vehicle matching: All Listings

Set by

Page 1 of 1

2016 Mazda CX-3 Touring

Engine: 2.5L I4-250hp
Transmission: 6-Speed Automatic
Drive Type: Front-wheel Drive
MPG Range: 26/35
Exterior Color: Soul Red Metallic
Interior Color: Black
Stock #: F6131798

MSRP: \$24,570
Invoice Price: \$23,311
View Details

Save This Car Get Price Alert

Compare Selected

Page 1 of 1

*Your additional costs are accessories that you add, sales tax, tag and title fees for the state in which the vehicle will be registered and freight (Maryland only). A dealer processing fee (not required by law) applies to the state in which the vehicle transaction occurs (\$299 Maryland, \$195 Pennsylvania, \$619 Virginia and North Carolina). See individual vehicle page or contact the store by phone or email for complete details on all offers.

SPOT THE DOT // EMAIL



HERITAGE
AUTOMOTIVE

NEW | USED | SERVICE

**SPOT
THE
DOT**
FLASH EVENT
72 HOURS
THIS WEEKEND ONLY

2016 Hyundai Accent SE
MSRP \$16,580

LEASE
\$119
FOR 36 MONTHS

BUY
\$11,341*
SAVE: \$5,239

2017 Hyundai Elantra SE
MSRP \$18,780

LEASE
\$119
FOR 36 MONTHS

BUY
\$12,971*
SAVE: \$5,809



2017 Hyundai Sonata
MSRP \$22,560

LEASE
\$139
FOR 36 MONTHS

BUY
\$18,375*
SAVE: \$4,185

2017 Hyundai Santa Fe Sport 2.4 FWD
MSRP \$26,345

LEASE
\$199
FOR 36 MONTHS

BUY
\$20,720*
SAVE: \$5,625

SPOT THE DOT // BUTTON AND RO STICKER



SPOT THE DOT // STORE INTERIOR MERCHANDISING



SPOT THE DOT // BANNER



SPOT THE DOT // HANG TAG



SPOT THE DOT // SERVICE SPINNER



SPOT THE DOT // GIFT CARDS



OFFER OFFER

OFFER OFFER OFFER
OFFER OFFER OFFER
OFFER OFFER OFFER

*LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD
TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM
VENIAM, QUIA NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA
COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE

6

QUICK START PROMOTION // X MARKS THE TRUCK SALE



X MARKS THE TRUCK // POSTER



X MARKS THE TRUCK // FLASH FRAME



X HERITAGE
MARKS THE TRUCK SALE


» **FIND YOUR TRUCK**

DISCOVER SAVINGS UP TO \$1,500 OFF*

The advertisement features a large, stylized 'X' logo with the word 'HERITAGE' above it, and the text 'MARKS THE TRUCK SALE' below it. To the right of the logo are two white pickup trucks. Below the trucks is a red button with a right arrow and the text 'FIND YOUR TRUCK'. At the bottom, the text 'DISCOVER SAVINGS UP TO \$1,500 OFF*' is displayed in bold black letters.

X MARKS THE TRUCK // WEBSITE PRICING






Contact Us: (844) 202-9431 9801 Reisterstown Road, Owings Mills, MD 21117

Heritage Toyota Owings Mills


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[models](#)

2017 Toyota Tundra Limited 5.7L V8 Truck Double Cab




[Save This Cart](#) [Get Price Alerts](#)

Stock #:	77617684	MSRP:	\$46,728
Model:	Tundra	Internet Price:	\$45,978
Trim:	Limited 5.7L V8		I'M INTERESTED
Transmission:	6 speed automatic		 Discover Savings
Exterior Color:	Magnetic Gray		
Drive Train:	4x4		
Engine:	5.7L V-8 cyl		
Interior Color:	Black		
Model Code:	8352		
Fuel Type:	Regular Unleaded		
Hwy MPG:	17		
City MPG:	13		
Engine Size:	5.7L		

Comments: 4WD and Black. Load this Tundra down with passengers, cargo, whatever! This Tundra's cavernous space will haul around everything you need. *Your addi...


Manufacturer Offers:
[\\$750 cash back on select 2017 Toyota Tundra.](#)
[Financing Offer : 1.9% for 60 mos on select Toyota](#)

[models](#) [Compare](#)



[Watch Video](#)

2017 Toyota Tundra SRS 5.7L V8 Truck CrewMax

Stock #:	37617280	MSRP:	\$44,683
Model:	Tundra	Internet Price:	\$43,683
Trim:	SRS 5.7L V8		I'M INTERESTED
Transmission:	6-Speed Automatic Electronic with Overdrive		 Discover Savings
Exterior Color:	Super White		
Drive Train:	4x4		
Engine:	5.7L V-8 cyl		
Interior Color:	Graph Fabric W/Off-Rd Pck		
Model Code:	8361		

X MARKS THE TRUCK // VINYL LOT PATH



X MARKS THE TRUCK // TRUCK FLAG



X MARKS THE TRUCK // TRUCK BED SIGN



X MARKS THE TRUCK // STORE EXTERIOR BANNERS



X MARKS THE TRUCK // STORE INTERIOR MERCHANDISING



X MARKS THE TRUCK // BUTTON

