



Dealers: Request your **FREE** recall counts today!

989 thousand

Mazda owners are looking for your dealership

\$425
million
in recall
opportunity!



THE AUTOMOTIVE INDUSTRY'S #1 PROVIDER

RECALL: DATA | TECHNOLOGY | COMMUNICATIONS

888.651.4480

www.recallmasters.com



Online Recall Department with Lead Capture

Position your store as the go-to recall resource in your community and explain the benefits of servicing at your store. Send emails to introduce your recall department, invite website visitors to perform recall checks on every vehicle in their household and sign up to receive alerts if new recalls are issued. Issue a press release announcing your certified recall department and list your dealership on numerous websites. Promote your recall department in all of your store advertising, including in-store displays and social media sites. We track all warranty, customer pay and vehicle sales revenue generated by your recall department.

Recall Department Call Center & Hotline

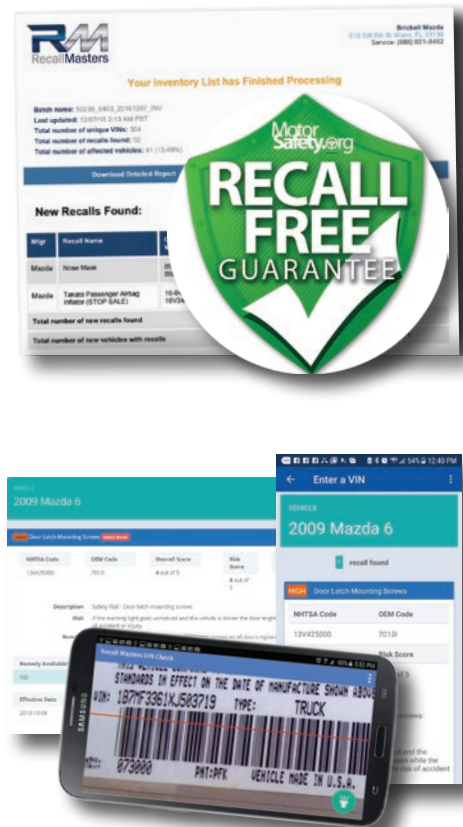
Direct all recall inquiries and inbound recall leads to our call center staff specially trained to consult consumers on open recalls, schedule appointments and follow best practices to politely upsell customer pay revenue and vehicle sales opportunities.

Inventory Monitoring / SMART Reports

Identify open recalls on new and pre-owned vehicles of any make. Our SMART reports sort recalls in the order of repair based on parts availability, severity, and repair difficulty. Reports are only delivered when new recalls are issued, featuring same-day recall discovery. Reduce liability and exposure. Increase compliance, brand-integrity and consumer safety. Affix "Recall Free" Guarantee stickers or mirror hangers to your inventory promoting your commitment to automotive safety.

Trade-In, Wholesale, Auction Recall Check

Batch process VINs from wholesalers or auction manifests before making an offer or placing your first bid. Use our mobile app to scan VIN barcodes and perform instant recall checks during trade-in appraisal or while at auctions. Avoid vehicles with severe recalls that are difficult to repair or lack parts availability.





Recall Check Integrated into Your Daily Workflow

Our Recall Check Service can be integrated into the existing software your staff already uses every day. We have partnerships and integrations with the leading DMS, CRM, appointment scheduling, service lane, and inventory management software vendors. Inquire to learn more. You can also dress your store up with POS banners to let customers know that their safety comes first!

Recall Masters Academy

We train your service advisors and BDC agents on how to run a world-class recall department, manage recall parts ordering, handle recall customers over the phone/in person and employ the latest best practices to upsell customer pay revenue and vehicle sales opportunities.

Recall Communications & Ongoing Retention

Build a vehicle owner database to win back inactive customers, retain active customers, and conquest new customers in your market area with open recalls. Reserve and lock-in your market opportunity to deliver a multi-touchpoint program over 8 weeks using postal mail, email, SMS texting and telephone communications to drive 5X higher response. Let us track down current vehicle owners, append phones and emails, and develop a recall communications plan reviewed and approved by you, targeting only the best recall opportunities to drive warranty, customer pay, and vehicle sales revenue for your store. Use promotional gift cards to increase CSI, achieve factory retention goals, and invite recall customers back to your store.



COMPREHENSIVE RECALL SOLUTIONS

NEWS | DATA | TRAINING | COMMUNICATIONS

AUTOMOTIVE RECALL

News & Data

Recall Status | Vehicle Owners | News Articles

Department Training

Appointment Scheduling | Service Lane Best Practices

Communications

Consumer Notifications | Retention | Acquisition

Asset Protection

Inventory/Fleet Monitoring | Auction Check | Compliance

Technology

API Web Service | Batch Processing | Mobile App | Website Widget



mazda

Stores: Request **FREE** Counts!

We'll find up to **3X** more vehicles with recalls than the factory.

Recall Masters data indicates that 1 in 4 vehicles on the road today has an open recall. But don't fret – there's opportunity in recalls for savvy Mazda dealership. Comprehensive recall solutions not only establish your center as the community leader in automotive safety, but benefit your center immensely by connecting with first

time customers, securing additional customer pay RO revenue, building service effectiveness and mobile usage, winning back

www.recallmasters.com/free-report

lost customers, saving CSI and protecting the brand. It all starts by completing the form at recallmasters.com/free-report to receive an estimate of the number of vehicles with unperformed recalls near your store, including vehicles with secondary owners not known by the factory. Let's get started!