



RECALLS TARGET 2<sup>ND</sup> / 3<sup>RD</sup> / 4<sup>TH</sup> GENERATION OWNERS...  
RETENTION DRIVES CP REVENUE FROM LOST & LAPSED

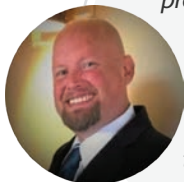
## Going Above & Beyond Recalls

With a long-standing record of success with comprehensive recall management, Recall Masters has now evolved into a new way of helping dealerships drive revenue and support retention above and beyond recalls. Introducing R+ Premium, the customer acquisition and retention solution dealers have been waiting for. Highlights of R+ Premium include:

- R+ Premium uses best-in-class vehicle owner data to connect 3X more customers and prospects to your dealership than the OEM.
- R+ Premium supports repeat servicing with a targeted retention card effort that broadens the reach to lost and lapsed customers before they defect.
- R+ Premium is a fully-integrated customer lifecycle management solution that produces revenue while delivering value and safety to consumers.



*"We want our guests to feel appreciated and experience elevated service, Recall Masters truly helps us provide that VIP experience that every Mazda owner deserves. Customers have other servicing options, but with this right approach via Recall Masters and our team being committed to earning customer trust, it has really kept them from going elsewhere."*



Dennis Montjoy  
Director of Ops. & Bus. Dev.  
Sport Auto Group

## R+ Cards: National Composite for Mazda Dealers





# R+

R+ Premium is a fully-outsourced recall and retention effort and requires no heavy lifting for dealers. We'll apply our unrivaled proprietary data, technology and communications platform to drive the perfect balance of warranty and CP revenue, centralizing all inbound activity into our live-agent, US-based contact center to answer customer inquiries and schedule service appointments. The multi-channel, multi-touchpoint campaign is TCPA compliant and backed by an ROI guarantee!

- compliant recall notices
- TCPA-compliant two-way texting
- proven email cadence
- recall webpage & lead capture
- live-agent call center solutions
- premium cards support retention

## The Results for Our Mazda Dealers

- 36+** thousand Total ROs
- \$380** Average RO
- \$4.48** million Warranty Pay
- \$9.48** million Customer Pay
- 2,760** consumers Purchased Vehicles

# \$9.6:\$1

Mazda National Average ROI



# \$13.9 million



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