

# Additional communications & products to complement the fixed operations program.

## The Accelerator<sup>1</sup> Plus program | \$655

A KDCS Program that is eligible for 100% reimbursement using DAS funds!\*

	Email	Live Calls <sup>3</sup>	Direct Mail	Social <sup>2</sup>
Past Due Maintenance	☑			☑
Phone, Email, and Address Appends				
Deep Data Segmentation				
DMS Access Line				
Equity Scoring Plus <ul style="list-style-type: none"> <li>Monthly Equity score of all customers in dealer's DMS</li> <li>Receive daily reports which summarize the equity positions of customers with a service appointment that day</li> <li>Monthly communications to customers in positive equity on their current vehicle</li> </ul>	☑	☑	☑	
Market to Used Vehicles	☑			
Lease Termination 120 Days - Start Planning for Your Lease Expiration	☑	☑	☑	
Lease Termination 90 Days - Returning Lessee Information	☑			
Lease Termination 60 Days - Inspection	☑			
Lease Termination 30 Days - New Model Introduction	☑	☑	☑	
Happy Birthday	☑		☑	
Special Event Campaigns	☑		☑	
Happy Birthday (3, 4 Years After Vehicle Purchase)	☑			
End of Warranty 2 Months	☑			
End of Warranty 1 Month	☑			
End of Warranty At Warranty End	☑	☑	☑	
End of Finance Term 6 Months	☑	☑		
End of Finance Term 3 Months	☑	☑		
End of Finance Term At Finance Term End	☑	☑		
High Decline Quote 14 Days After RO (if RO is \$300 or more)	☑	☑	☑	

Accelerator Plus

<sup>1</sup> Must be enrolled in base KORE Program. <sup>2</sup> \$45 per month ad spend required. <sup>3</sup> Optional channel that can be added for an additional cost. Calls are not prerecorded in any way. A Do Not Call list will be maintained. \* Based on available funds. ☑ Included in the Base KORE Program. ✓ Optional mail that can be added for an additional cost.