

# Quick Lane Service Checkbooks

By 3.2.1 Automotive Mailing Services





# The State of Dealership Fixed-Ops in 2015

The NADA has estimated Fixed Ops to be a \$310 billion dollar business, yet New Car Dealerships have captured less than 27 percent of the market.

According to the National Automobile Dealers Association, Service and Parts make up 54 percent of the average dealership's net profits.

This oversight is costing New Car Dealers over \$225 billion in lost market share each year.

We have a VERY cost-effective way to reclaim your local customers and it has a 10:1 ROI GUARANTEE!

A green highway sign with white text is mounted on a silver metal post. The sign is rectangular with rounded corners and is supported by a metal lattice structure. The text on the sign reads "The Number 1 Customer Retention Tool in America".

## The Number 1 Customer Retention Tool in America

**This program consists of a checkbook that contains service discounts in the form of checks that are designed around the light maintenance of a vehicle for an 18-month period.**



# Program Benefits

- Cost Effective
- High Response Rate
- Increases Average RO After Discount
- Huge ROI
- Long Shelflife
- Attractive, Professional Presentation
- Durable Construction
- Purse, Pocket, and Glove Box Compatible
- Six Easy-to-use Checks in any Order

# The Quick Lane Checkbook



**Quick Lane**  
**Quick Lane Tire & Auto Center**  
 at Perry Ford  
 6804 Summerhill Ridge Dr  
 Charlotte, NC 28226  
 704-231-4809

**Quick Lane**  
 at Perry Ford  
 Charlotte, NC 28226  
 quicklane.com

**Quick Lane**  
 \$4.95  
 VALUE OF COUPON  
 Expires 11/30/16

**Quick Lane**  
 \$5.00  
 VALUE OF COUPON  
 Expires 11/30/16

**Quick Lane**  
 \$5.00  
 VALUE OF COUPON  
 Expires 11/30/16

**Quick Lane**  
 \$100.00  
 VALUE OF COUPON  
 Expires 11/30/16

**Quick Lane**  
 \$15.00 Off  
 Expires 11/30/16

**Quick Lane**  
 Service All  
 Models  
 All Mercury, Mazda,  
 Nissan, GMC, Honda,  
 Chrysler, Toyota, etc.  
 www.quicklane.com

**Quick Lane**  
 TIRE & AUTO CENTER

**Quick Lane Tire & Auto Center**  
 at Perry Ford  
 6804 Summerhill Ridge Drive  
 Charlotte, NC 28226  
 www.quicklane.com  
 704-231-4809

Dear *(Firstname)*,

I would like to invite you to experience the quality vehicle maintenance services here at Quick Lane Tire & Auto Center at Perry Ford where our focus is on you, our customer. We promise and deliver lower prices, faster service, and a comfortable customer lounge for your convenience. As an added value, we have enclosed a "Service Checkbook" with discounts and coupons to save you even more. Your service booklet contains:

- Three coupons good for a 20% Discount on Parts and Services
- Our factory trained technicians install parts which offer unsurpassed quality at competitive prices. This allows us to offer a nationwide parts and labor warranty on the services we perform. Wherever you travel, you will enjoy the confidence of knowing that your vehicle was repaired to the highest quality standards available.

We look forward to the opportunity to demonstrate the Quick Lane Tire & Auto Center difference! Please call 704-231-4809 to schedule an appointment.

Sincerely,  
*Clayton Perry*  
 Clayton Perry  
 Quick Lane Manager

**Employee Pricing**  
 for  
 purchase of any new vehicle

**\$500 Discount**  
 Save Off Any Used  
 Vehicle Purchase

**Quick Lane Tire & Auto Center**  
 at Perry Ford  
 6804 Summerhill Ridge Dr. • Charlotte, NC 28226  
 704-231-4809

**Quick Lane**  
 TIRE & AUTO CENTER

REDEEM TO THE ORDER OF **Quick Lane Tire & Auto Center** | **\$14.95** Plus Tax & Disposal Fee

**Oil, & Filter Change**

This is not a check. Not redeemable for cash. One transaction only. Valid only at Quick Lane Tire & Auto Center at Perry Ford. Expires 11/30/16.

- One coupon per service (must present at time of write-up).
- More than 5 quarts of oil at additional cost.
- Full Synthetic oil at additional cost.
- Diesel vehicle service will be higher (ask your service advisor for details).
- Not valid with any other offer.

Customer Signature

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**EXTRA URGENT**

**LETTER**

RUSH TO ADDRESSEE

# We Guarantee Results!

Our Service Checkbook Program has a 10-to-1 ROI Guarantee.

Example: Spend \$10,000 and we'll guarantee  
\$100,000 in Sales

<b>Quick Lane Tire &amp; Auto Center</b> at Perry Ford 6804 Summerhill Ridge Dr. · Charlotte, NC 28226 704-231-4809		
REDEEM TO THE ORDER OF	<b>Quick Lane Tire &amp; Auto Center</b>	<b>\$25.00</b>
<b>Twenty Five Dollars and <sup>00</sup>/<sub>100</sub></b>		VALUE OF COUPON
<small>This is not a check. Not redeemable for cash. One transaction only. Valid only at Quick Lane Tire &amp; Auto Center at Perry Ford. Expires 11/30/16.</small>		
<ul style="list-style-type: none"><li>• One coupon per service (must present at time of write-up).</li><li>• Not to exceed 20% of total parts &amp; service.</li><li>• Based on retail service.</li><li>• Not valid with any other offer.</li><li>• Excludes tires, menu items, and all collision repair services.</li></ul>		
		Customer Signature
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**30% Response Rate**  
**100% Customized**

Package includes postage,  
DMS download, scanner,  
online tracking website.

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6804 Summerhill Ridge Drive  
Charlotte, NC 28226

704-231-4809

[mailmanperry@aol.com](mailto:mailmanperry@aol.com)

[www.abcmailingservices.com](http://www.abcmailingservices.com)

