



Direct to Consumer Campaign Letter Template

Sampleton Auto



*****AUTO**SCH 3-DIGIT 913

28 1
Jane Sample
1234 Any Street
Any City, ST 12345-0000

IMPORTANT NOTIFICATION

Customer ID #:
YEAR MAKE MODEL
VIN #:



Dear Tiffany,

Our records indicate your 2005 CHEVROLET COBALT is not covered by a factory warranty but may qualify for an extended service contract.

If your vehicle is not already covered by an extended service contract, this program is designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.

As vehicle repairs become more complex, the likelihood of unforeseen and costly repairs increases with the age of the vehicle. It is more important than ever to protect your investment. We strongly recommend that you take advantage of this unique opportunity.

You can call our fulfillment center toll-free at 888-470-6294. The hours of operation are from 8:00 AM to 9:00 PM Central Standard Time (6:00 AM to 7:00 PM Pacific Time) Monday through Friday and Saturday 9:00 AM to 3:00 PM Central Standard Time (7:00 AM to 1:00 PM Pacific Time).

Please refer to customer ID #06FB05F25D, and have your vehicle identification number (VIN) and current vehicle mileage ready when you call.

We look forward to hearing from you soon, and thank you for being a loyal customer.

Sincerely,

J. Manager
General Manager
Sampleton Auto Group
888-123-4567

The data used to generate notifications was cross-referenced and may contain discrepancies. If you have already purchased an extended vehicle service contract and it is still active please call us at 888-706-4467 so we can update our records.

Samples of Message Differences

Customers that Visit Your Service Department:



Our records indicate your 2008 MAKE MODEL is not covered by a factory warranty but may qualify for an extended service contract.

If your vehicle is not already covered by an extended service contract, this program is designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.

Customers that Declined a VSC at the Point of Purchase:



Our records indicate that your 2008 MAKE MODEL may qualify for an extended service contract.

Jane, if your vehicle is not already covered by an extended service contract, you may qualify to purchase an extended service contract on your (MODEL), designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.



Our records indicate that your 2008 MAKE MODEL is not currently covered by a factory warranty.

As a valued Sampleton Auto customer, you may qualify to purchase an extended service contract on your (MODEL). If your vehicle is not already covered by an extended service contract, this program is designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty

Customers that Need to Renew Their VSC:



The factory warranty on your 2008 MAKE MODEL is expired.

Through a program offered to Sampleton Auto customers, you may qualify to purchase an extended service contract on your (MODEL). If your vehicle is not already covered by an extended service contract, this program is designed to provide you the same peace of mind that you've enjoyed in the past while being covered by the factory warranty.

Customers with an Expiring Warranty:



The factory warranty on your 2008 MAKE MODEL will expire soon.

If your vehicle is not already covered by an extended service contract, you may qualify to purchase an extended service contract on your (MODEL), designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.



The factory warranty on your 2008 MAKE MODEL, is set to expire within the next 60 days, as your vehicle in-service date was over 63 months ago.

If your vehicle is not already covered by an extended service contract, you may qualify to purchase an extended service contract on your (MODEL), designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.



The factory warranty on your 2008 MAKE MODEL is set to expire this month.

If your vehicle is not already covered by an extended service contract, you may qualify to purchase an extended service contract on your (MODEL), designed to provide you the peace of mind that you've enjoyed in the past while being covered by the factory warranty.

Florida letters will contain the following note:

In Florida, the service contract obligor is The Advantage Warranty Corporation, 2345 Waukegan Rd., Ste. 210, Bannockburn, IL 60015-4975 (Florida License #60071). The service contract requires the use of remanufactured or used replacement parts.