Hi Contact Name,

Please review the settings of your Exclusive Private Sale event scheduled for 06/27/14. We are excited to be a part of Williamson Chrysler's marketing strategy and look forward to a successful sales event with your team!

Your Advantage Invite settings are below. This information will be sent to our design team so they can create a unique invite design and call to action for each group of invitees. Your Account Manager at EPS will also receive a copy of this document and verify that all settings are correct.

If you selected to include Conquest mailers or Upgrader mailers, EPS will contact you to discuss the details & options for these.

Exclusive Private Sale Event Details

Event Start Date: 06/27/14

Event End Date: 06/28/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vechicle Purchase Date Range: From 1 To 6 Years Ago

Total Lead Count: 46

Lead Group - 1

Report Type: Performance Vehicles

Report Description: Want to promote something a bit different? Use this report to target owners of high horsepower/high torque vehicles in specific vehicle classes. Our invite mailers will reflect a performance theme based on the class of vehicle(s) you pick. Choose the class(es) you would like to target from the list. When choosing more than 1,

hold 'ctrl' while you select. We suggest not picking more than 3 for a report.

Report Settings

Report Settings Field: two door cars

Lead Count: 0

Lead Group - 2

Report Type: Vehicle Class

Report Description: This report will allow you to separate your customer leads based on one or more vehicle classes. By targeting an individual vehicle class we can send them mailers and invites that match the current type of vehicle they drive - for example, if you target Trucks, we can send invites with images of your current truck line-up, or of a particular truck model you have many of on your lot. Choose the class(es) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. We suggest not picking more than 3 for a report.

Report Settings

Report Settings Field: full size cars,mid size cars,small cars

Lead Count: 2

Lead Group - 3

Report Type: Vehicle Class

Report Description: This report will allow you to separate your customer leads based on one or more vehicle classes. By targeting an individual vehicle class we can send them mailers and invites that match the current type of vehicle they drive - for example, if you target Trucks, we can send invites with images of your current truck line-up, or of a particular truck model you have many of on your lot. Choose the class(es) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. We suggest not picking more than 3 for a report.

Report Settings

Report Settings Field: crossovers

Lead Count: 1

Lead Group - 4

Report Type: Finance Rate (APR)

Report Description: Nobody likes paying subprime interest rates. Bring back your old customers with a Private Sale invite that focuses on the possibility of a lower interest rate based on improved credit scores. This is a great way to target a specific audience that has high residual F&I value. By default, selecting the Subprime option will return all customers with vehicle loans with an APR of 8.5% or higher. We've also allowed you the ability to extract a specific APR range. Use this option for customized targeting.

Report Settings

Min: 20, Max: 100

Lead Count: 41

Lead Group - 5

Report Type: Vehicle Class

Report Description: This report will allow you to separate your customer leads based on one or more vehicle classes. By targeting an individual vehicle class we can send them mailers and invites that match the current type of vehicle they drive - for example, if you target Trucks, we can send invites with images of your current truck line-up, or of a particular truck model you have many of on your lot. Choose the class(es) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. We suggest not picking more than 3 for a report.

Report Settings

Report Settings Field:

Lead Count: 2

Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :$178.48

Exclusive Private Sale Price Details

Show Fees	$3000.00
Invite Cost	$178.48
Versioning	$255.00
AutoPen	$0
Insert - Cardstock	$0
Insert - Paperstock	$0
Variable Imaging	$9.20

Coloured envelopes	$0
Total Event Cost	*$3442.68*