



Hi Lindsay,

Please review the settings of your Exclusive Private Sale event scheduled from 06/28/14 to 07/01/14. 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

Lead Group - 1

Report Type: Power Focus

Report Description: This report will extract records based on range of the monthly payment that your customers have.

Report Settings

Power Focus: Four door cars, Two door cars, SUVs, Crossovers, Trucks, Other

Lead Count: 3

Lead Group - 2

Report Type: Power Focus

Report Description: This report will extract records based on range of the monthly payment that your customers have.

Report Settings

Power Focus: Small cars

Lead Count: 0

Lead Group - 3

Report Type: Monthly Payment Range

Report Description: This report will extract records based on range of the monthly payment that your customers have.

Report Settings

Monthly Payment Range: 10 - 20

Lead Count: 0



Your Event At a Glance

Event Start Date: 06/28/14

Event End Date: 07/01/14

Custom Campaign

Total EPS Invites: 4

Lead Target Groups: 4

Purchase Date: 1 To 2 Years

Advertising Options:

EPS Advantage

Lead Mining Presets:

Advanced Options

Your Dealership Info

Twin Motors

The Pas, Manitoba

R9A 1L1

204-623-6401

I.stenberg@twinmotors.ca

<http://www.twinmotorsdealer.com/>

Your EPS Contacts

Paul Mountenay

Jordan Harnack

Charity Lee

780-987-3940

charity.lee@exclusiveprivatesale.com

EPS Invite Options

Invite Size : Standard Invite

Invite Cost : \$15.12

Estimated Event Fees

Show Fees: \$3000.00

Invite Cost: \$15.12

Versioning: \$85.00

AutoPen: \$0

Insert - Cardstock: \$0

Insert - Paperstock: \$0

Variable Imaging: \$0.80

Coloured Envelopes: \$0

Total Event Cost: \$3100.92



Lead Group - 4

Report Type: Vehicle Class

Report Description: This report will allow you to separate your customer leads based on the selected vehicle classes.

Report Settings

Vehicle Classes: Crossovers

Lead Count: 1

Current Dealership & OEM Specials

Manufacturer Interest Rate: 1

Best Sub Prime Rate: 21

Factory Rebate: test

Dealership Incentives:

Excess Vehicle:

Dealership Promos: