



2018 SEASONAL MAILER TEMPLATES

May, June, July

Summer, Memorial Day, 4th of July

CONTENT

WHY REYNOLDS AND REYNOLDS?	2
CUSTOMIZE YOUR TEMPLATE	3
MAILER SIZES	4
2018 SCHEDULING SUGGESTIONS	5
VARIABLE OFFERS	6
INSIDE TEXT IDEAS	7
OFFERS THAT DRIVE ACTION	8
"REALITY CHECK" LIST	9
SUMMER TEMPLATES—INTRODUCTION	10
GENERAL SUMMER TEMPLATES	11-33
POSTCARDS	11-22
SELF-MAILERS	23-33
PATRIOTIC TEMPLATES	34-43
POSTCARDS	34-39
SELF-MAILERS	40-43

POPULAR SEASONAL

OFFERS

- Pre-Vacation Tune-up
- Windshield Wipers
- Cooling System Service
- Car Wash Packages
- Air Conditioning
- Tire Rotation

FIRSTLY

THANK YOU

FOR CONSIDERING US!

WHY CHOOSE REYNOLDS AND REYNOLDS?



PERSONALIZATION

Generate a higher return on your investment with personalized mailers that catch your customers' attention and convince them to take action.



VARIABLE PRINTING

Send the right offer to the right customers with variable printing. With one campaign you can target multiple customer segments with different offers, increasing response rates and protecting your bottom line. (See page 6 for examples).



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.



INTELLIGENT OFFERS

Our nationwide network of marketing consultants has the experience to create offers that bring customers in. Throughout this book, you'll see examples of the ROI generated when these campaigns have been run for real dealers, and you'll see the offers that brought customers in.



SMART DATA

Send targeted, cost-effective mailers by using data to fine-tune your mailing list. In addition to choosing makes, models, year, and a zip code radius, Reynolds will work with you to identify top prospects.



QUICK TURNAROUND

Within 24 hours, our design team will create a mailer that meets your goals. Following approval, your mailers will be produced in three days or less.

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT

1 **SAMPLETON**
Auto Group

Check us out online to see why so many of your friends and neighbors trust us to service their Hondas. In addition to great service at a great price, we also offer:

2 3234 Anytime Pkwy | Template, OH 45455
 a/c: 112-334-5566 | Service: 777-665-4433
 www.YourDealerWebsiteGoesHere.com

4 Free shuttle service and online service scheduling for your convenience
 A comfortable lounge with free Wi-Fi and refreshments.

5 John, your Summer Service Savings are here!

8

Conveniently located just off I-75 between BA and the V. A. Swain Express Parkway.

3 **TEMPLATE SM17**
 1-1
 John Samples
 or Current Resident
 123 Any Street
 Hollywood, USA 96765-4321

TEMPLATE CUSTOMIZATION

1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes

SUMMER SAVINGS **SAMPLETON** Auto Group **1**

ALIGNMENT SPECIAL
Front & Rear
\$59.95

HOT SUMMER SAVINGS
Oil Change
\$4.95

COOL SUMMER SPECIAL
AC Service
\$39.95

SUMMER SAVINGS SPECIAL
Oil Change, Air Filter, Tire Rotation, PLUS
Fuel Additive AND Alignment Checks
\$89.95

SPEND AND SAVE

When Your Bill is From	Your Save
\$0 - \$99	\$10.00
\$100 - \$199	\$20.00
\$200 - \$299	\$30.00
\$300 - \$399	\$40.00
\$400 - \$499	\$50.00
\$500 or More	\$75.00

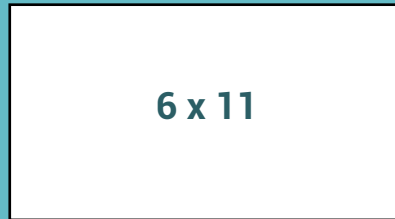
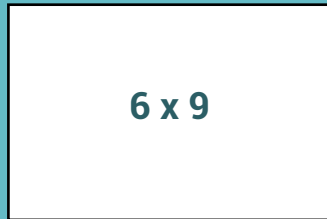
6 Service & Parts Hours: Monday - Friday 7:00am to 6:00pm | Saturday 7:00am to 4:00pm | Closed Sunday

9

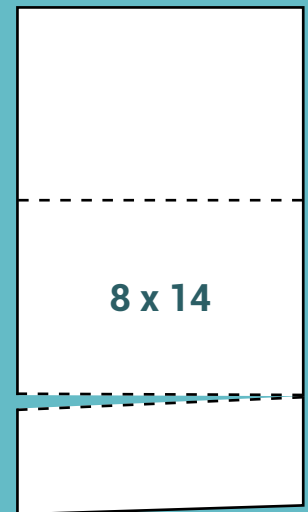
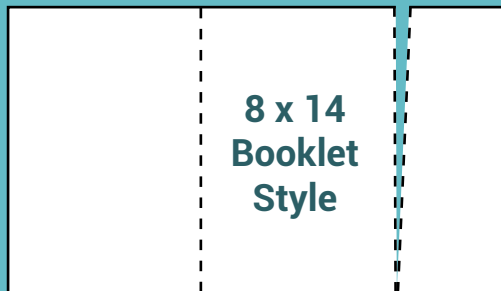
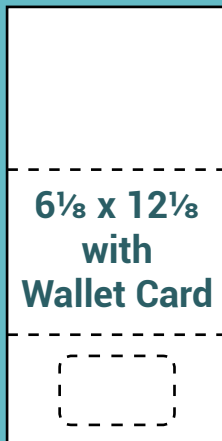
These options can be added to
ANY template!

SIZES

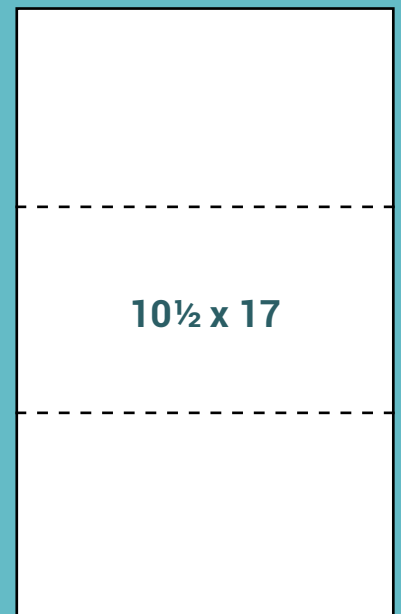
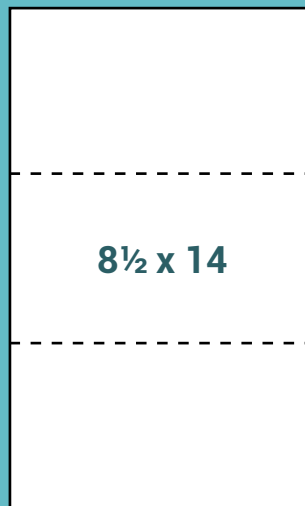
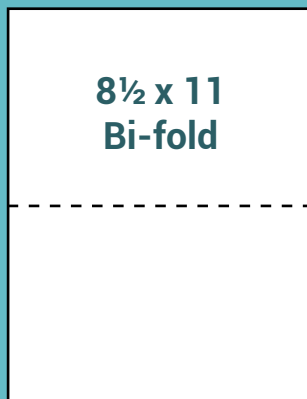
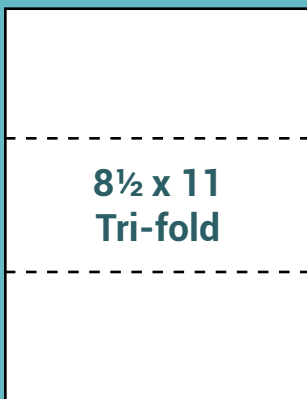
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



SELF-MAILER



SCHEDULING SUGGESTIONS

Mailers will be produced and delivered to the post office within three days of final approval of your artwork and mailing list. To allow time for standard delivery (6-9 days from production) please note the guidelines below for order approval dates. Some deadlines are extended because heavy mail volumes can impact delivery time.

Holiday	Suggested Mail Dates
Summer	May-June
Memorial Day	By May 7
4 th of July	By June 13

READY TO GET STARTED?
Contact your Reynolds Document Consultant,
or email RDS@reyrey.com.

VARIABLE

OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



Target 1

Current customers, who had service in the past 5 months, received **\$5.00** off.



Target 2

Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



Target 3

Longer-term inactive customers, with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

IDEAS

GENERAL SUMMER

- Pre-Vacation Service Savings
- Road Trip Specials
- Life's a Picnic
- Summer Picnic Sale
- Summer of Savings
- Hot Savings
- Sizzling Savings
- Cool Summer Special
- Beat the Heat
- Dog Days of Summer
- Sunny Summer Savings
- Summer Vacation Sale
- Hottest Discounts
- Red Hot Savings
- Celebrate Summer
- Hot Days, Cool Savings

PATRIOTIC

- Red White & Blue Savings
- We Want You to Save Big
- Patriotic Savings
- Hot Dogs. Baseball. Savings
- Firecracker Savings
- Positively Patriotic Savings
- Let Freedom Ring
- Blast Off Sale

OFFERS THAT

DRIVE ACTION

“What’s in it for me?” That’s how a customer decides to keep or toss your offers. With shorter attention spans than ever before, it’s critical that your offers instantly make the customer say, “I want that.” The mailer below generated an impressive 10% response rate from inactive customers. It’s a great example of an effective, stand-out mailer.

People generally lose concentration after eight seconds.*

Simple offers with minimal restrictions work best.

Low price oil changes, tiered discounts based on the amount spent, and flat discounts (such as this offer for \$15 off any service) work well. They tell the customer exactly what they are getting without any work to figure out if it is a good deal or not.

Offers must be easy to redeem.

Make it easy for customers to contact you. On just this side of the postcard, the website is referenced three times—two times with the web address and once with a QR code.

Personalized offers with the customer’s name grab attention and give the offer a more exclusive feel.

Offers should stand out.

In this example, the coupons stand out because the white background contrasts well with the orange surrounding them. The word FREE is in a bright, large font to draw the customer’s attention.

Oil Change Express | **RHG Auto Group**
800 Presidential Blvd. | Schaeffer, AZ 85501
1-800-767-7879 | www.rhgauto.com

5000 You are due for service at RHG Auto Group!

RHG Auto Group 6/30/17 2967
800 Presidential Blvd. • Schaeffer, TX 85501 • 1-800-767-7879
www.rhgauto.com EXPIRATION DATE

OFFER
PAY TO THE ORDER OF: **Joe Reynolds** **\$15.00**
Fifteen Dollars - Good towards any service or repair DOLLARS
FOR: **Service Rewards** **RHG Auto Group**
002230 7662103330 01462967

FREE Car Wash With Every Service
FREE Certified Multi-Point Inspection

Service Hours:
Monday-Friday 7am to 5pm • Saturday 8:30am to 5pm

Schedule Online At: **www.RHGAuto.com**

PRESORTED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

Scan to Schedule Your 1st Service Appointment & Start Saving!

© 2017 The Reynolds and Reynolds Company 1-800-344-6966 DR000003 (08/16)

*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

“REALITY CHECK”

LIST

DOES YOUR MAILING MEASURE UP?

Think about the original goal of your mailing. Use this checklist to ensure your final proof meets that goal. If you cannot answer “yes” to the questions below, you may want to consider changes.

Look at your mail piece closely:

<input type="radio"/>	Does the first phrase or graphic that grabs your attention make you want to read more?
<input type="radio"/>	Will the mail piece grab your customers' attention when it is mixed in with other mail?
<input type="radio"/>	<i>For letters and self-mailers:</i> Does the outside of your mailing include a teaser about the content that would make the customer want to open it and read more?
<input type="radio"/>	Does your offer stand out?
<input type="radio"/>	Is the offer persuasive enough to make the customer take action on it quickly? ** ** <i>Consider this question carefully.</i> Is the offer competitive and compelling? How enticing the offer is will have a big impact on the success of your mailing. The less a customer knows about you, the more enticing the offer needs to be to convince them to 'try' your business.
<input type="radio"/>	Have you listed the key additional benefits that set your service department apart from competitors (free car wash, shuttle service, loaner cars, free Wi-Fi)?
<input type="radio"/>	Is it easy to locate your contact information including phone number and website?
<input type="radio"/>	Are your sales or service hours clearly listed?
<input type="radio"/>	Does your message match your audience?
<input type="radio"/>	<i>For conquest mailings:</i> If you are targeting customers who have not been to your dealership, did you include simple, clear directions and/or a map?
<input type="radio"/>	Are you satisfied that your mailing will meet your goal?

If you are not sure how well your mail piece addresses the questions above, show the proof to a few customers and ask for feedback. Ask if the offer would persuade them to come in!

SUMMER

TEMPLATES

THEMES

GENERAL
SUMMER

PATRIOTIC

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6 $\frac{1}{8}$ x 12 $\frac{1}{8}$ " SELF-MAILER

8 x 14" SELF-MAILER

8 $\frac{1}{2}$ x 11" SELF-MAILER

8 $\frac{1}{2}$ x 14" SELF-MAILER

10 $\frac{1}{2}$ x 17" SELF-MAILER

REAL RESULTS

Throughout this book, ROI results are shown for previous customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.



Front



Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

GENERAL
SUMMER

6 x 11" POSTCARD

NEW!



Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD

SUMMER SAVINGS **SAMPLETON Auto Group**

ALIGNMENT SPECIAL
Front & Rear

\$59⁹⁵

Valid only at Sampleton Auto Group. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 30 days from date on card.

COOL SUMMER SPECIAL
AC Service

\$39⁹⁵

Freon not included

Valid only at Sampleton Auto Group. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 30 days from date on card.

SUMMER SAVINGS SPECIAL
Oil Change, Air Filter, Tire Rotation, PLUS Fuel Additive AND Alignment Check

\$89⁹⁵

Valid only at Sampleton Auto Group. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 30 days from date on card.

HOT SUMMER SAVINGS
Oil Change

\$4⁹⁵

Includes: Up To 5 Quarts Of Conventional Oil & Filter

Valid only at Sampleton Auto Group. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 30 days from date on card.

SPEND AND SAVE

If Your Total Bill is From	You Save
\$50-\$99 ⁹⁵	\$10.00
\$100-\$199 ⁹⁵	\$20.00
\$200-\$299 ⁹⁵	\$30.00
\$300-\$399 ⁹⁵	\$40.00
\$400-\$499 ⁹⁵	\$50.00
\$500 or More	\$75.00

Valid only at Sampleton Auto Group. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 30 days from date on card.

Service & Parts Hours: Monday-Friday 7:00am to 6:00pm | Saturday 7:00am to 4:00pm | Closed Sunday

Front

SAMPLETON Auto Group

1234 Anytime Pkwy | Template, OH 45455
Main: 112-334-5566 | Service: 777-665-4432
www.YourDealerWebsiteGoesHere.com

Check us out online to see why so many of your friends and neighbors trust us to service their Hondas. In addition to great service at a great price, we also offer:

- > Free shuttle service and online service scheduling for your convenience
- > A comfortable lounge with Free Wi-Fi and refreshments.

PRESORTED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

John, your Summer Service Savings are here!

Conveniently located just off I-75 between GA-20 and HWY 355 on Awelon Parkway

TEMPLATE SM17

1-1
John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

© 2011 The Reynolds and Reynolds Company 1-800-364-4966 DF 1836 (02/15)

Back

WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

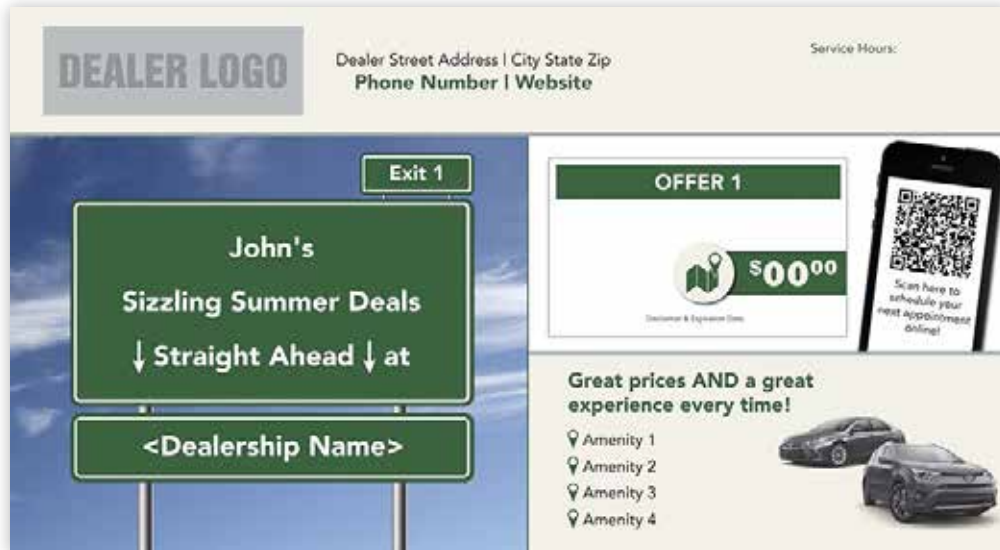
REAL RESULTS

Here's how this campaign performed for one of our customers!

 **ROI: \$25:1**

 **TARGET: INACTIVE CUSTOMERS**

 **HOOKS: 10% OFF ANY SERVICE; \$49.95 SYNTHETIC OIL CHANGE**



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD

Relaxing Summer Memory.

Stressful Summer Misery.

DON'T LET YOUR CAR LET YOU DOWN!

Bring it in to service experts at <Dealership Name> today for great prices and a great service experience.

DEALER LOGO

Dealer Address | City, State Zip
Phone Number | Website
Service Hours:

Customers choose us for:

- + Convenience: Amenity 1
- + Quality: Amenity 2
- + Value: Amenity 3
- + Amenity 4

Great Offers On Back! ➤➤➤

Front

Offer 1 \$00.00
Promotion & Expiration Date

Offer 2 \$00.00
Promotion & Expiration Date

Offer 3 \$00.00
Promotion & Expiration Date

Offer 4 \$00.00
Promotion & Expiration Date

DEALER LOGO

Dealer Address | City, State Zip Phone Number | Website

POSTPAID
STANDARD
U.S. POSTAGE PERMIT
CELINA, OH
PERMIT NO. 220

TEMPLATE MARK

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

Written instructions to dealership ➤➤➤

Back



Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD



Front



Back

DEALER LOGO

Dealer Street Address
City, State Zip
PHONE NUMBER

Service Hours:

Pre-Vacation Service Savings!



OFFER 1

Disclaimer & Expiration Date

OFFER 2

Disclaimer & Expiration Date

OFFER 3

Disclaimer & Expiration Date

**The best
road trips
start here!**

Visit us online at: www.dealerwebsite.com

Front

DEALER LOGO

Dealer Street Address
City, State Zip
PHONE NUMBER



PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

OFFER 4

Disclaimer & Expiration Date



See reverse for more savings!

John Samples,
Save on Summer service
and take advantage of
these perks too!

-
-
-
-




© 2013 The Reynolds and Reynolds Company 1-800-344-0990 DF942 (9/13)

Template SM4



1-1
John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

Back

WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

GENERAL SUMMER

6 x 9" POSTCARD

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$59:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOKS: \$49.95 SYNTHETIC OIL CHANGE AND TIRE ROTATION; BONUS BUCKS



Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD

REAL RESULTS

Here's how this campaign performed for one of our customers!



ROI: \$17:1



TARGET: INACTIVE CUSTOMERS



HOOK: 4 OIL CHANGES FOR \$109.95 (ABOUT \$27.50 PER OIL CHANGE)



Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD



Front



Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

GENERAL
SUMMER

8 x 14" SELF-MAILER

NEW!

REAL RESULTS

Here's how this campaign performed for one of our customers!

-  **ROI: \$13:1**
-  **TARGET: ACTIVE & INACTIVE CUSTOMERS**
-  **HOOK: \$34.95 OIL CHANGE WITH COMPLIMENTARY CAR WASH**



Outside



Inside

NEW!

FOLDED



Front



Back

GENERAL
SUMMER

8 x 14" SELF-MAILER

NEW!

NEW!



Outside



Inside

FOLDED

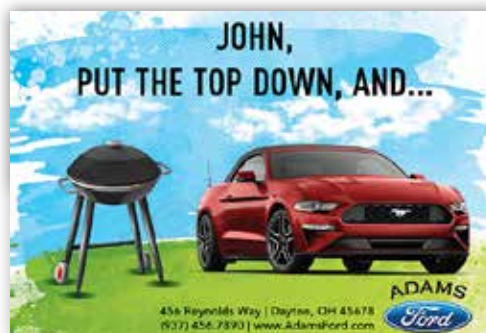


Front



Back

LIFT THE FLAP TO REVEAL AN OPEN GRILL AND CONVERTIBLE!



GENERAL SUMMER

10½ x 17" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$21:1

TARGET: INACTIVE CUSTOMERS

HOOK: PRE-VACATION SPECIAL (OIL CHANGE AND TIRE ROTATION) \$39.95

TOYOTA Rent a Car

Renting Through Toyota
Rent A Car Means You Can:

- Service Replacement Vehicle - Drive away in the latest model Toyota while yours is being serviced at the dealership.
- Insurance Replacement Vehicle - Is your vehicle being repaired at the body shop? Ask your dealer about a Toyota rental vehicle as a temporary replacement vehicle.
- Try Before You Buy - Test drive a new Toyota model before your next lease or purchase.
- Personal Benefits:
 - Rent to save miles on an upcoming lease expiration.
 - Enjoy a long weekend getaway in a current Toyota model.
 - Rent a comfortable, roomy Toyota for out-of-town guests or a business trip.

TOYOTA
1010 Blinnow Pkwy
Gloster, PA 16544
885-158-2364
TimeToyotaGloster.com

Service Hours:
Monday-Friday 9:00am to 5:00pm
Saturday 9:00am to 4:00pm

Service & Parts Hours:
Monday-Thursday 7:30am to 9:00am
Friday 7:30am to 7:00pm
Saturday 8:00am to 3:00pm

TEMPLATE SM20
John Samples
123 Any Street
Indy, IN 46105-6789

John Samples, Get Your Toyota Corolla Ready For Summer!

See Your SUMMER SAVINGS →

Welcome to
TIME TOYOTA
Same Day or Next Day Service
24 Hour Appointment Hotline
885-158-2364

• Collision/Cosmetic/Accessory Center • Free Estimates, Online Accessory Catalog

Outside

FOLDED

See Your SUMMER SAVINGS →

Welcome to
TIME TOYOTA
Same Day or Next Day Service
24 Hour Appointment Hotline
885-158-2364

• Collision/Cosmetic/Accessory Center • Free Estimates, Online Accessory Catalog

Front

TOYOTA
1010 Blinnow Pkwy
Gloster, PA 16544
885-158-2364
TimeToyotaGloster.com

Service Hours:
Monday-Friday 9:00am to 5:00pm
Saturday 9:00am to 4:00pm

Service & Parts Hours:
Monday-Thursday 7:30am to 9:00am
Friday 7:30am to 7:00pm
Saturday 8:00am to 3:00pm

TEMPLATE SM20
John Samples
123 Any Street
Indy, IN 46105-6789

John Samples, Get Your Toyota Corolla Ready For Summer!

Back

Exclusive Service Offers For John Samples!

TOYOTA
TIME TOYOTA
summer SALE

1010 Blinnow Pkwy • Gloster, PA 16544
885-158-2364

Tire Special
Buy 3 tires, get the 4th for **\$100**

Fresh Air Special
Cabin Air Filter & Ventilation Service
\$119.99
a \$50 savings

Batteries
\$129.99
including installation

Wiper Blade Replacement
\$19.99 each
No charge installation

Summer Alignment Special
\$79.95

Pre Vacation Special
Lube, Oil, Filter & Tire Rotation
\$39.99

State Inspection and Emissions Inspection
\$39.95

Vacation Rental Special
Get 3 Days for the Price of 2 on any Minivan or SUV

Bumper Special
\$299.00 Regularly \$399.95
Includes up to 2 hours of scratch repair and refitting of bumper

Variable Discount
Receive a discount on service or parts depending on the dollar value of the purchase!

Save	Receive
\$100.00 OFF	\$100.00 to \$199.99
\$200.00 OFF	\$200.00 to \$299.99
\$300.00 OFF	\$300.00 to \$399.99
\$400.00 OFF	\$400.00 to \$499.99
\$500.00 OFF	\$500.00 or more

24 Hour Service Appointment Hotline 885-158-2364 • TimeToyotaGloster.com

Inside



Outside




Inside

GENERAL SUMMER

8½ x 11" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

-  **ROI: \$33:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOKS: \$19.95 OIL CHANGE; \$49.95 SYNTHETIC OIL CHANGE**

FOLDED



Front






Back

GENERAL SUMMER

10½ x 17" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

-  **ROI: \$14:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOK: \$12.00 OFF OIL CHANGE AND TIRE ROTATION**



Outside

FOLDED



Front



Inside



Outside



Inside

FOLDED



Front



Back

GENERAL
SUMMER

10½ x 17" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

 **ROI: \$12:1**

 **TARGET: ACTIVE & INACTIVE CUSTOMERS**

 **HOOK: OIL CHANGE, TIRE ROTATION, AND INSPECTION, \$36.22**

FOLDED



Front



Back






Outside



Inside

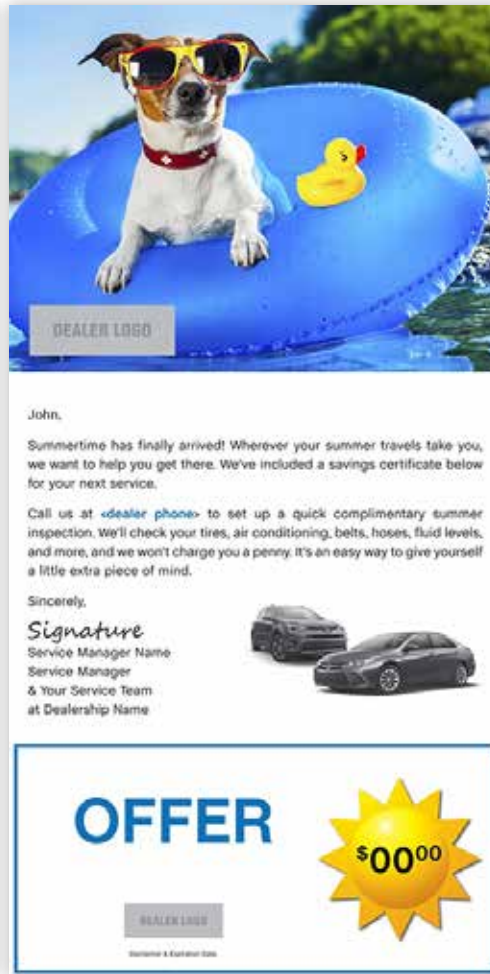
REAL RESULTS

Here's how this campaign performed for one of our customers!

-  **ROI: \$31:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOK: BUY ONE-GET ONE FREE OIL CHANGE**



Outside



Inside

FOLDED



Front



Back

GENERAL SUMMER

6 1/8 x 12 1/8" SELF-MAILER



Front

Outside



Inside

FOLDED



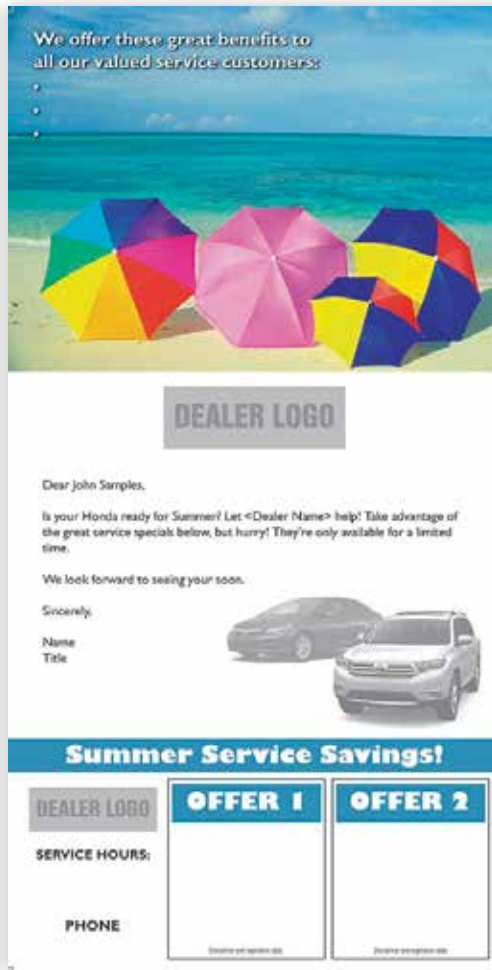
Front



Back



Outside



Inside

FOLDED



Front



Back

PATRIOTIC

6 x 9" POSTCARD

NEW!

REAL RESULTS

Here's how this campaign performed for one of our customers!

 **ROI: \$19:1**

 **TARGET: CONQUEST**

 **HOOKS: \$10.00 OFF OIL CHANGE; BONUS BUCKS**



Front






Back

NEW!

REAL RESULTS

Here's how this campaign performed for one of our customers!

-  **ROI: \$33:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOK: 12% OFF ANY SERVICE**



Front



Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

PATRIOTIC

6 x 9" POSTCARD



Front



Back



Front



Back

PATRIOTIC

6 x 9" POSTCARD



Front



Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



RED WHITE & BLUE SAVINGS
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Inside



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Inside

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Front



Back

PATRIOTIC

8½ x 11" SELF-MAILER



Outside

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Front



Back



Inside



Outside



Inside

FOLDED



Front



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