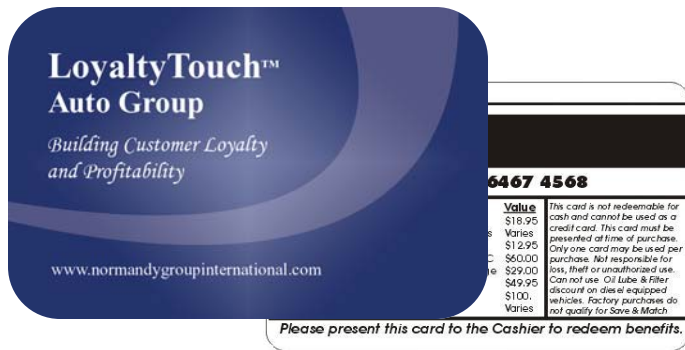


The LoyaltyTouch™ Card



Please present this card to the Cashier to redeem benefits.

THE LOYALTYTOUCH ADVANTAGE

- **INCREASE** sales and gross profit
- **CLOSE** more deals
- **CONVERT** more sales customers into service customers
- **TRANSITION** more service customers back to your Sales Department
- **BUILD** closed-loop customer relationships

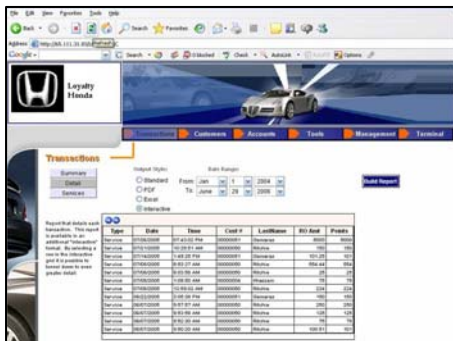
THE CONCEPT

LoyaltyTouch is a powerful card-based customer retention solution designed exclusively for auto dealerships. The solution is ideal for dealers that are looking for a simple, cost-effective way to increase gross profit, differentiate themselves from competitors and forge a more loyal customer base.

HOW THE CARD WORKS

The LoyaltyTouch solution includes pre-programmed, custom-branded, magnetic strip cards that your dealership can either sell or give to customers. The cards are pre-loaded with a dealer-defined package of electronic coupons for discounted or no-charge services, parts or accessories and are registered to each individual customer.

Each time your customers use their card in your Service or Parts Departments to redeem a benefit, the coupon is instantly subtracted from the card at the cashier's desk. And depending on the desired program, the solution can enable customers to earn points toward a new vehicle discount for the dollars they *save* or *spend* in your dealership.



Internet Database and Management System



Card Terminal

THE TECHNOLOGY

LoyaltyTouch requires only an Internet connection to function and can be installed in a few hours. The solution comes with a standard credit card swipe terminal to conduct card transactions, proprietary terminal emulation software and access to a secure Internet database that provides the dealership with extensive reporting and data-mining capability.

Normandy Group International (NGI) will work with you to create a solution that uniquely suits your customer retention needs. NGI also provides installation, training, materials and comprehensive customer support to ensure your satisfaction and your loyalty program's continued effectiveness.

THE BENEFITS

In your Sales and Finance Departments...

The LoyaltyTouch Card:

- ✓ Generates significant gross profit when sold to your vehicle sales or service customers.
- ✓ Shows prospective customers the above-and-beyond value of buying from *your* dealership.
- ✓ Provides a powerful incentive for your new sales customers to return to your dealership for all of their regular maintenance services and accessories...and their next vehicle purchase.

In your Service Department...

The LoyaltyTouch card:

- ✓ Offers your advisors an important opportunity to up-sell additional services as customers redeem their benefits.
- ✓ Sets your dealership apart from both your sales and service competitors.
- ✓ Provides valuable opportunities to communicate with customers and market promotions.
- ✓ Turns your customers into long-term, card-carrying "Members" of your dealership.