

Repair Programs Service Provider Benefits Term Sheet



Program Description

Moving Targets gives shops a resource that will help build their business by acquiring new loyal and dedicated customers. **Moving Targets** offers a unique direct mail program targeted exclusively at new residents who move into the areas near their facilities. **Moving Targets** mailings include warm hearted personal introductory letters, valuable gift certificates, and attention-getting mailing envelopes. Why should shops focus on new residents? Because **Moving Targets** has learned that these individuals, seeking a trustworthy repair facility near their new location, are *five times more likely to become loyal regular customers*.

Target Customers (U.S. and Canada):

- Approved Auto Repair Network
- Approved Auto Body Shops
- Club-owned Repair

Value Statement:

- \$100 rebate upon the completion of 200 mailings.
- No contracts to sign, start-up fees or minimum mailing quantities required
- Enrollment is simple and runs month to month
- Service can be cancelled at any time for any reason
- Each mail piece is a low cost of \$1.63 per piece; including postage

Pricing: Available on AAA.biz/auto and AICWEB

Good to Know:

- **Moving Targets** has been doing business since 1992, is headquartered in Perkasié, PA and has relationships with many well-known automotive companies including: NAPA AutoCare, Goodyear, Firestone, and Michelin

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