



Share the spirit
of the Holidays.

2016 DPS
HOLIDAY MAIL



WHY DPS HOLIDAY MAIL?

RESULTS



- » Dealerships have added a **13th month of revenue** to their fiscal year
- » **\$650,000** in additional revenue per dealer
- » Average ROI of **\$184 : \$1**

INCLUDE A CHARITY FOR COMMUNITY GOODWILL



- » Charity donations up **2x** over previous promotions
- » **Truckloads** of toys and food to help those in need
- » Become an **anchor** in your community

EXPERIENCE



- » This holiday season marks **DPS' 17th year** providing our Holiday Promotion
- » **99% reorder rate** - no better testament to past success
- » Each year of participation generates **increased results**

DEALERSHIPS



- » **99% open rate**
- » **Drives traffic** during traditionally slow months

NEW FOR 2016!

- ✓ **Additional creative choices**
- ✓ **Greater flexibility in design**
- ✓ **Additional Holiday touch-points**
- ✓ **Soft touch aqueous coating offered for BMW and MINI Cards**
- ✓ **Larger 8.5" w x 5.5" h size format for 2016 Holiday Mail cards**

Plus, any dealership that submits a Holiday Mail order targeting their entire database receives one **FREE email blast.**

(Must be completed within 6 months of Holiday Mail order, a \$600 Value!)

STEP 1: CHOOSE YOUR CARD

BMW CARD OPTIONS



ELECTRIC SLEIGH RIDE.

ELECTRIC



BETTER THAN A SLEIGH RIDE.

SLEIGH RIDE



FITTED FOR THE HOLIDAYS.

HOLIDAY FITTED



WARM WISHES.

WARM WISHES



HAPPY HOLIDAYS.

HAPPY HOLIDAYS



IT'S OUR TURN TO BE THANKFUL.

THANKFUL



THRILLING BLACK FRIDAY SAVINGS.

BLACK FRIDAY

MOTORRAD CARD OPTIONS



HERE'S TO FULL THROTTLE HOLIDAYS.

FULL THROTTLE



OPEN ROADS. HAPPY HOLIDAYS.

OPEN ROADS



RIDING GEAR TO MAKE YOU MERRY.

RIDING MERRY

STEP 1: CHOOSE YOUR CARD

MINI CARD OPTIONS



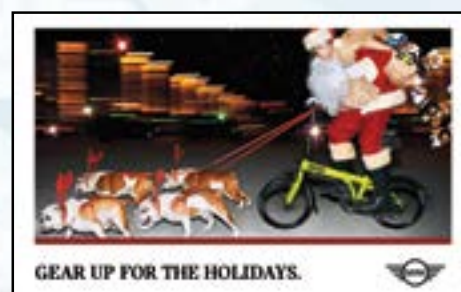
NICE PERKS



SNOW WHAT?



HOLIDAY LIGHT



HOLIDAY GEAR



MINI WARM WISHES



MINI THANKFUL



MINI BLACK FRIDAY

» All BMW & MINI 2016 card options will feature an aqueous coating, providing a soft matte finish presenting a premium look and feel.

STEP 2: CHOOSE YOUR VERSE

CARD VERSE OPTIONS

VERSE 1

In the spirit of the holiday season, we extend these offers in thanks for choosing us to service your vehicle.

Wishing you and yours health and happiness this Christmas season and throughout the New Year.

VERSE 2

During the holiday season our thoughts turn gratefully to those who have made our success possible. It is in this spirit we say, thank you and best wishes for the holidays and a Happy New Year.

VERSE 3

*Whatever is beautiful.
Whatever is meaningful.
Whatever brings you happiness.
May it be yours this holiday season,
And throughout the coming year.*

VERSE 4

As some of our valued customers, we thought you would be happy to know you made the "nice" list this holiday season. Since you have been so good this year, we want to send a special offer just for you.

Thank you for being part of our success this past year, and we wish you and yours a very happy holiday season.

STEP 3: CHOOSE YOUR OFFER

BMW OFFERS

» New format allows you to choose one, two or three offers.

INSTALLED ORIGINAL BMW ACCESSORIES GIFT CERTIFICATE
\$00

Original BMW Accessories are designed to do more than help you personalize your BMW. They're engineered to enhance your ownership experience at every turn. Offer includes exterior and interior accessories, entertainment and communications, cargo and transport options, as well as details and other extras.

Offer valid only at Anytown BMW. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

BMW SPA GIFT CERTIFICATE
\$00

BMW Spa services include: Meticulous exterior and interior detailing, clean and polish rims, condition all leather and vinyl, thoroughly vacuum and clean carpets and mats, polish and wax to a high gloss shine, treat dashboard (gauges, vents, etc.), clean trim, moldings and windows and revitalize exposed rubber including tires.

Offer valid only at Anytown BMW. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

BMW LIFESTYLE MERCHANDISE
00% Off

Take the BMW experience beyond the driver's seat with our exclusive line of BMW Lifestyle Merchandise designed for enthusiasts of any age. BMW Lifestyle Merchandise includes apparel, accessories, sports and leisure, timepieces, kids' collection and M Power items.

Offer valid only at Anytown BMW. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

A GIFT FROM ANYTOWN BMW
\$00 or 00% Off

To help make the season brighter for both you and those less fortunate in our community, bring in 5 non-perishable food items and receive 00% off your BMW service bill (up to \$00 max discount) or \$00 off any BMW Lifestyle Boutique items or Original BMW Accessories (excludes snow tires).

Offer valid only at Anytown BMW. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

MOTORRAD OFFERS

INSTALLED ORIGINAL MOTORCYCLE EQUIPMENT
\$00 OR 00% Off

Present this offer and receive \$00 or 00% off the purchase of any BMW Motorcycle Equipment purchase.

Offer valid only at BMW Motorcycles of Anytown. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

A GIFT FROM BMW MOTORCYCLES OF ANYTOWN
\$00 or 00% Off

To help make the season brighter for both you and those less fortunate in our community, bring in 5 non-perishable food items and receive 00% off your BMW service bill (up to \$00 max discount) or \$00 off any BMW Rider Motorcycle Equipment.

Offer valid only at BMW Motorcycles of Anytown. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

RIDER EQUIPMENT GIFT CERTIFICATE
\$00

Take the riding experience to full throttle with our exclusive line of BMW Rider Equipment designed specifically for both men and women. BMW Rider Equipment includes suits, boots, gloves, and functional clothing.

Offer valid only at BMW Motorcycles of Anytown. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

A GIFT FROM BMW MOTORCYCLES OF ANYTOWN
\$00 or 00% Off Any Service Visit

- BMW Scheduled Services

Offer valid only at BMW Motorcycles of Anytown. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Expires 12/31/17.

STEP 3: CHOOSE YOUR OFFER

MINI OFFERS

STOCKING STUFFER SPECIAL
ANY INSTALLED MINI ACCESSORY OR MOTORINGEAR
\$00 GIFT CERTIFICATE

Original MINI Accessories are designed to do more than help you personalize your MINI. They're engineered to enhance your ownership experience at every turn. Offer includes exterior and interior accessories, entertainment and communications, cargo and transport options, details and extras.

Offer valid only at Anytown MINI. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Excludes tires. Expires 12/31/17.

HOLIDAY BEST "DRESSED" SPRUCE UP
MINI DETAILING
\$00 GIFT CERTIFICATE

Includes: Meticulous exterior and interior detailing, clean and polish rims, condition all leather and vinyl, thoroughly vacuum and clean carpets and mats, polish and wax high gloss shine, treat dashboard (gauges, vents, etc.), clean trim, moldings and windows, revitalize exposed rubber including tires.

Offer valid only at Anytown MINI. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Excludes tires. Expires 12/31/17.

GET SOME SWAGGER EXTRAVAGANZA
MINI MOTORINGEAR
\$00 GIFT CERTIFICATE

Take the MINI experience beyond the driver's seat with our exclusive line of MINI Motoringear merchandise designed for enthusiasts of any age. Offer is good for apparel, accessories, sports and leisure, timepieces and kids' collection items.

Offer valid only at Anytown MINI. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Excludes tires. Expires 12/31/17.

GIVE A LITTLE, GET A LITTLE
NON-PERISHABLE FOOD ITEM DRIVE
\$00 OR 00% OFF GIFT CERTIFICATE

To help make the season brighter for both you and those less fortunate in our community, bring in 5 non-perishable food items and receive 00% off your MINI service bill (up to \$00 max discount), or \$00 off any MINI Collection items.

Offer valid only at Anytown MINI. Price excludes tax. One coupon per customer. Coupon has no cash value, is non-transferable and cannot be duplicated. Original coupon must be presented and redeemed at time of purchase. Cannot be combined with any other offer. Discount only applies to retail price of product and not to any sales or value-added tax. Excludes tires. Expires 12/31/17.



DON'T BUY WHAT YOU CAN'T TRACK.

Full results reporting with every campaign!





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GROUP

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