

No fuss, no muss.
Just happy customers, and more of them.



The **P³** Program is designed as a complementary product to be given to all of your new and used vehicle customers. It is engineered to help you keep more customers and enhance your service drive traffic and sales by combining valuable benefits with a simple but necessary service and providing a retention program that keeps your business "top of mind."

P³ is also designed to work without your staff having to work harder. All roadside benefits are prepaid and only require a phone call from your customers to activate.

Replacement tires are paid for in full, within policy limits, regardless of wear (down to 3/32") with no prorations. Tire benefits require pre-authorization by the customer only and benefits are paid directly to the customer. No paperwork or participation from the dealer is required.

What are your goals?

Value.

1. A fair return or equivalent in goods or services for money exchanged.
2. Monetary or material worth.

Retention.

1. The act of retaining.
2. The ability to keep or preserve.

Relationships.

1. The state of affairs existing between those having dealings.
2. A connection or alliance between two people or groups.

Where can you get all three?

P³

More Value. More Retention. Better Relationships.

Available Exclusively at Finer New Car Dealerships

GIVE THEM MORE...

P³ is a customer retention program like no other. We help your business create a bond between your new and used vehicle customers and your service department by providing them with a complementary ongoing tire pressure maintenance program and a value rich benefit package. In addition to helping your customers achieve optimum fuel economy and safety by Pledging to aid them in maintaining Proper tire inflation Pressure, **P³** provides them with a 12 month membership in the **P³** Auto Club providing free:

- ◆ Tire Road Hazard Coverage
- ◆ 24 Hour Towing
- ◆ 24 Hour Flat Tire Service
- ◆ 24 Hour Jump-Start
- ◆ 24 Hour Lock-Out Service
- ◆ Trip Interruption Coverage
- ◆ Free Trip Routing Service
- ◆ Discount Travel Benefits
- ◆ 24 Hour Emergency Fluid Delivery
- ◆ Theft and Hit and Run Protection



KEEP THEM FOREVER!

To activate their **P³** Auto Club membership, all your customers need to do is register online. Upon registration their e-mail addresses are "coded" to your dealership and they are automatically sent a personalized **P³** newsletter on behalf of your business every 45 days inviting them back for a complementary tire pressure check. **P³** "trains" your customers to return to your dealership for routine maintenance and provides sales opportunities between regular service intervals.

P³ newsletters are professionally written and designed to focus on the safety, economic and environmental benefits of timely and consistent vehicle maintenance, and can be customized by you on-line to include:

- ◆ Full Color Print and Clip Coupons
- ◆ Customer Surveys
- ◆ Product Announcements
- ◆ Event Announcements
- ◆ Web Links and more

Chapel Hill Complete Car Care With Service and Integrity Since 1953

CHEVROLET Franklin Street 919-967-7092 Carrboro 919-967-7058 Cole Park Plaza 919-960-6001

Chapel Hill Tire Chevrolet invites you to return to their service department for a Free tire pressure test. Proper tire pressure can make a tremendous difference in your fuel economy, tire life and safety, but only if you maintain it.

According to the United States Department of Transportation, Americans alone are wasting over 5.4 million gallons of fuel EACH DAY due to vehicles running on low tire pressure. Do your part for fuel conservation by taking advantage of our Inflation Maintenance Program. It's free to our customers, and it works.

Curbing fuel consumption is only one advantage of accurate inflation. Properly maintained tires can last up to 30% longer than tires that are ignored.

Here are a few sobering facts that will help you understand why extending tire life should be a priority to us all:

It takes seven gallons of crude oil to produce one car tire.
 It takes 3.6 billion gallons of crude oil to produce tires for all of the cars in the U.S.
 Synthetic rubber accounts for about 60 percent of the total worldwide consumption of rubber and is derived from oil, whereas the remaining 40 percent is naturally derived from the rubber tree.
 It takes five to eight years for a rubber tree to mature to the girth, at which it can be tapped.



Tire Fire in Stanislaus County, CA

Each year, motorists in the U.S. generate about 1 scrap tire for every man, woman and child in the country. Approximately 300 million scrap tires are generated annually. There are at least 275 million scrap tires in stockpiles in the U.S. About 27 million scrap tires are estimated to be disposed of in landfills in the U.S. Even though, in 2001, 38 states banned the land filling of whole tires, and 11 states banned all scrap tires from landfills.



Oil released by the tire fire flows to a catch basin in Stanislaus County, CA

Scrap tires pose three environmental threats: they are an extremely difficult to extinguish fire hazard; they trap rainwater which can breed mosquitoes that spread diseases; and they are bulky, virtually indestructible hazards that often work their way back up to the surface of landfills after burial.

Want to do more to keep the tires on your vehicle longer and further enhance the performance, economy and safety of your vehicle? Stick to your vehicle maintenance schedule. Call the service experts at Chapel Hill Tire Chevrolet and make sure your scheduled services and maintenance are up to date.

Thank you for choosing Chapel Hill Tire Chevrolet.
 Do Not Reply to this email. This message is sent from an unmonitored email address.

Chapel Hill Complete Car Care With Service and Integrity Since 1953

CHEVROLET We service and repair nearly all makes and models

SERVICES:

• Major Maintenance (30,000/60,000/90,000)	• Engine Performance	• State Inspections
• Alignments	• Exhaust Systems	• Steering & Suspension
• Alternators & Starters	• Fuel Systems	• Tires
• Batteries	• Oil Changes	• Trailer Hitches
• Brakes	• Scheduled Service Maintenance	• Transmission Service
• Coolant/Antifreeze Flushes		
• Cooling Systems/Radiators		
• CV Boots & Axles		
• Electrical Systems		

Voted Best Auto Repair in Chapel Hill-Carrboro
By the Readers of The Chapel Hill News

\$5.00 off OIL CHANGE

Present this coupon for an oil change redemption. One redemption and not for sale. We reserve the right to limit quantities.

Three Convenient Locations to Serve You

Free Shuttle Service at All Locations	Franklin Street 919-967-7092	Carrboro 919-967-7058	Cole Park Plaza 919-960-6001
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