



Mercedes-Benz

MERCEDES-BENZ USA, LLC

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pre-owned

newschannel update

Direct Mail:

Will deploy on 1/14:

- ◆ 75,000 customers
- ◆ 75,000 prospects
- ◆ All main messages covered

To expand Direct Mail coverage in your AOI:

- ◆ Direct Mail Creative and CPO Modeled Prospects are available on MBCPO.com
- ◆ Access the site through Netstar, call (866) 238-2687, or email MBTeam@ansira.com to take advantage of this great CPO prospecting opportunity.

Complimentary Pre-Owned Pre-Paid Maintenance

During the January-February Mercedes-Benz Certified Pre-Owned Sales Event MBUSA will be reimbursing 2-Service POPPM (PPMSU-2) contracts on CPO C, E, and S-Class retails (excluding Diesel and AMG).

The complimentary POPPM contract must be entered into the Electronic Contract System (ELC) at the time of sale in the same manner as paid contracts. However, during the Sales Event, the ELC will generate a \$0 MSRP contract for the customer at the time of the sale. The customer should then sign the contract to acknowledge the receipt of the package. Once the contract has been entered into the ELC and approved, the dealership will be billed the appropriate DNET for the (I4/V6: \$599 and V8:\$629) and the package will appear on the VMI within 24hrs - 48hrs.

Additionally 3-service POPPM packages will not be available in any form on CPO C, E, and S-Class retails throughout the duration of the Sales Event. The only option will be the complimentary 2-service POPPM package. This program is designed to solidify the service relationship with your CPO customer and for that reason we have upgraded our system to allow multiple sequential POPPM packages. This means at the end of the complimentary 2-service contract you will be able to sell additional 2 or 3 service packages to these customers or, better yet, offer the customer a newer MBCPO vehicle.

After March 15th, MBUSA will compile a list of all eligible CPO vehicles retailed during the sales event (net of cancellations). Once the unit count of eligible CPO vehicles with complimentary packages has been finalized, a payment via the Market Support System (MSS) will be sent to the dealers consolidated statement refunding the DNET amount of each complimentary 2-service package entered into the ELC on a CPO retail within the event period. MBUSA reserves the right to verify package delivery by requesting signed customer documentation and to withhold funds without the proper verification.

We understand that the processing time for each contract is valuable. Therefore, for each complimentary POPPM contract processed during the Sales Event, the dealership will receive a \$25 honorarium - to be paid via MSS.

Example on Next Page →



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