

MATURE VEHICLES BRING IN NEW MONEY

Increase RO totals and customer-pay revenue

Learn how Rohrman Auto Group achieved an **\$81:\$1 ROI** by targeting high-mileage vehicles.

CHALLENGE

The Rohrman Auto Group is a high-performing group of dealerships with strategies in place to retain customers and drive revenue. As a challenge to further increase their revenue potential, they wanted to utilize a new approach that would grow their average RO totals and capture inactive customers.

HOW WE HELPED

GSM's Mature Vehicle Program (MVP) is designed to increase RO dollars by targeting owners of high-mileage vehicles, making it the ideal program to achieve Rohrman's goals. Mature vehicles often require more maintenance and have a higher RO dollar potential for more costly defector items such as tires, brakes, and batteries - guaranteeing increased revenue for the dealership.

Using a highly-targeted direct mail strategy, the MVP program would help reengage the auto group's inactive customers while also promoting loyalty through exclusive program benefits, specials, and targeted offers.

“

My repair order amounts for MVP (Mature Vehicle Program) customers tend to be 59% higher on average than for lower-mileage vehicle owners.

- Ken Wahl
Service Manager, Honda Schaumburg

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2McUJ4Y>

SOLUTIONS USED

Custom mailers helped the auto group reach its goals with a combination of the following solutions:

- **Postcard mailings** every two months kept the Rohrman dealerships top-of-mind
- **Exclusive high-mileage offers and messages** targeted to mature vehicle owners promoted loyalty to the dealership
- **Segmented direct mail** highlighted the dealerships' high-mileage services and expertise

RESULTS

GSM compared vehicle sales, number of ROs and RO profit data, and the results are astounding.



\$81:\$1
RETURN ON
INVESTMENT



13%
INCREASE IN
TOTAL SALES



\$1.4M
GENERATED IN
CUSTOMER-PAY
REVENUE FROM
SIX MVP MAILERS

Overall, participating dealerships saw:

- **\$100 increase** in mature vehicle RO totals (\$)
- **32% increase** in number of ROs
- **29% increase** in MVP ROs within the first six months of roll-out



The automotive marketing people.

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