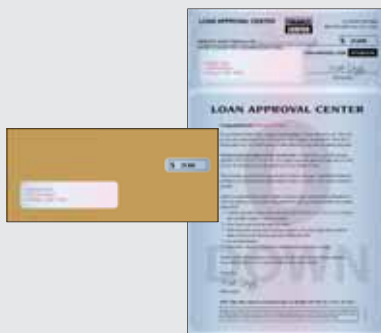


Automotive Direct Marketing Solutions



Check and Voucher Mailers

SourceLink checks and vouchers grab immediate attention in the mail. Telegraphing value and urgency through full and double window envelopes, your offers interest and motivate prospects to open the package. Choose from a variety of designs, packages and positioning – finance approval, inventory clearance, loan pre-approval and others – and increase preapproved and prequalified traffic to your dealership. All programs include 100% lead tracking and phone response tracking by call volume and geographical areas.



Eagle Finance Loan Approval Check Package

This Loan Center Approval check package immediately gets attention with personalization and the check amount showing through double windows of the official-looking Kraft envelope. An urgent call to action pushes credit-challenged recipients to a toll-free loan center hotline to determine their preapproved amount.



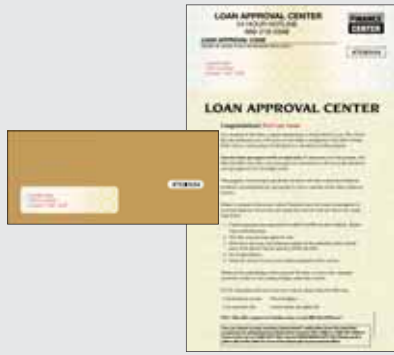
Liberty Loan Approval Center Package

Developed specifically to grab attention from those who have experienced financial problems, this bankruptcy approval center package presents a check-like preapproved loan certificate through a full window envelope. The urgent call to action gives the recipients only a few days to respond to a toll-free loan center hotline – and an extra simple loan process that drives traffic directly to your dealership's sales team.



Inventory Clearance Check Package

Coupling the attention-grabbing check with the urgency of a Two-Day-Only Inventory Clearance, this mailer drives traffic to a timed event. A toll-free response line offers easy appointments so you can schedule your staff. Customize your package with additional offers – bonuses, trade-ins, premiums – and get ready to schedule appointments! Also available as a credit card package.



Eagle Loan Center Voucher Package

This mailer features a preapproved loan offer targeted to selected recipients who have experienced financial problems in the past. Personalization and the personal qualified code shows through a double window envelope to involve the prospect. The special code – with a short-term expiration date – provides urgency to act by calling a toll-free loan center hotline that then drives the recipients directly to your dealership.



Official Certificate Inventory Clearance

With the urgency of a Two-Day-Only Inventory Clearance, this mailer drives traffic to a timed event. The official certificate features a special invitation to a limited-time event that is “not advertised to the public.” A toll-free response line offers easy appointments so you can schedule your staff. Take advantage of additional offers – bonuses, trade-ins, premiums – to push response and schedule appointments for your sales team.

How To Get Started

SourceLink is a premier provider of results-driven communication solutions. Leveraging data intelligence, technology and production expertise, SourceLink creates and produces data-driven direct marketing and critical customer communications to help its clients more profitably drive response and improve ROI.

Sophisticated, targeted marketing isn't only for big-budget exclusive auto dealers. In fact, SourceLink's programs put proven, cost-effective, response-driven marketing right at your fingertips – with programs that are as easy to start as they are to evaluate.

1. Choose from an engaging variety of formats, designs and offers
2. Customize for your dealership
3. Choose from many lists
4. Mail

It's simply never been easier – or quicker – to leverage the kinds of marketing programs big companies use to build traffic, boost sales and create loyal, lifelong customers.



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