

New Mover Program ...

- is a monthly direct mail program which targets families that have recently moved near your business.
- will identify these families and send them a special introductory offer redeemable at your service center.
- includes 2 different formats with your personalized offer.




1. Register at www.worldpac.com/newmover
2. Choose your mailer format
3. Select your coupon offer, service features, and zip codes

2 Formats to Choose From:

Highly customizable with your store information, coupon offers, and service features.

JOHN, WE ARE YOUR HOMETOWN Car Care PROFESSIONALS!



ABC Auto Repair
123 Main Street
Anytown, PA 11111
(215) 123-1234

John, see inside for your FREE OIL CHANGE OFFER!

ABC Auto Repair
123 Main Street
Anytown, PA 11111
(215) 123-1234

Self-Mailer Format

OR

Check Format

ABC AUTO REPAIR
(215) 123-1234

WE ARE YOUR HOMETOWN CAR CARE PROFESSIONALS PROVIDING EXPERT SERVICE AND QUALITY PRODUCTS.

Dear John Doe,
Congratulations on your new home! I'd like to welcome you to the neighborhood by sending you a SPECIAL MICRO-COPY OIL CHANGE OFFER. Please see the valuable coupon below.

ABC AUTO REPAIR HAS BEEN IN BUSINESS FOR 18 YEARS SPECIALIZING IN DOMESTIC AND IMPORT AUTO SERVICE REPAIR, TOWING, BUMP AND HOODS.

SOME OF THE SERVICES/FEATURES WE OFFER INCLUDE:

- Keep All Major Credit Cards
- ASE Certified Technicians
- Computer Location
- Bank/Cash Available
- Free Car Wash With Every Service
- Customer Satisfaction Guarantee

We are conveniently located at 123 Main Street, Anytown, PA. Just to Wal-Mart! Give us a call to schedule your next oil change. Check you get to know us, you'll feel comfortable relying on us to maintain your vehicle. Hope to see you soon!

John Doe
ABC Auto Repair
(215) 123-1234

NEW NEIGHBOR GIFT VOUCHER

John, receive a **FREE Oil Change**

ABC AUTO REPAIR
123 Main Street
(next to WalMart)
Anytown, PA 11111
(215) 123-1234

ABC TIRE & AUTO REPAIR

Just a few of the services we offer:

- Preferred Customer Card
- ASE Certified Technicians
- Domestic and Import Service
- Nationwide Tire and Service Warranties
- State Inspections
- Loner Cars Available
- Preferred Customer Card
- ASE Certified Technicians
- Domestic and Import Service
- Nationwide Tire and Service Warranties
- State Inspections

Welcome to your new home!
Congratulations on your new home. As the President of ABC Tire & Auto Repair let me be the first to welcome you into the neighborhood. We have been in business for 30 years specializing in PROFESSIONAL CAR AND LIGHT TRUCK SERVICE & REPAIR. Included are our exclusive Service Checks with discounts on some of the services we offer.

Your ABC Tire & Auto Repair Checks are good for:
Free Oil Change (Regular Oil Change Price \$34.95)
Free Safety Inspection
\$20 Off any service of \$250.00 or more

ABC Tire & Auto Repair is conveniently located at 123 Any Street, Any Town, MA 01111, behind the Dairy Queen. As you can see, your Service Checks are extremely valuable and are valid any time through March 31, 2010.

Please visit us soon and don't forget to bring the service check. We look forward to welcoming you personally. Once you get to know us you will enjoy relying on us when it comes to maintaining your vehicle.

Sincerely,
John A. Sample
John A. Sample
President
999-999-9999
website

STORE HOURS
M-F 7am to 7pm
Sat 7am to 5pm
Sunday closed

Gift Check
ABC TIRE & AUTO REPAIR
FREE Oil Change
\$20 OFF any service of \$250.00 or more

Gift Check
ABC TIRE & AUTO REPAIR
FREE Safety Inspection
\$20 OFF any service of \$250.00 or more

Gift Check
ABC TIRE & AUTO REPAIR
\$2000
\$1000 OFF any service of \$2500 or more