

# VEHICLE RETURN PROGRAM

## A Distinctive Market Identity

### COMPETITIVE ADVANTAGE

Edge out the competition with a powerful marketing message that creates a distinct market identity.

### INCREASED CUSTOMER BASE

"Customers are more likely to buy if they know they can return it." Drive traffic to your store with a message that's compelling, relevant and personal.

### REDUCED RISKS

Implement a proactive risk-management designed to decrease repossessions and remarketing expenses.



How can you help your existing and prospective customers to breeze past their concerns when making a purchasing decision?

More and more consumers are becoming riders and trying motorcycles for the first time due to the skyrocketing gas prices. Move your prospects from interest to excitement with a program that instills confidence in your products and services. Offer your customers the flexibility they need in today's unpredictable economy.

WALKAWAY creates a distinct marketing message around a vehicle return program that increases showroom traffic, converts leads to sales, enhances F&I profit via upgrade commissions and provides greater finance control.

- **Separate yourself from the competition.** Leverage and maximize your advertising dollars with a program that wins the hearts of your customers with a compelling and memorable message.
- **Instill confidence in your riders.** Enhance your riders' buying experience with a product that's relevant and personal. Eliminate the "yeah, but..." fear of buyers when considering a purchase decision.
- **Increase F&I income.** Present your customers with the option to purchase full-term coverage upgrades with enhanced levels of coverage.

WALKAWAY opens up a compelling point of differentiation for your dealership and provides your organization with the tools necessary to drive profitable relationships resulting in significant and measurable results.

Since inception, WALKAWAY has written over 300,000 contracts and has paid out over \$30 Million in automotive related debt; allowing consumers faced with unforeseen circumstances to walk away from negative equity with no impact to their savings or credit rating.

Leverage the uniqueness of WALKAWAY to enhance your bottom line!