

DICK IDE

REWARDS

September 1st, 2007

Starting September 1st, 2007
With the purchase of any New or Used Vehicle from Dick Ide
Earn 'Rewards' Dollars with the **Dick Ide Rewards Program!**

Thank you and congratulations on joining the **DICK IDE REWARDS PROGRAM**. This new rewards program enhances our tradition of, exceeding customers' expectations and providing AWARD winning service- the best service in the industry. This new Rewards Program is our way of thanking you, our customers, with reward dollars, discounts and special offers. Here's how it works:

START WITH A BANG! This card comes **preloaded with savings and value:**

\$100 Preloaded for the next purchase of ANY Dick Ide Vehicle. Honda, Pontiac, Factory Certified or Pre-Owned.

\$50 Preloaded for any future customer pay parts or service.

\$100 Preloaded for Collision Assistance when your car is repaired at Dick Ide Collision.

That's \$250, just for being on the Dick Ide Rewards program, and for being a valued customer.

Your ongoing savings and discounts:

Every time you purchase parts and or service you will earn **30%** in reward dollars:

10% of your purchases will go towards your future services, or parts purchase.

10% of your purchases will go towards your next vehicle purchased at the Dick Ide Family of Dealerships.

10% of your purchase will go towards your 'Collision Assistance Rewards' when having your car repaired at our Award Winning Dick Ide Collision shop.

AND get \$1000 Reward Dollars or more when using our referral cards included in the welcome kit!

Every referral card has \$100 reward dollars for YOU and \$100 in vehicle discount for your friends and family when used to buy a vehicle from Dick Ide. That's \$1000 Reward Dollars in your account when all ten referral cards get used!

Remember, there are NO LIMITS to your savings potential, and points can be used WHEN YOU DECIDE- giving you the flexibility to budget your reward money for required maintenance, needed services and parts, accessory purchases. *All while you continue to save for your next vehicle!* And if you are ever in an accident- your Collision Assistance reward money is also there to help!

Receive monthly statements via e-mail, and go to www.dickide.com/rewards to watch your accounts grow. The more they grow, the more YOU save! This is our way of thanking you for choosing Dick Ide!

Sincerely,

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