

Make Them an Offer

Customize the vehicle health report sent to 2019 RDX clients to boost your service revenue

WHAT IT IS



A vehicle health report (VHR) sent to clients who have purchased or leased a 2019 RDX and signed up for AcuraLink, or otherwise opted in to receive communications from Acura.

"It's a report card to assure clients that their vehicle is operating properly or to let them know it's in need of service,"

says Julie Currin, Acura national marketing manager for service and connected vehicles. The report goes out once a month via email.

The VHR was a favorite among focus-group attendees with other vehicle makes



Clients can use the Schedule Service button if you're an Acura Service Connect dealer.

WHAT'S NEW



Now, dealers can customize the VHR with the same offer that's sent out in AcuraLink communications.

It's as easy as setting up the AcuraLink offer—and can be done by the same person, says Currin, whether it's the service manager or Business Development Center manager.

THE
OFFER
COULD
BE:

- ✓ A PERCENTAGE DISCOUNT
- ✓ SAVINGS IN DOLLARS
- ✓ POINTS IN YOUR DEALERSHIP'S LOYALTY PROGRAM

AcuraLink

Dear (Name),

Below is your 2019 Acura RDX monthly Vehicle Health Report. The following report is as of January 31, 2018. You should also directly check your vehicle since this report might not reflect current vehicle status.

Sincerely,
The Acura Team

RDX
VIN: 1HGCV1F39JA060040
Vehicle Health Report
As of January 31, 2018

Oil Life	Odometer	Recall
30%	15,321 mi.	2

Recommended Service
The following service is needed for your vehicle.

Recall: Takata Driver Airbag Inflator
Recall Status: Incomplete
Campaign Date: 01/29/2016
[View Details](#)

Adaptive Cruise Control
The Adaptive Cruise Control System may not operate properly. The radar cover may be dirty. Stop in a safe place and wipe off the dirt using a soft cloth. If the ACC indicator remains amber in color, have your dealer inspect the system.

Auto Idle Stop
A blinking amber indicator means there is a problem with the auto idle-stop system. Have your vehicle checked by a dealer.

Maintenance is Due: A1
Replace engine oil, Rotate tires

[Schedule Service](#)
Acura of Torrance
1919 Torrance Blvd, Torrance, CA 90501
(800) 382-2238

Or
[Find Acura Dealer](#)

🟢 = Working Properly 🟡 = Service Recommended

Engine / Transmission System

- Engine System: 🟢

Braking System

- Anti-Lock Brake System: 🟢
- Brake Fluid Low: 🟢
- Brake System: 🟡
- Electric Parking Brake System: 🟢
- Vehicle Stability Assist (VSA): 🟢

Safety System

- Supplemental Restraint System: 🟢

Electrical

- Adaptive Cruise Control: 🟡
- Charging System: 🟢
- Electric Power Steering: 🟢

Other

- Tire Pressure Low: 🟡
- Tire Pressure Monitoring System: 🟢

Report is based on the last known data received from your vehicle at or prior to the 15th of every month. This report may not include all recommended services for your vehicle. For more information, please contact your dealer.

Turn your vehicle into a powerful Wi-Fi hotspot

AT&T Hotspot

- Stream: Stream your favorite movies & TV shows
- Listen: Listen to your favorite music services
- Share: Connect up to 7 devices

[Activate Wi-Fi Hotspot](#)

AcuraLink Subscription

Security	Remote	Concierge
Expires 12/31/2019	Expires 12/31/2019	Expires 12/31/2019

[Manage Subscription](#)

HOW TO SET UP YOUR OFFERS

- LOG IN** to the PCSC Dealer Portal.
- CLICK THROUGH** to "Opt In to Participate" on the right side of the screen.
- MAKE CHANGES** to your offers, then activate them by clicking the red Enroll Now button.

YOU CAN ALSO UPDATE OFFERS USING THE ACURALINK ENROLLMENT PAGE ON THE DEALER PORTAL.

WHY DO IT



It's just one more easy way to stay connected with clients and keep them coming back to your service drive.

OUT OF NEARLY

30,000

VHR EMAILS SENT:



57.47%
Average open rate



4.83%*
Average click rate

*According to third-party email providers such as MailChimp and Constant Contact, the average email campaign open rate is around 20%, and the average email campaign click rate is about 2.5%.

OUT OF NEARLY

275,000

ACURALINK EMAILS SENT:



47%
Response rate



\$223
Average RO



\$31,852,423
Total service revenue