

# TRUXPERTS

Every Challenge Brings A Shot At Greatness.

**WITH \$525 OF INSIDER OFFERS**

See other side for details...



TruXpert ID # XXXXXXXXXXXX



**RAM**

# TRUXPERT 2 POP KIT ELEMENTS

## Participating TruXpert Survey Packets



## Clip Boards



## Step By Step Training Guide

### TRUXPERT TO TRUXPERT STEP-BY-STEP TRAINING GUIDE

**STEP 1: GREETING THE CUSTOMER**  
**GREET THE TRUXPERT**  
 The first step is to greet the customer. This is the most important step. If you don't greet the customer, they won't want to talk to you. So, make sure you greet the customer first. If you don't greet the customer, they won't want to talk to you. So, make sure you greet the customer first.

**STEP 2: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The second step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 3: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The third step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 4: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The fourth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 5: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The fifth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 6: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The sixth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

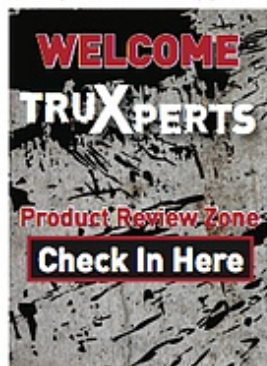
**STEP 7: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The seventh step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 8: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The eighth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 9: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The ninth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

**STEP 10: ASK THE CUSTOMER FOR THE TRUXPERT**  
 The tenth step is to ask the customer for the TruXpert. This is the most important step. If you don't ask the customer for the TruXpert, they won't want to talk to you. So, make sure you ask the customer for the TruXpert.

## TruXpert Table Topper



## TruXpert Pen & Paper



## \$25 Gift Cards



## TruXpert Bumper Sticker



## Eblast



## TruXpert Buttons



## TruXpert Mail - Oversized Postcard



## BDC - Live Call Appointments



## Internet Support





# TRUX

## CONTACT INFORMATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

AGE RANGE: [Circle One]  
18-22, 23-28, 29-35, 36-45, 46-55, 55+

OCCUPATION: \_\_\_\_\_

## HOW YOU OPERATE

[Rate the importance of the following in your shopping & purchasing process]

	NOT IMPORTANT			VERY IMPORTANT	
INTERNET	1	2	3	4	5
TV	1	2	3	4	5
RADIO	1	2	3	4	5
NEWSPAPER	1	2	3	4	5
FAMILY & FRIENDS	1	2	3	4	5
PRICE	1	2	3	4	5
DEALERSHIP REPUTATION	1	2	3	4	5

## TIMING IS EVERYTHING

PURCHASE INTENTIONS [Circle One]

- NOW [Next 30 Days]
- SOON [Next Year]
- LATER [1 Year Plus]
- DEPENDS ON INCENTIVES

It's not what you say,  
it's what you've done.



# TRUXPERTS

### EVERY CHALLENGE BRINGS A SHOT AT GREATNESS.

So when one comes at you, are you gonna let someone else steal the glory? No sir. Master the Moment in an all-new 2010 Ram 1500 and part of the longest-lasting,\* most durable<sup>†</sup> line of full-size pickups on the road.

For Ram enthusiasts,  
visit our blog: [RAMZONE.COM](http://RAMZONE.COM)



**RAM**

\*Based on R.L. Polk & Co. U.S. Vehicles in Operation registration statistics 1989-2008. <sup>†</sup>Durability based on longevity.

TRouble FREE DRIVING



## CURRENT INCENTIVES

### CURRENT INCENTIVES

-PLUS-

**\$500**

Bonus Dealer Discount

**OR**

**EXTRA LOW APR**

-PLUS-

**\$500**

Bonus Dealer Discount

On approved credit.

#### INTERNAL USE ONLY:

SURVEY LOCATION \_\_\_\_\_

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

SURVEYOR INFORMATION:

NAME \_\_\_\_\_



**RAM**

## 2010 DODGE RAM 1500



# TRUXPERTS

Product Review  
& Survey

# TRUXPERTS



**RAM**

## PEACE OF MIND

[SC/Truxpert, review warranty information and tour service and parts departments]

	NOT IMPORTANT			VERY IMPORTANT	
<b>3 YEAR/36,000 MILES COMPREHENSIVE</b>	1	2	3	4	5
<b>5 YEAR/100,000 MILES POWERTRAIN</b>	1	2	3	4	5
<b>SERVICED BY FACTORY TRAINED TECHNICIAN</b>	1	2	3	4	5
<b>EXTENDED WARRANTIES 7YR/100K MILES</b>	1	2	3	4	5
<b>NO APPOINTMENT NECESSARY</b>	1	2	3	4	5

**HOW DOES IT COMPARE  
TO YOUR CURRENT TRUCK:**



## UNLIMITED CONFIGURATIONS

[SC/Truxpert, how would you like your next truck configured?]



2010 RAM 1500 REG CAB



2010 RAM 1500 CREW CAB



2010 RAM 2500 MEGA CAB

TRUXPERT NOTES:

## PARTS

### CURRENT VEHICLE INFORMATION

YEAR \_\_\_\_\_ MAKE \_\_\_\_\_

MODEL \_\_\_\_\_

ENGINE \_\_\_\_\_

TRANSMISSION \_\_\_\_\_ MILES \_\_\_\_\_

PRIMARY USE \_\_\_\_\_

SECONDARY USE [Circle One]

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> HAULING    | <input type="checkbox"/> RECREATION  |
| <input type="checkbox"/> TRAILERING | <input type="checkbox"/> TOWING      |
| <input type="checkbox"/> PLOWING    | <input type="checkbox"/> OTHER _____ |

### HOW FAR WOULD YOU DRIVE TO SAVE:

\$500 \_\_\_\_\_ MILES

\$1,000 \_\_\_\_\_ MILES

\$2,500 \_\_\_\_\_ MILES



**TRUXPERTS INFORMATION**



## UNDER THE HOOD

[SC/Truxpert, raise the hood and review engine compartment]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
3.7L V6					
4.7L V6					
HORSEPOWER					
TRANSMISSION					
TORQUE					
ACCELERATION					
FUEL ECONOMY					
CONVENIENT TO SERVICE					

HOW DOES IT COMPARE  
TO YOUR CURRENT TRUCK:

## BEHIND THE TRUCK

[SC/Truxpert, review trailering capabilities and configurations]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
MAXIMUM CAPACITY					
TRAILERING CONFIGURATIONS					
TURNING RADIUSSES					
BRAKING					
CONVENIENT TO USE					

HOW DOES IT COMPARE  
TO YOUR CURRENT TRUCK:



## IN THE BED

[SC/Truxpert, drop the tailgate and review bed compartment]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
MAXIMUM PAYLOAD					
BED CONFIGURATION					
TAILGATE FUNCTIONALITY					
ACCESSORIES					
CONVENIENT TO USE					

HOW DOES IT COMPARE  
TO YOUR CURRENT TRUCK:

## IN FROM THE WEATHER

[SC/Truxpert, sit in the driver's seat and take a look around]

	NOT IMPORTANT			VERY IMPORTANT	
	1	2	3	4	5
VISIBILITY & ROOMINESS					
SEAT & COMFORT ADJUSTMENTS					
INSTRUMENTATION & CONTROLS					
ENTERTAINMENT SYSTEMS					
STORAGE					
CONVENIENT TO USE					

HOW DOES IT COMPARE  
TO YOUR CURRENT TRUCK:

PRODUCT REVIEW - FIT/FINISH

# TRUX

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**TROUBLE FREE DRIVING**

**LITHIA CHRYSLER JEEP DODGE OF EUREKA**  
2121 4320 Broadway Eureka, California 95503



**RAM**

You've been ranked in the top 10 percent of truck owners in your region by your fellow truck owners. That makes you a **truck expert**, or as we like to say, a "**TruXpert**".

**We want your TruXpert Knowledge!**

We need to know what you know. You have expert insights into what makes a truck work for you. Your observations and experience can help us inform the design and manufacturing of even better trucks in the future.

This is an invitation to make an appointment, at your convenience, to join our research project. If you will agree to undertake a hands-on Product Review and Owner Survey we'll compensate you for your time commitment with a **\$25 Gift Card**.

In addition, if you decide that you need one of these phenomenal new machines, we'll thank you with a **\$500 TruXpert allowance**.

**[555] 555-5555**

Please call us to schedule a convenient day and time,  
Or just stop in at your convenience.

**You're a TruXpert**

**Lend us your TruXpertise and get \$25**

PRSRT  
FIRST CLASS MAIL  
US POSTAGE PAID  
PERMIT NO 28  
MEDFORD OR



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TruXpert ID # XXXXXXXXXXXX



**RAM**