

WELCOME TO

THE CLUB!

At East Coast AutoMall, we know that our job is just beginning when the sale of your next vehicle is complete. Day in and day out, we strive to exceed our customers' expectations and make you a loyal customer...FOR LIFE. That's why we offer all of our customers an exclusive membership in our AutoAwards® club.

Your complimentary membership entitles you to huge vehicle discounts, exciting service specials, and access to our exclusive Service For Life Program.



An Ownership Experience That Is Second To None

✓ Earnings Program

Save up to **\$2,500 OFF** your next vehicle! As a member of the East Coast AutoAwards program, you can earn savings toward your next new or pre-owned vehicle. Earn 20% of every dollar you spend on services, retail parts, details, and maintenance. Simply present your AutoAwards key tag or card to the cashier at time of payment. Each point equals \$1 in future discounts, so remember to swipe your card at every visit!

✓ Getting Started *Is Fast & Easy!*

50 Customer Appreciation Bonus

To get you started off right, your account will be preloaded with \$50 in Bonus Points!

50 First Swipe Bonus

As our way of saying thank you, you will receive another \$50 in Bonus Points when you swipe your key tag or card the first time!

200 Friends & Family Referral Bonus

Refer a friend or family member who purchases a vehicle and earn \$200 in Bonus Points! **Plus**, your friends and family members will enjoy \$100 in Bonus Points when they present a referral certificate at the time they pick up their new vehicle! See certificate located in this booklet for details.

25 Every Oil Change Bonus

Scheduling an oil change? Simply present your AutoAwards key tag or card at time of service, and we will award you with \$25 in Bonus Points!

25 Scheduled Maintenance Bonus

Swipe your AutoAwards key tag or card to earn \$25 in Bonus Points at every scheduled maintenance!

25 New Owners Clinic

Learn how to protect and care for your new or pre-owned VW or Nissan at one of our informative owners clinics. Bring your key tag along and earn \$25 in Bonus Points!

150 Extended Service Contract Bonus

An extended service contract gives you valuable peace of mind. When you add one of our extended service contracts to your vehicle, we will reward you with an additional \$150 in Bonus Points...on the spot!

25 Etch Replacement Upgrade Bonus

When you upgrade to our powerful Etch replacement service, we will add \$25 in Bonus Points to your account.

25 Tire Warranty Bonus

Looking for extra protection with your vehicle's tires? Add our hazard protection upgrade, and we will add \$25 in Bonus Points!

50 GAP Protection Bonus

Earn \$50 in Bonus Points when you purchase the added security of GAP Protection. See your finance consultant for complete details.

✓ SERVICE FOR LIFE!

As an added benefit for all of our AutoAwards members, when you purchase a vehicle from East Coast AutoMall you will be automatically enrolled in our exclusive SERVICE FOR LIFE program and the following exclusive benefits will be reserved just for you...

FREE OIL CHANGES...FOR LIFE!

As an AutoAwards member, East Coast AutoMall waives the fee for all of your oil changes. That's a \$500 value!

FREE Loaner Cars...FOR LIFE!

That's right. Simply call ahead to schedule your next service visit and request a loaner vehicle, and we will have it waiting for you. You'll save over \$350!

FREE Detail With Every Service...FOR LIFE!

Nothing beats the feeling of a clean vehicle. That's why we will give your vehicle a FREE external detail at every service appointment. All you need to do is request this service when you reserve your next service visit. It's that easy. That's over \$250 in savings!

FREE Tire Replacement...FOR LIFE!

As long as you own your East Coast AutoMall vehicle, we will replace all vehicle tires (up to \$125 per tire) that need replacement due to normal wear. Enjoy peace of mind from routine tire wear and tear - for as long as you own your vehicle!

