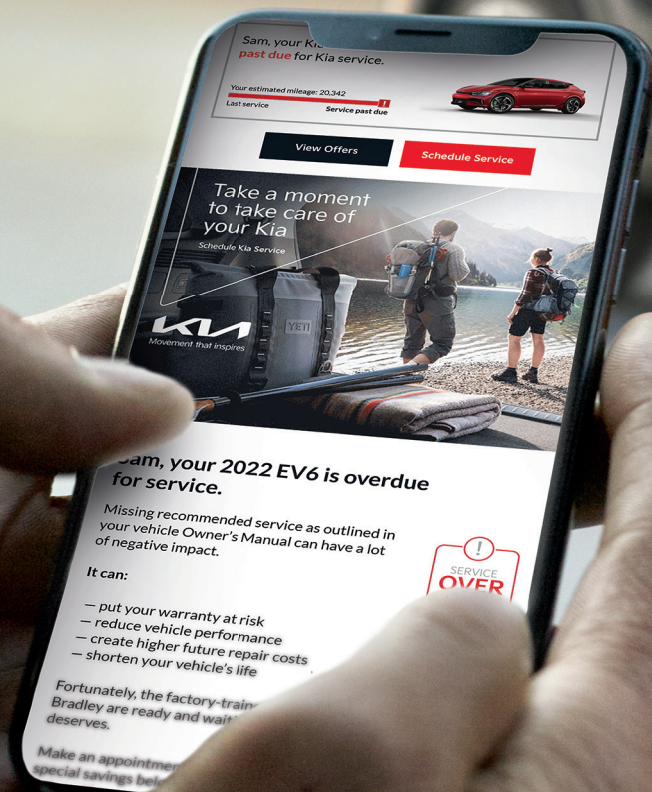


Each moment of engagement

Brought to you by **εpsilon**®



Movement that inspires



KORE 2.0

KORE 2.0

A turn-key, results-driven owner retention program designed specifically for Kia dealers

The **Kia Owner Retention Experience (KORE) 2.0** will enable your dealership to make impactful business decisions online and in real time. This service reminder program is based on a multi-channel approach, including email, direct mail, social, search engine marketing, and dealer landing pages. Base KORE 2.0 triggers are powered by communication logic and business rules to deliver smarter, more intuitive messaging.

KORE 2.0 Cadence

Helps your dealership stay top of mind and engages your owners for ongoing maintenance with a multi-channel communication approach.

KORE 2.0 Cadence Plus

Lets you choose touchpoints to add companion Direct Mail from Maintenance/Overdue, Declines, Missed Appointment.

KORE 2.0 Social

Adds Social channel and Dealer Landing Pages to specific touchpoints.

KORE 2.0 OnDemand

Provides 24/7 access to a wide variety of Direct Mail & Email campaign templates.

KORE 2.0 SEM

Leverages Dealer Paid Search and Dealer Landing Pages.





KORE 2.0 Features

- Complete creative refresh
- Specific indicators triggered by deferred service
- Optional Direct Mail available for most KORE 2.0 touchpoints
- Unique campaign verbiage to specifically address EV owners, and owners with an active Kia Maintenance Plan™ (KMP)¹



KORE 2.0 Differentiators

- Service Reminder Social package²
- Dealer-set coupon offers: \$ OFF, % OFF, fixed price, or complimentary
- Digital Wallet feature within coupons
- Tire, brake, and battery “wear” campaigns
- Email campaigns/coupons available in Spanish
- KORE 2.0 program is eligible for FORMF/DAS co-op reimbursement
- Dealerized landing pages



KORE 2.0 Integrations

- Appointment scheduling link/scannable code
- Dealer Tire link
- Accessories pricing guide link
- Sunbit financing link
- Kia Maintenance Plan™ (KMP)¹ integration into KORE triggers
- Open Service Campaign/Recall integration into KORE 2.0 triggers

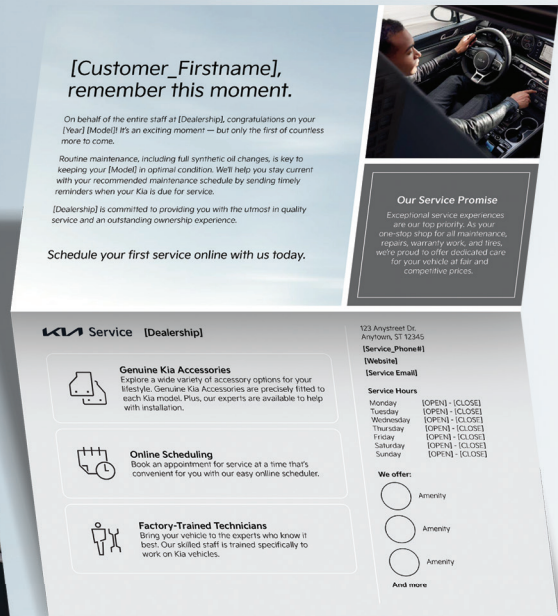
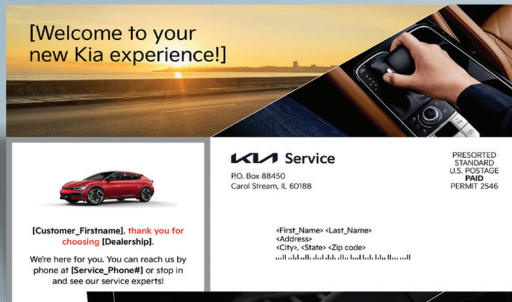


**Owner Retention
Experience 2.0**

¹ KMP integration only offered where available.
² See pricing on page 7.

KORE 2.0

New Owner Welcome — Direct Mail



First Maintenance Reminder — Email

Intro To Service — Email



Where you take your Kia for service really does matter.

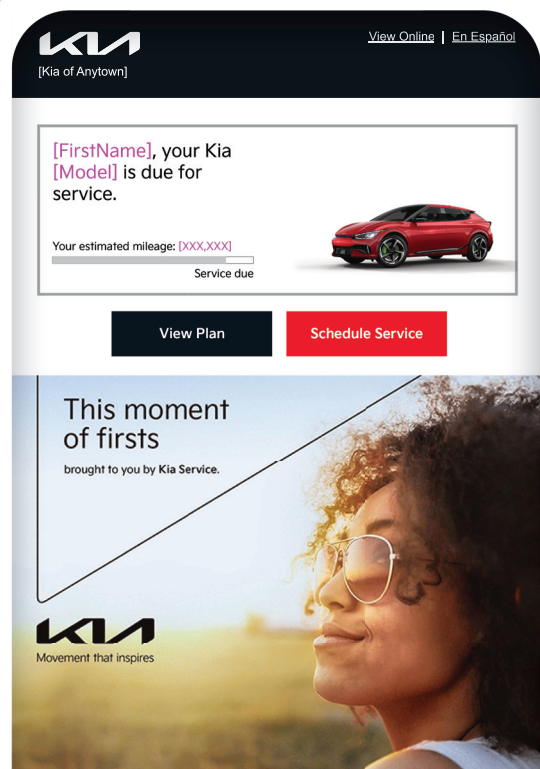
[FirstName], when the time comes to service your Kia [Model], we have some great news!

We offer online scheduling, so it's easy to select an appointment time that's convenient for you.

[Dealership] is the smart choice for your service needs. It's where you will always find:

- Kia factory-trained technicians
- Kia-specialized tools
- State-of-the-art diagnostic equipment
- Genuine Kia Parts

See us for routine maintenance, including full synthetic oil

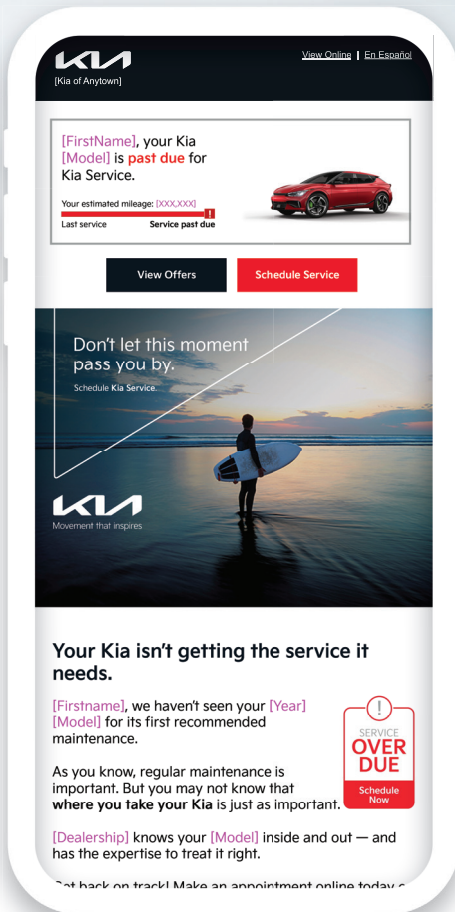


[FirstName], you've had your Kia for a while now.

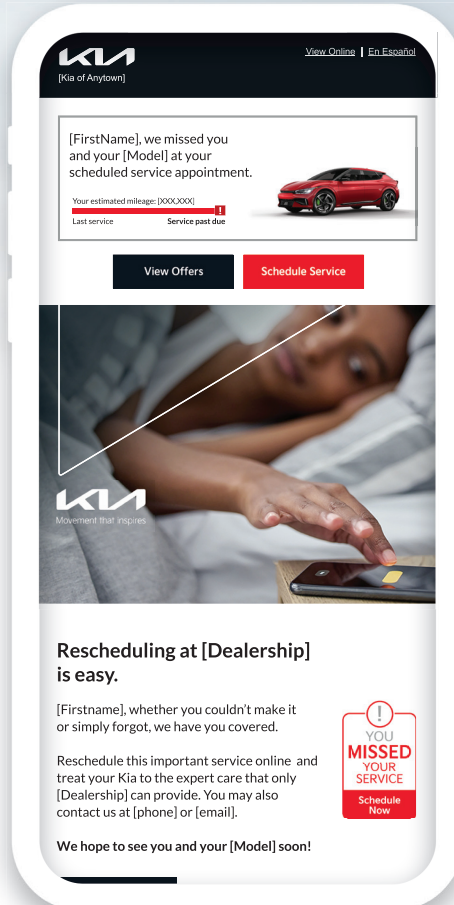
You've probably experienced a lot of firsts... your first weekend trip, your first envious neighbors, your first chance to take it out on the open road.



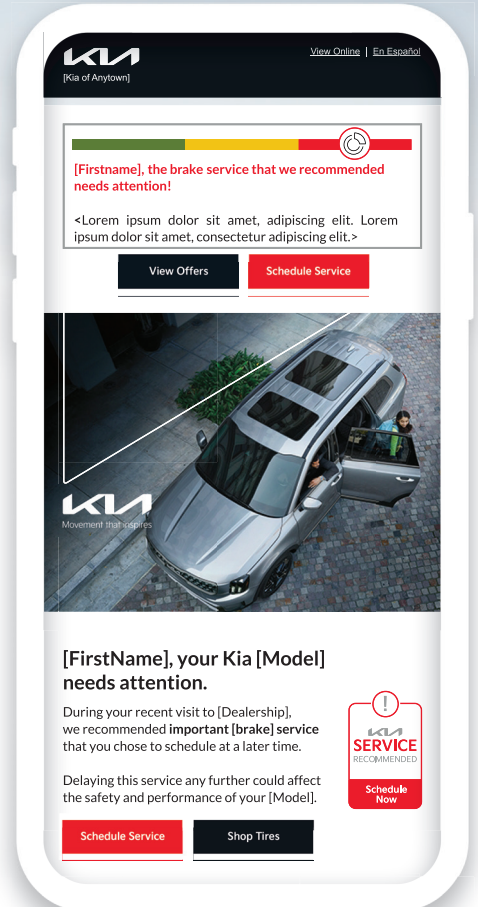
Defector — Email



Missed Appointment — Email



Deferred Service — Email



Maintenance Reminder — Direct Mail



Owner Retention
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Creative is for visual representation only. Final approved creative may vary.

KORE 2.0

● Base Program
○ Plus-Up

KORE 2.0 Touchpoint			Cadence Timing				Cadence Email	Cadence Direct Mail (DM)	Cadence Plus Addtl. DM	Cadence Social
New Owner	New Customer Welcome	3 days after delivery date	●	●						
	Accessories (current model year only)	15 days after delivery date	●		○					
	Intro To Service	45 days after delivery date	●		○					
	First Maintenance Reminder	135 days before first service due date	●		○					
	First Maintenance Reminder	45 days before first service due date	●		○	○				
	First Maintenance Reminder	23 days before first service due date	●	●		○				
	First Past Due Maintenance Reminder ¹	5 days after first maintenance reminder	●							
	First Service Appointment Reminder	1 day before appointment date ²	●							
	First Missed Appointment Follow-Up	1 day after missed appointment	●		○					
	First After Service Thank You	1 day after RO close date	●		○					
	Deferred Tire/Brake/Battery/Other ²	3 days after RO close date	●		○					
	Defector Communications	75 days after service due date	●		○					
	Happy Purchase Anniversary (1 year)	21 days before anniversary date	●		○					
Loyal Owner	Maintenance Reminder	45 days before service due date	●		○	○				
	Maintenance Reminder	23 days before service due date	●	●		○				
	Past Due Maintenance Reminder ¹	5 days after maintenance reminder	●							
	Service Appointment Reminder	3 days before appointment date	●							
	Missed Appointment Follow-Up	1 day after missed appointment	●		○					
	After Service Thank You	1 day after RO close date	●		○					
	Deferred Tire/Brake/Battery/Other ³	3 days after RO close date	●		○					
	Happy Purchase Anniversary (2 year)	21 days before anniversary date	●		○					
	Tire Wear	No tire replacement in last 12 months, vehicle purchase date more than 24 months from current date OR if the vehicle is a CPO and purchase date is more than 24 months from current date OR if purchase date is not available, vehicle model year is at least within the last 2 years	●		○					
	Brake Wear	Vehicle mileage greater than 48K, no brake service in last 12 months	●		○					
	Battery Wear	Vehicle purchase date more than 48 months, if purchase date is not available, vehicle model year is at least within the last 4 years, no battery replacement in last 12 months	●		○					
	State Inspections ⁴	30 days before, state specific	●		○					
Lapsed & Lost	Return Soon (+12 months no activity)	12 months after last RO date	●		○					
	Return Soon (+18 months no activity)	18 months after last RO date	●		○					

Maintenance due dates are based on estimated mileage and applicable Owner's Manual maintenance schedules.

Additional dealer-optional programs: **KORE 2.0 OnDemand** — 24/7 access to a wide variety of Direct Mail & Email templates
KORE 2.0 SEM — Paid search including dealer landing page

OPTIONAL PLUS UP PROGRAM PRICING

*Postage is a pass-thru cost, amounts above include postage (shown as of July 2023) and production.

Optional Plus Up Program	Additional Details	Pricing
KORE 2.0 Cadence Plus	Adds direct mail to select KORE 2.0 emails as a dual channel option (see selection chart on previous page)	\$0.74 per piece (including postage)
KORE 2.0 Social	Adds social to two maintenance reminder triggers to supplement email/direct mail. Cost includes ad spend and Epsilon management fee.	\$45 per month
KORE 2.0 SEM	Includes media spend and Epsilon management fee. (Management fee based on 20% of ad spend.) Select desire monthly budget.	\$360 per month
		\$480 per month
		\$750 per month
		\$900 per month
		\$1,050 per month
		\$1,650 per month
		\$2,160 per month



**Owner Retention
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- 1 If no response to 1st Maintenance Reminder.
- 2 If appointment falls on weekend, reminder will be sent on the Friday prior to the appointment.
- 3 Must include name(s) of deferred service(s).
- 4 ICE vehicles only.
- 5 This program is eligible for FORMF/DAS co-op reimbursement.
- 6 Price includes 20% Epsilon management fee.

KORE 2.0

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**Owner Retention
Experience 2.0**

Contact the KORE 2.0 Program Support Team

Email koreprogramsupport@epsilon.com

Phone 888-838-8399 **Fax** 800-214-3845