

# DICK IDE

## REWARDS

### *Earn Dick Ide Reward Dollars*

#### Complimentary Benefits Provided By Our Dealership

	<u>Approx Value</u>
• Lifetime Free Oil Changes**	\$770.00
• Lifetime Semi-Synthetic Oil upgrade at no extra charge!	\$420.00
• No Charge Loaner Cars with a service appointment <sup>+</sup>	\$560.00
• Free Collision Shop Loaner Cars, with repairs.	\$525.00
• No Charge 40 point Inspections.	Peace of Mind
• Dick Ide Rewards Program Membership Preload.	\$250.00
• Kids play area, Wi-Fi, Gourmet Coffee, and more.	Unlimited Value
• Dick Ide Rewards Program ongoing Savings potential.	Unlimited Value

\*\* See free oil change program for details, or call us with questions at 585-586-2820. <sup>+</sup>Ask for details.

Everyday Complimentary Benefits = **Over \$2,500 Value!**

#### Preloaded Dick Ide Rewards Card Value \$250.00

• New/Used Vehicle Account Dollars	\$100
• Future Customer Pay Service and or Parts Account Dollars	\$50
• Collision Assistance Reward Dollars	\$100

#### 'Earn as you go' Reward Dollars

- 30% of all your Customer Pay Parts, and or Service:
  - 10% Towards your New/Used Car Account
  - 10 % Towards your next Service, and or Parts Purchase Account
  - 10% Towards your Collision Assistance Account
- \$1000 Reward Dollars or more, earned with our Referral Program

*There is no limit to your savings potential!*

**Thank you for being our customer.**

Please review the Dick Ide Rewards Program Guidelines for specific program details. Program Guidelines are available by mail, in person at our dealership locations, or can be found at [www.dickide.com/rewards](http://www.dickide.com/rewards). For questions please call 585-586-2820.

*At the Dick Ide Family of Dealerships-  
YOU are always number one!*

\*Starting September 1<sup>st</sup>, 2007 The Rewards Program is included with every New or Used vehicle sold at Dick Ide.  
\*Rewards are not redeemable for cash, and have no cash value except in the form of Discounts off Dick Ide Products and Services.  
See the Program Guidelines for specific details. Please see details for our Referral Program, included within the Rewards Program.