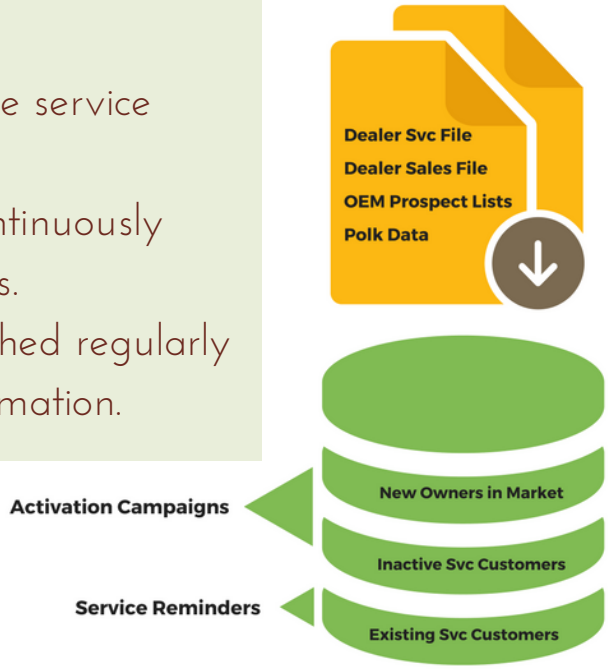
# SERVICE REMINDER

## MARKETING

Reach current and prospective service customers with special offers and interval reminders designed to encourage more frequent PM service visits.

### Data-Driven Approach

- Multiple sources of information feed the service marketing database.
- Purchase and service information is continuously monitored for timely marketing touches.
- Dealer, OEM and Polk data are refreshed regularly for the most up-to-date customer information.

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