

TIRED OF ADVERTISING WITH QUESTIONABLE RESULTS?



SEND CADILLAC INNOVATION TO YOUR CUSTOMERS AND PROSPECTS FOR MAXIMUM ROI

Imagine a perfect world where your advertising dollars are spent reaching your best prospects, with little or no waste. A world where you don't guess at your ROI – you can calculate it to the penny – and it pays off between 10 and 50 times your investment. A world where you no longer have to hope your prospects find your newspaper ad, hear your radio spot, or see your TV commercial.

Cadillac *Innovation*, a 4-page, 4-color newsletter, will give them the very best return.

Cadillac *Innovation* increases sales across the entire dealership – including service, parts and accessories. And remember, your current customer is your easiest sale.

Go ahead, fill out the enclosed order form today – and head toward that perfect advertising world you've been looking for.

Sound too good to be true? Not for dealers who know how to get the most from their advertising dollars each quarter ... who know that going directly to their customers with

QUESTIONS? CALL (800) 828-7198 OR VISIT WWW.CADILLACNEWSLETTER.COM

Reach your customers and prospects quarterly with Cadillac *Innovation* newsletter.

Are you getting the most from your advertising dollars?

	ADVERTISING OPTIONS				INNOVATION NEWSLETTER
	TV	RADIO	NEWSPAPER	MISC. DIRECT MAIL	
REACH 100% OF OUR TOP PROSPECTS: OUR CURRENT CUSTOMERS	NO	NO	NO	?	YES
PROMOTE EVERY DEPARTMENT AT OUR DEALERSHIP: SALES, SERVICE, PARTS, ACCESSORIES, BODY SHOP AND F&I	NO	NO	NO	NO	YES
PROVIDE A TRACKABLE RETURN OF 10-50 TIMES OUR INVESTMENT	NO	NO	NO	?	YES
UTILIZE CADILLAC CO-OP APPROVED FUNDS	?	?	?	?	YES
BUDGET WISELY	\$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$

ADVERTISING GOALS