



MEMORANDUM

TO: All Sales and Service Representatives

FROM: Doreen Clevenger/Randy Gates

DATE: January 30, 2006

RE: Marketing Update

- 1) We are out of stock on our initial run of Placemats & have made a *few minor changes* before reprint, based on your feedback:
 - New Color – we have moved to a purple color which stands out a bit more than the previous orange color. **NOTE:** given our GE brand requirements, we are only able to use ONE (1) color per marketing piece.
 - We removed the gray box on the front and the coverage chart. In place, we added a component count listing and year/mileage guide.
 - We streamlined the component listing on the back with notation that each higher level of coverage includes all coverages from the previous levels. Additionally, we added a header at each level break point to indicate the coverages that are applicable.
 - We added coverage listings for the 4 Star Plus Utility Package
 - Revised versions will be available for order by mid-February.
- 2) We are revising our brochures to reincorporate detailed coverage listings.
- 3) Coming soon...we are working on a Coverage Comparison Slick, Product Quick Reference Guides, Online Claims/Time & Cost Savings Slick, Dealer Participation Program Presentation Kit, Spanish Language Brochure, and Disclaimer Forms.
- 4) We are reprinting mirror hangers with revised language on the reverse to meet state legal requirements. Please order FL specific mirror hangers (D5MPMNA02bFL) for your Florida dealerships.

PLEASE find a material and user guide attached & visit our website to place your supply orders! www.geaws.com



Material	Intended Audience	Presentation Use
Presentation Folder	Agent: Dealer Principal, F&I Managers	House presentation materials
Dealer Participation Presentation Kit	Agent: Dealer Principal	Educate Audience on Benefits of AWS Dealer Participation Program
Specimen Contracts	Agent: Dealer Principal, F&I Managers, Back Office Personnel	Demonstrate specific product details and contract requirements
Dealer Procedure Manual	Agent: Dealer Principal, F&I Managers, Back Office Personnel	Educate Audience on processes to conduct business with AWS
Placemat	F&I Managers: Consumer	Sales Aid: demonstrate difference in coverage options among plan options and outline program benefits
3/3 Slick	Agent: Dealer Principal, F&I Managers	Stimulate interest in new 3/3 program
Technology Advantage Slick	Agent: Dealer Principal, F&I Managers	Stimulate interest in AWS Program
Product Comparison Slicks & Summary Cards	Agent: Dealer Principal, F&I Managers F&I Manager: End Consumer	Sales Aid: demonstrate difference in coverage options among plan options and outline program benefits
Service Order Stickers	RF Personnel: End Consumer	Stimulate consumer interest in AWS product
Belly Bands	AWS: Dealer Principal	Awareness/demonstrate strength in marketplace
Website (Public Pages)	AWS/Agent: Dealer Principal, F&I	Program/Company awareness
Direct Mail	AWS/Agent: Dealer Principal	Awareness/Stimulate interest in AWS program
Product Brochures	F&I Managers: End Consumer	Sales Aid: educate Audience on value of product, reliability of GE AWS program, coverage & benefits
Disclaimer	F&I Managers: End Consumer	Sales Aid: Stimulate consumer interest in AWS product
Mirror Hangers	AWS/Dealership Sales Personnel: End Consumer	Stimulate consumer interest in AWS product
Posters	Dealership: End Consumer	Stimulate consumer interest in AWS product
Wallet Cards	AWS/F&I: End Consumer	Demonstrate convenience of use/consumer resource
Fulfillment Kits	Agent: Dealer Principal, F&I Managers, Back Office Personnel	Varies

Highlighted items are yet to be developed

Bold items are to be revised