# WELCOME TOTHECLUB.

- Incredible Vehicle Savings
  Convenient Service Advantages
  FREE Gift Certificates
  Exclusive Member Benefits
- And Much More



## EXCLUSIVE BENEFITS... RESERVED FOR YOU!

ELITE

#### Dear Valued Customer,

Thank you for choosing A&T Chevrolet Subaru for your recent vehicle purchase. In return, we pledge the continued commitment of our staff to exceed your expectations... on a daily basis.

In our quest to achieve exceptional customer satisfaction, our dealership is proud to present the A&T Platinum Plus<sup>TM</sup> program.

From future savings on your next vehicle to FREE gifts and more, we're sure you and your family will find plenty to love about our A&T Platinum Plus program.

We invite you to take a few moments to read your membership handbook and learn about the exciting benefits waiting for you.

Sincerely,

Feff Allen

Jeff Allen Dealer Principal

### Your Privileges Await You...

#### **Earnings Program**

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Weekly Car Washes	.7
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#### **Additional Member Privileges** Travel Concierge..... 8 Online Convenience

www.atautos.com

Platinum Plus"

ELITE

9

#### **Platinum Plus ELITE Maintenance Certificates**

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### Your Key To Exclusive Savings!

#### Let Us Reward You.

With the swipe of your A&T Platinum Plus<sup>™</sup> ELITE card or key tag, you will earn 15% on all qualified purchases you make in our service and parts departments. Every point you earn is valid for four years from the date you earn it or until your account expires, whichever occurs first. Your membership account is valid for up to eight years.

#### Save Up To \$5,000.

Use your points towards the purchase of your next vehicle from our dealership (up to \$5,000 for ELITE members)! Since each point earned equals \$1 in future discounts, earning is fast, simple and easy. Plus all points are above any manufacturers' incentives or rebates, making A&T Chevrolet Subaru an unbeatable choice for your next vehicle!

#### The Choice Is Yours.

Your earnings are fully transferable to friends and family members at any time. Simply notify your sales consultant, and we will take care of all the details.

#### Plus, Enjoy Lost Key Return Service.

Ask your sales consultant to sign you up today for our Lost Key Return Service. Should you lose your keys, instructions on your Platinum Plus key tag will assist in their safe return to you!



Register today! Simply provide your email address to your sales consultant to take advantage of this valuable service! Program does not cover replacement cost of keys if they are not returned.



### **Earning Points** Is Easy!



#### \$200 First Transaction Bonus

When you return for your first service visit, swipe vour Platinum Plus ELITE key tag or card and you will receive an additional \$200 in Bonus Points!

#### \$100 Accessory Bonus NEW!

N BONUS Accessories are a great way to customize your ride. You will receive \$100 in Bonus Points should you spend \$500 or more in accessories at the time of your vehicle purchase if you are enrolled in our Platinum Plus ELITE level. We have a wide variety of options to choose from including rocker panel moldings, pillar post door trims, chrome mirror covers, door handle covers and morel

#### \$100 Extended Service Plan Bonus NEW!

Platinum Plus ELITE Members who choose the added protection of any enhanced warranty will receive an additional \$100 in Bonus Points at time of vehicle purchase!

#### Pre-Paid Service Bonus NEW!

Returning to the dealership for pre-paid maintenance covered by the manufacturer? Even though you will not be paying for these services we want to thank you for turning to our service team to perform this work for your vehicle. You will receive \$5 in Bonus Points every time you return to our dealership for pre-paid service visits.

#### Warranty Bonus NEW! \$5 IN BONUS POINTS

If your vehicle is in need of a warranty repair, we will award you with \$5 in Bonus Points at the time the service is completed. Simply present your membership card or key tag to your service advisor to receive bonus points.

#### High Mileage Club Bonuses NEW! \$50

IN BONUS As your vehicle's mileage increases, we think it is important to thank those customers who continue to care and maintain their vehicles. through the years. For service visits totaling \$200 or more you will earn \$25 in Bonus Points if your vehicle has reached 100,000 miles, or \$50 in Bonus Points if your vehicle has reached 200,000 miles.

#### 30% Wild Card Bonus NEW! IN BONUS POINTS

Platinum Plus ELITE members can choose one service appointment to earn an additional 15% in Bonus Points! Simply present your membership cared or key tag to your service advisor and request that your wild card bonus be applied. You will automatically earn 30% in Bonus Points for all qualified purchases you complete that day in our service department!

One per customer. Maximum \$500 benefit.

#### \$50 Tire Bonus NEW!

Purchase and install any set of four (4) new tires and earn a flat \$50 in Bonus Points in your Platinum Plus account. This special bonus is in addition to the 10% earnings you will receive in vour account.

#### \$100 Body Shop Bonus NEW!

N BONUS Remember, you have the right to choose the repair facility you desire, so allow our factory trained technicians to fix your vehicle correctly the first time. Our work is guaranteed. When our body shop completes work on your vehicle. we'll award you \$100 in Bonus Points when you spend \$1.000 or more.

#### \$200 Friends & Family Referral Bonus

If you have enjoyed your experience with us and are delighted with your vehicle... tell someone! In return, you will receive \$200 in Bonus Points for EVERY new customer you refer who purchases a vehicle from our dealership.

**Plus,** your referral will receive a free enrollment in the A&T Platinum Plus program when they purchase a vehicle! See referral certificates in this guide to get started.

In lieu of Bonus Points, you can choose \$50 cash.

Only At A&T Chevrolet Subaru!

\$5

## Your FREE Gifts... Are Only A Swipe Away!



#### Swipe Your Card & Earn Gift Certificates - NEW!

As a special thank you for your business, A&T Chevrolet Subaru has reserved gifts just for you! Every time you swipe your Platinum Plus key tag or card you'll earn points toward a certificate for a FREE gift from our dealership. When you reach the following point levels in your account, you will automatically qualify to receive a gift certificate for the corresponding gift.\*

Watch your mailbox for your gift certificates. No points are subtracted from your account for redeeming your certificates; these are simply our gifts to you to thank you for your continued business.

Points	Your FREE Gift		
300	\$25 Gift Certificate Towards Parts & Service		
500	\$35 Gift Certificate Towards Parts & Service		
750	\$50 Gift Certificate Towards Parts & Service		
1,000	FREE Basic Vehicle Detail		

\*Rewards and reward levels are subject to change. See dealer for additional details.



### Plus... There's Even More!

#### Members-Only Promotions & Events...

Check your receipt at every service visit for updates on upcoming promotions. Throughout the year members are invited to take advantage of exclusive members-only promotions, including FREE gift certificates from area businesses, discounted service specials, and more!



### Platinum Plus ELITE Maintenance Program





At A&T Chevrolet Subaru, we understand that time and money are two precious resources we all don't have enough of these days. In addition to all of the complimentary benefits included in the Platinum Plus program, Platinum Plus ELITE members are entitled to the following upgraded benefits, FREE services and exclusive savings.

Platinum Plus ELITE Service Benefits	Quantity	Estimated Value
Lube, Oil & Filter Changes	5	\$300.00
Tire Rotations	5	\$80.00
Basic Vehicle Detail	1	\$100.00
Loaner Vehicle Certificates	5	\$225.00
Priority Service Scheduling	1	Priceless
Paintless Dent Repair	1	\$100.00
*Anytime Car Washes	50	\$500.00
*FREE State Inspections For Life	20	\$600.00

\*Please see following page (7) for more information.

See certificates in this Guide for details. Select membership benefits expire 48-months from date of vehicle purchase or when the original registered vehicle is sold, whichever comes first. For complete program rules and exclusions, please contact your Finance Manager.

#### Extended Service Protection Plan 100% Refund

If you purchase an extended service protection plan and are not able to utilize the plan's benefits, we will refund you 100% of the original purchase price credited towards your next A&T Chevrolet Subaru vehicle. See additional details on the inside back cover of this guide.

#### Car Wash With Service NEW!

Keep your vehicle looking as clean as it did the day you took delivery of it. Platinum Plus members can request a complimentary car wash when visiting for any scheduled service appointment.

#### VIP Shuttle Service

Platinum Plus members are invited to take our complimentary courtesy shuttle to their next destination (within 10 miles). Simply ask our service advisor for details and schedules.

#### Check Engine Light Evaluation NEW!

As a special benefit reserved for our Platinum Plus members, if your check engine light comes on, we will perform the initial diagnosis at no charge. Simply schedule an appointment and present your card or key tag to your service advisor.

#### FREE 27-Point Inspection – With Any Service

As a Platinum Plus member, present your card or key tag to receive a FREE 27-Point Preventative Care Inspection with every scheduled visit to our service department.



#### Weekly Car Washes

Enjoy 50 complimentary car washes anytime at our brand new, on-site, car wash. Present your membership card or key tag in our service department to receive your wash.

\*Weather conditions permitting. Limited to enrolled ELITE vehicles only.

#### • FREE State Inspections For Life NEW!

With paid emissions, members receive complimentary state inspections for themselves... and every one in their household! Please schedule your visit in advance, and the inspections are on us!

\*Offer valid as long as you own your A&T Chevrolet Subaru vehicle or until account expiration. Additional family members must share the same address for offer to be valid. Your savings may vary based on household usage.

### $\mathcal{P}$ lus, enjoy complimentary Wi-Fi in our relaxing customer lounge!

### **Relax & Unwind** While Saving Big!

As a Platinum Plus member, enjoy your very own exclusive travel concierge service. This assists you in booking any type of travel arrangement from airfare to cruises, vacation packages to honeymoons and anything in between.

To book your next travel adventure, call 1-888-732-7291. Please provide your concierge with your account number located on the back of your membership key tag or card.

For Your Reservations:

**1-888-732-7291** Monday - Friday 9:30 a.m. - 6:30 p.m. EST

- 1. Call Travel Rewards by Options Travel toll free Monday through Friday 9:30 a.m. 6:30 p.m. EST at 1-888-732-7291.
- 2. Inform your personal Travel Rewards Concierge of your desired destination and method of travel.
- Notify your personal travel concierge that you are a member of the A&T Chevrolet Subaru Platinum Plus program and let them do the work!
- 4. When you are ready to book, simply provide your personal travel concierge with a major credit card and your membership number located on the back of your Platinum Plus card.
- 5. Your tickets and itinerary will be sent via e-mail or certified mail.



#### How Much Could You Save?

Your point balance is only a keystroke away! Check your account balance at www.atautos.com anytime you choose.

#### **Continuous Service 24 Hours A Day**

Book your service reservation online, learn more about redeeming your points on your next vehicle, browse our inventory, stay informed of members-only special sale events, and even provide feedback to our managers. It's all just a click away, 24 hours a day.

### Plus, You Are Connected With A&T Platinum Plus

Receive account updates, customized e-statements, and valuable coupons as an A&T Platinum Plus member. Provide your email address to your sales consultant today and get connected.

Check Your Points www.atautos.com

### **Rules** & Regulations

- 1. Upon receipt of membership wallet card and key tags (the "Card"), member agrees to be bound by the program rules and conditions.
- 2. Platinum Plus™ points (the "Points") are earned by making qualified purchases of products and services only at A&T Chevrolet Subaru (the "Dealership").
- 3. Members must present valid membership Card or Key Tag at time of purchase in order to accumulate Points.
- 4. A percentage of the total dollars you spend toward a qualified purchase OR the fixed Point award for specific transactions as outlined in the membership materials will be accrued in Points to discount your next new or pre-owned vehicle purchase at the Dealership. Basic members will accrue 10% and ELITE members will accrue 15%.
- 5. Each of the Points earned is equal to one dollar in award discounts.
- 6. Qualified purchases include retail parts, detail, services, maintenance and accessories (excluding insurance body repair). New or pre-owned vehicle purchases and wholesale parts purchases are excluded from this program. Points are earned on customer pay transactions only. Warranty repairs do not qualify for Points accumulation. Points awarded on pre tax amounts only.
- 7. Program is limited to a maximum award level of 1,000 Points for Basic members and 5,000 Points for ELITE members.
- 8. Points begin accumulating on the original membership start date, but may not exceed the Points limit. The accumulation period will end eight years after the original membership start date.
- 9. Membership accounts will always retain the most recent transactions. Every point earned is valid for four years from transaction date during the defined eight year accumulation period. Points earned must be used before the expiration date or the Points will be forfeited.
- 10. Membership and Points may not be transferred from account to account. At no time can members pool Points to increase standings. Membership and accumulated earnings may not be bartered, brokered, sold, or transferred for any reason, including death and domestic matters.
- 11. Total Points standings will be tracked in the Flexstat\* database and will be updated with each qualified purchase. Transaction credits will be posted within 30 days of the transaction date and can be checked at any Dealership Points scan terminal as well as the Dealership's Web site.
- 12. When redeeming Points toward a vehicle purchase, members must present a valid membership Card containing their accumulated Points with proper identification.
- 13. Points may only be accumulated at the time the member makes a qualified purchase.
- 14. Points have no cash value and cannot be redeemed for cash.
- 15. Only one account may be used per vehicle purchase.
- 16. Membership Cards remain the property of the Dealership and must be surrendered upon request.
- 17. Participation in this program is offered at the sole discretion of the Dealership and may be terminated at any time without prior notice.
- 18. The Dealership reserves the right to disqualify any person(s) from participation, if in its sole judgment the member violates the rules and regulations governing this program. In the event of disqualification or program termination, accumulated Points will be immediately terminated.
- 19. All members must be at least 18 years of age to participate.
- 20. Accumulated Points may not be redeemed if you are in default under the terms and conditions of these rules or with regard to any obligation which may be due the Dealership.
- 21. Determination of income or tax liability related to the participation in this program is the sole responsibility of the participating member. Neither AutoAwards, Inc. nor the Dealership make any representation as to the current or future tax consequences to the participating members as to the crediting, transfer, use, redemption, or disposition of program earnings.
- 22. The program has no pre-determined termination date. The program may be terminated at any time without prior notice at the wishes of the Dealership and/or AutoAwards, Inc.
- 23. The Dealership and AutoAwards, Inc. reserve the right to audit all accounts for compliance with these rules. In the event that an audit reveals discrepancies, the processing of program earnings may be delayed until such discrepancies are resolved. The Dealership reserves the right to make any and all decisions as to the validity of accumulated Points. All decisions are considered final.
- 24. Corporations, partnerships, and other entities may not be eligible to participate.
- 25. Nothing in these rules or in the program shall be construed to establish an agency, partnership, or joint venture relationship between the Dealership, AutoAwards, Inc., or any other party. AutoAwards, Inc. is not responsible and assumes no liability for changes in or discontinuance of a Dealership service, which may affect the program benefits.
- 26. The Dealership and AutoAwards, Inc. reserve the right to change the program rules at any time without prior notice to members.



#### Family & Friends Referral Bonus

If you have enjoyed your experience with us and are delighted with your vehicle... tell someone! In return for EVERY new customer you refer who purchases a vehicle from your sales consultant, you will receive \$200 in Bonus Points if you are a Platinum Plus member. Follow the easy steps below for how to make a referral:

- 1. CALL your sales consultant and let him/her know you are sending a referral.
- 2. Have your referral PRESENT this completed certificate to your sales consultant prior to vehicle purchase.
- 3. Fifteen days following completed sale, visit atautos.com to verify your updated point balance.



Friends & Family Referral Certificate

When my referral is ready to purchase a vehicle, he/she must present this coupon to:

A&T Sales Consultant

Platinum Plus Member's Name

#### will receive \$200 in Bonus Points.

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\*Referral must be a new customer of A&T Chevrolet Subaru.

\$200

Value

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- 1. Please complete customer information on the front of this coupon.
- 2. Follow terminal instructions below to ensure that the customer's account is updated.
- 3. Staple coupon to the internal copy of service RO for future reference.

#### **Terminal Instructions**

- 1. Select "Transaction" from menu at top
- 2. Scan Card or Key Tag & confirm correct customer
- 3. Select dealer location from drop down
- 4. Select bonus award from transaction type drop down  $^{\star}$
- 5. Enter RO#
- 6. Enter your employee #
- 7. Click box for correct bonus under available bonus
- 8. Click submit
- 9. Click confirm
- 10.Print receipt
- 11. Click new member search

\*You will find the check boxes under the "purchase" transaction type if certificate is used in conjunction with customer pay.



#### Attn: Cashiers

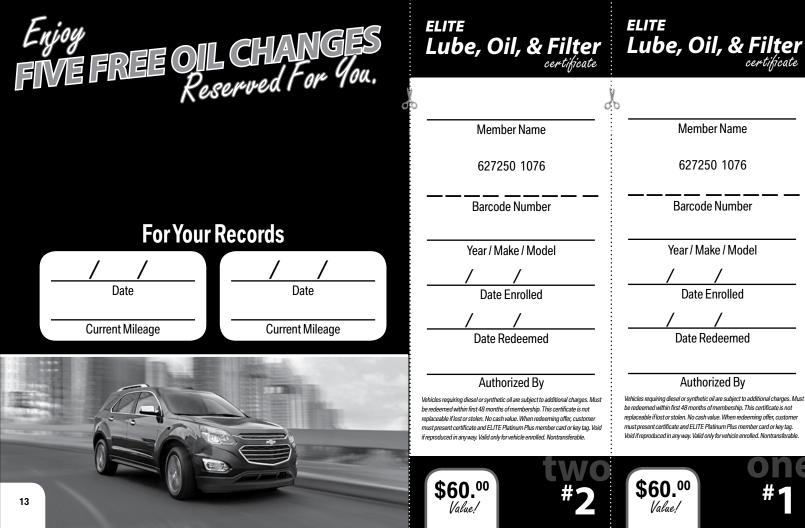
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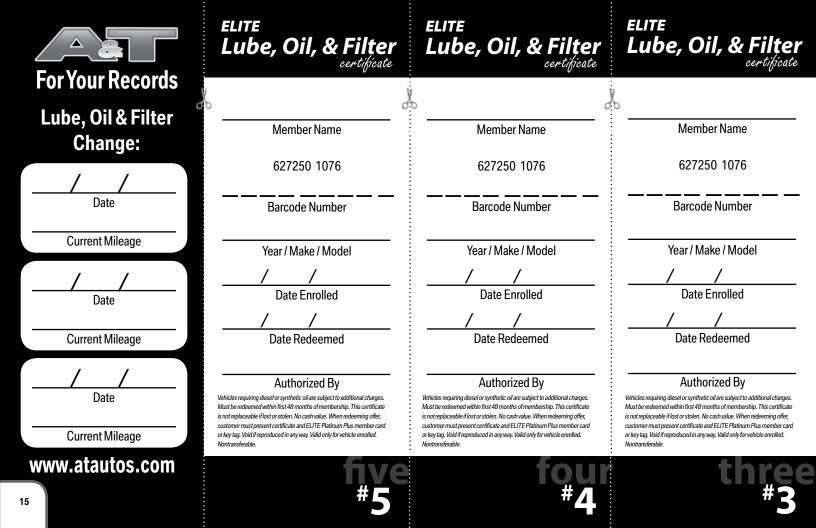
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## Did You Know? Each Platinum Plus point is equal to one dollar in future vehicle savings!



For Your Records	ELITE Basic Vehicle Detail	<b>\$100.</b> 00 Value!
Basic Vehicle Detail:		
Date	Member Name         627250       1076	ELITE BENEFIS MAKE YOUR RESERVATION WWW.atautos.com
Current Mileage	Year / Make / Model       /     /     /       Date Enrolled     Date Redeemed	ELITE BENEFITS
www.atautos.com	Authorized By Must be redeemed within 12 to 48 months following delivery. This certificate is not replaceable if lost or stolen. No cash value. When redeeming offer, customer m reproduced in any way. Valid only for vehicle enrolled. Nontransferable.	ust present certificate and ELITE Platinum Plus member card or key tag. Void if



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## **Did You Know?**

If this is your 1st swipe, you will earn \$200 in Platinum Plus Points!

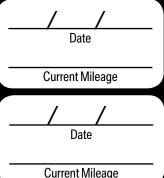




### ELITE **Tire Rotation**

ELITE

**For Your Records** 



www.atautos.com

Tire Rotation certificate Member Name Member Name 627250 1076 627250 1076 Barcode Number Barcode Number Year / Make / Model Year / Make / Model Date Enrolled Date Enrolled Date Redeemed **Date Redeemed** Authorized By Authorized By Must be redeemed within first 48 months of membership. This Must be redeemed within first 48 months of membership. This certificate is not replaceable if lost or stolen. No cash value. When certificate is not replaceable if lost or stolen. No cash value. When redeeming offer, customer must present certificate and ELITE Platinum redeeming offer, customer must present certificate and ELITE Platinum Plus member card or key tag. Void if reproduced in any way. Valid only for Plus member card or key tag. Void if reproduced in any way. Valid only for vehicle enrolled. Nontransferable. vehicle enrolled. Nontransferable.



\$16.00 Value



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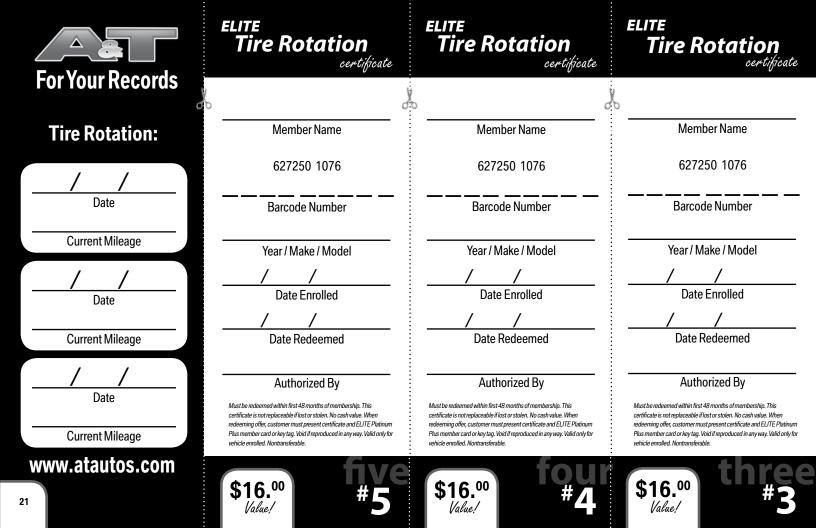
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## Did You Know? Priority service scheduling is available for all ELITE level members!







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#### (213) 237-00

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### **Did You Know?** Your point balance is available 24/7 at www.atautos.com!



Enjoy FIVE FREE SERV	NCE RENTALS	ELITE Service Rental certificate	ELITE Service Rental certificate
	Reserved	d d	0
For Your Records		Member Name	Member Name
_ / /	/	627250 1076	627250 1076
Date	Date	Barcode Number	Barcode Number
Current Mileage	Current Mileage	Year / Make / Model	Year / Make / Model
	4	/ / Date Enrolled	Date Enrolled
		/ Date Redeemed	/ Date Redeemed
68		Authorized By	Authorized By
	D N	Available during any major service appointment. Must be redeemed within first 48 months of membership. This certificate is not replaceable if lost or stolen. No cash value. When redeeming offer, customer must present certificate and ELITE Platinum Plus member card or key tag. Void if reproduced in any way. Valid only forvehicle enrolled. Nontransferable.	Available during any major service appointment. Must be redeemed within first 48 months of membership. This certificate is not replaceable if lost or stolen. No cash value. When redeeming offer, customer must present certificate and ELITE Platinum Plus member card or key tag. Void if reproduced in any way. Valid only for vehicle enrolled. Nontransferable.
23	www.atautos.com	\$45.00 Value! #2	\$45.00 Value!



- 1. Please complete customer information on the front of this coupon.
- Follow terminal instructions below to ensure that the customer's account is updated.
- 3. Staple coupon to the internal copy of service RO for future reference.

#### **Terminal Instructions**

- 1. Select "Transaction" from menu at top
- 2. Scan Card or Key Tag & confirm correct customer
- 3. Select dealer location from drop down
- 4. Select bonus award from transaction type drop down\*
- 5. Enter RO#
- 6. Enter your employee #
- 7. Click box for correct bonus under available bonus
- 8. Click submit
- 9. Click confirm
- 10. Print receipt
- 11. Click new member search

\*You will find the check boxes under the "purchase" transaction type if certificate is used in conjunction with customer pay.



#### Attn: Cashiers

- 1. Please complete customer information on the front of this coupon.
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# **Did You Know?**

Your Platinum Plus points are transferable to family and friends!







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#### (215) 257-8022

#### Attn: Cashiers

- 1. Please complete customer information on the front of this coupon.
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### Did You Know? You can earn \$200 in Platinum Plus points for vehicle referrals!



For Your Records	ELITE Paintl	ess Dent	Repair certificate
Paintless Dent Repair:	0		
	Member Name		ELITE BENEFI
	627250 1076		RESERVATION
Date	Barcode Number		TODAY
Current Mileage	Year / Make / Model		SIJI
ourrent mileage	/ /	_ / /	sellte Be
	Date Enrolled	Date Redeemed	
www.atautos.com	insurance policy, or windshield repair. Must be red	a quarter in size on the vehicle's exterior up to a \$100.00 value. It does n eemed within first 48 months of membership. This certificate is not replac	ceable if lost or stolen. No cash value. When redeeming offer, customer
	must present certificate and ELITE Platinum Plus I (at A&T Chevrolet Subaru's discretion).	member card or key tag. Void if reproduced in any way. Valid only for vehici	le enrolled. Nontransferable. Offer valid on repairable dents only



**\$100.**00 Value!



- 1. Please complete customer information on the front of this coupon.
- 2. Follow terminal instructions below to ensure that the customer's account is updated.
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- 8. Click submit
- 9. Click confirm
- 10. Print receipt
- 11. Click new member search

\*You will find the check boxes under the "purchase" transaction type if certificate is used in conjunction with customer pay.

### Did You Know? Our top customers earn FREE gift certificates, so keep swiping!



## **Extended Service Protection Plan**

If you purchase an extended service protection plan and are not able to utilize the plan's benefits, we will refund you 100% of the original purchase price credited towards your next A&T Chevrolet Subaru vehicle.

Member Name			
Type Of Protection Policy	Purchase Price		0
Year / Make / Model			1
VIN		_	2
Sales Consultant			V
Manager			
Customer Signature	Date		13/1/

Under the following conditions if the bearer of this certificate is unable to utilize any of the benefits of this service contract during the ownership of the above mentioned vehicle, we will credit you with 100% of the purchase price of the above protection plan towards your next A&T Chevrolet Subaru vehicle. Must be the original owner of the vehicle purchased from A&T Chevrolet Subaru. Plan must go to full term (minimum of 36 months), valid on original contract and is not transferable. Please present current registration form to redeem reimbursement. Vehicle must be traded back to A&T Chevrolet Subaru. 801 Bethlehem Pike, Sellersville, PA 18960. Must purchase your next new or pre-owned vehicle from A&T Chevrolet Subaru.



### Welcome To The Club:

Member Name			
Year	Make	Model	
Enroll Date	Exp. Date		



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