

A&T

PlatinumPlus™

BASIC BENEFITS GUIDE



Welcome

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™ program. Your membership is complimentary with the purchase of any vehicle from our dealership.

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,

Jeff Allen

Jeff Allen
Dealer Principal



Start Earning Today!



Our Members-Only Earnings Program

With the swipe of your A&T Platinum Plus™ BASIC card or key tag, you will earn 10% on all qualified purchases you make in our service and parts department. 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. Use your points towards the purchase of your next vehicle (up to \$1,000) from our dealership! Since each point earned equals \$1 in future discounts, earning is fast, simple and easy.

All points are above any manufacturers' incentives or rebates, making A&T Chevrolet Subaru an unbeatable choice for your next vehicle!

Plus...at any time, you can transfer your points to friends and family members!

\$50
IN BONUS
POINTS

First Transaction Bonus

When you return for your first service visit, swipe your key tag or card and you will receive an additional **\$50 in Bonus Points!**

\$50
IN BONUS
POINTS

Accessory Bonus **NEW!**

Accessories are a great way to customize your ride. You will receive **\$50 in Bonus Points** should you spend \$500 or more in accessories at the time of your vehicle purchase. 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 more!

\$50
IN BONUS
POINTS

Extended Service Plan Bonus **NEW!**

Members who choose the added protection of any enhanced warranty will receive an additional **\$50 in Bonus Points** at time of vehicle purchase!

\$5
IN BONUS
POINTS

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.

\$5
IN BONUS
POINTS

Warranty Bonus **NEW!**

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.

\$50
IN BONUS
POINTS

High Mileage Club Bonuses **NEW!**

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.

20%
IN BONUS
POINTS

Wild Card Bonus **NEW!**

Members can choose one service appointment to earn an additional 10% in Bonus Points! Simply present your membership card or key tag to your service advisor and request that your wild card bonus be applied. You will automatically earn **20% in Bonus Points** for all qualified purchases you complete that day in our service department! One per customer. Maximum \$500 benefit.

\$50
IN BONUS
POINTS

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 your account.

\$100
IN BONUS
POINTS

Body Shop Bonus **NEW!**

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.

\$150
IN BONUS
POINTS

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 **\$150 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.

Check Your Points
www.atautos.com

Your FREE Gifts...

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.



For Your Reservations:

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



Are Only A Swipe Away!

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!

Check Your Receipt For Your FREE Gift!

Chiaro's
PIZZERIA
RESTAURANT

SELLERSVILLE
THEATER

SNAP
FITNESS 24-7



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.

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.
3. Notify your personal travel concierge that you are a member of the A&T 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.

Only At **A&T Chevrolet Subaru!**

Exclusive Service

Lost Key Return Service – Sign Up Today!*

Keep your Platinum Plus membership key tag on your key ring at all times. If you lose your keys, instructions on your key tag will assist in their return to you.

Remember to provide your email address to your sales consultant today to take advantage of this valuable service.

*Does not include cost to replace lost, stolen, or damaged items.

\$315
VALUE!

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.

*Weather conditions permitting.

\$280
VALUE!

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.

\$100
VALUE!

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.

\$75
VALUE!

Check Your Points
www.atautos.com

Advantages!

FREE State Inspections W/ Paid Emissions For Life **NEW!**

Members enjoy a FREE annual State Inspection with Paid Emission for any enrolled vehicle for as long as you own it or until account expiration. Present your membership card or key tag to your service advisor at the time of your inspection.

\$200
VALUE!

Discounted 1st Oil Change Service

To get you started off right, simply present your Platinum Plus key tag to your service advisor to receive a \$10 Discount on your first oil change service.

\$10
VALUE!

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.

\$150
VALUE!

Plus, enjoy complimentary Wi-Fi in our relaxing customer lounge!



Open 24/7!

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.



www.atautos.com

Friends & Family *Bonus Certificate*

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



My A&T Platinum Plus Sales Consultant

I, _____,
Member's Name

*will receive **\$150** in Bonus Points!*

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.

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

Thank You!

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

Thank You!



801 Bethlehem Pike • Sellersville, PA 18960

Sales Consultant Must Complete To Award Points

Existing Customer's Barcode #

627250 1076

\$150 in Bonus Points Awarded Date Completed

Manager's Validation Signature



801 Bethlehem Pike • Sellersville, PA 18960

Sales Consultant Must Complete To Award Points

Existing Customer's Barcode #

627250 1076

\$150 in Bonus Points Awarded Date Completed

Manager's Validation Signature

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.



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Check Your Points
www.atautos.com