

Summit Fast Facts

- More than 57,000 sales delivered
- \$1.5 billion in sales
- More than 1,500 automotive clients across North America
- Featured on the Inc. 5000 list of fastest growing companies in America in 2007, 2008, and 2009

Authorized Representation by:



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"YOU PAY ONLY WHEN SALES ARE GENERATED!"

- \$0 Dealer cost for set-up
- \$0 Dealer cost for artwork
- \$0 Dealer cost for printing
- \$0 Dealer cost for postage.
- Creates conquest sales
- Targets your primary market area
- Captures visiting service owners
- Retains customers likely to defect from your Dealership
- Dealer is sent Prospect Target list for exclusions
- Sales not delivered are refunded on a 1 to 1 basis
- All sales exceeding your order are FREE!

"Get the results you want: greater loyalty, fewer wasted marketing dollars and a measurable increase in sales"

-Jonathan Lucenay
President and CEO
Summit Resources

S2™ PRODUCT INFORMATION

S2™ produces results that are real and measurable.
Guarantee EVERY DOLLAR you spend produces sales!

Who We Target

50% Intention Indicator™

- In-Market Buyers
- Defecting Customers
- Lost Customers
- Service Conquest Customers

50% Inteliprofile™

- Competitors' Prospects
- New Buyers
- Market Shoppers
- Brand Defectors

How We Target

Surround Sound Marketing



4 customized mail drops 4 personalized e-mail blasts 3 rounds of live invitation calls
(Optional)

Results!

The Summit Performance Guarantee™ programs continue to produce incredible results for our dealer clients. Dealers across the country are seeing increases in sales and profits. **The results are measurable and real.**

Don't miss an opportunity to increase your sales, especially in a slow market!

John Megel Chevrolet
(Dawsonville, GA)
S2™ - Ordered 90
191 units Delivered!

Waxahachie
CDJ – Ford – Buick GMC
(Waxahachie, TX)
S2™ - Ordered 105
159 units Delivered!

Benson Ford
(Easley, SC)
S2™ - Ordered 120
202 units Delivered!

Lustine Toyota Scion
(Woodbridge, VA)
S2™ - Ordered 280
304 units Delivered!

Breakaway Honda
(Greenville, SC)
S2™ - Ordered 120
162 units Delivered!

Bob Mayberry Hyundai
(Monroe, NC)
S2™ - Ordered 60
97 units Delivered!

"I eliminated all of the waste in my ad budget – now I only pay for extra sales!"

- Jonathan Megel, General Manager, John Megel Chevrolet