

POWERFUL SOLUTIONS

For maximum F&I profitability

Historical Revisionism (addendum to Menu Architecture (some Psychological Considerations))

What accepted, established, and traditional views are we currently holding, regarding the make-up of our menu?

We are all human and the 'historical record' reflected in our current menu may create envy among tree-rings. I know mine did! Like many of you, complacency may cause us to miss necessary changes... as happened in this case.

According to the Oxford Languages Dictionary, the proverb "familiarity breeds contempt" relates that... "extensive knowledge of, or close association with, someone or something, leads to a loss of respect for them, or it." In other words, regarding our menus, are we presenting a menu, daily, that would invoke horror to the mind of someone unfamiliar with said menu? Is its construction, verbiage, and/or overall makeup really awful??

Recently, unusual circumstances placed me in a position to take a critical look at what I was presenting, and I didn't like what I saw. Prior to the occurrence of something out of the ordinary, it was status quo. Consider this a reminder regarding the importance of regularly reviewing what message, exactly, your menu is sending... take a critical look at your product descriptions, too. You, like me, may find them wholly inadequate, or worse.

Below, you'll find revised versions of the menus included in last month's article. My humble apologies to the class...

Shallow-columned, 1-term finance menu

Conley Insurance Group		Repayment Options		Erik (Shallow-Columned, 1-Term) Landrum 2023 Buick Encore Odometer: 6,144 VIN: 5GAEVWVW71S1776	
Sale Price: \$47,500.00 Sales Tax: \$0.00 Rebate: \$2,500.00 Trade Allowance: \$10,000.00 Payoff: \$13,226.71 Admin Fee: \$199.00 Base Payment (60 months, 7.99% Interest Rate) \$984.91					
Preferred	Value	Basic	Economy		
Vehicle Service Contract	Vehicle Service Contract	Vehicle Service Contract	Vehicle Service Contract		
Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		
Maintenance	Maintenance	Maintenance	Guaranteed Asset Protection		
Lube, Oil, and Filter with Tire Rotations, every other 4,000 miles, convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 3,000 miles.	Lube, Oil, and Filter with Tire Rotations, every other 4,000 miles, convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 3,000 miles.	Lube, Oil, and Filter with Tire Rotations, every other 4,000 miles, convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 3,000 miles.	Picks up where the insurance company leaves off...in the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1,000.		
Guaranteed Asset Protection	Guaranteed Asset Protection	Guaranteed Asset Protection			
Picks up where the insurance company leaves off...in the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1,000.	Picks up where the insurance company leaves off...in the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1,000.	Picks up where the insurance company leaves off...in the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1,000.			
Tire & Wheel	Tire & Wheel				
Tire and wheel protection from damage due to road hazards, including the repair and possible replacement of tire and wheel. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.	Tire and wheel protection from damage due to road hazards, including the repair and possible replacement of tire and wheel. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.				
Ding Shield	Ding Shield				
Paintless repair of minor dents and dings. Also pays deductible (up to \$1,000) on hail damage. 5 years, unlimited mileage, \$0 deductible.	Paintless repair of minor dents and dings. Also pays deductible (up to \$1,000) on hail damage. 5 years, unlimited mileage, \$0 deductible.				
Appearance Package					
Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.					
Key Replacement					
Replaces Key and Transponder in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.					
Term 60 Payment \$1,136.74	Term 60 Payment \$1,106.44	Term 60 Payment \$1,082.23	Term 60 Payment \$1,062.00		
X	X	X	X		
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase and the estimated monthly payment for each choice. I understand I must qualify to obtain financing and the payment may vary based on my credit. The finance charges, amount financed, total of payments, and total of payments including down payment will be disclosed on my actual finance contract. The dealer makes no warranties, whether expressed or implied.					
Tuesday, July 18, 2023 11:18 AM					



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Page 1 of 3



Partnership + Performance = Profit

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Robust-columned, 2-term finance menu

Conley Insurance Group		Repayment Options		Erik (Robust-Columned, 2-Term) Landrum	
				2023 Buick Enclave	
Sale Price: \$47,500.00 Sales Tax: \$0.00 Rebate: \$2,500.00 Trade Allowance: \$10,000.00 Payoff: \$13,226.71 Admin Fee: \$199.00 Base Payment (60 months, 7.99% Interest Rate): \$984.91				Odometer: 6,144 VIN: 5GAEVBNK7P153726	
Base Payment (72 months, 7.99% Interest Rate): \$851.63					
Preferred	Value	Basic	Economy		
Vehicle Service Contract	Vehicle Service Contract	Vehicle Service Contract	Vehicle Service Contract		
Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		
Maintenance	Maintenance	Maintenance	Maintenance		
Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.		
Guaranteed Asset Protection	Guaranteed Asset Protection	Guaranteed Asset Protection	Tire & Wheel		
Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. 3 years, unlimited mileage, \$0 deductible.		
Tire & Wheel	Tire & Wheel	Tire & Wheel	Bling Shield		
Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. 3 years, unlimited mileage, \$0 deductible.	Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. 3 years, unlimited mileage, \$0 deductible.	Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. 3 years, unlimited mileage, \$0 deductible.	Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.		
Bling Shield	Bling Shield	Appearance Package	Appearance Package		
Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.	Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.	Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 3 years, unlimited mileage, \$0 deductible.	Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 3 years, unlimited mileage, \$0 deductible.		
Appearance Package	Appearance Package	Key Replacement	Key Replacement		
Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 3 years, unlimited mileage, \$0 deductible.	Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 3 years, unlimited mileage, \$0 deductible.	Replaces Key and Transponder in the event it is stolen, broken, or lost and not recovered, including programming. 3 years, unlimited mileage, \$0 deductible.	Replaces Key and Transponder in the event it is stolen, broken, or lost and not recovered, including programming. 3 years, unlimited mileage, \$0 deductible.		
Key Replacement					
Replaces Key and Transponder in the event it is stolen, broken, or lost and not recovered, including programming. 3 years, unlimited mileage, \$0 deductible.	Term 60 Payment \$1,136.74	Term 60 Payment \$1,126.67	Term 60 Payment \$1,124.64	Term 60 Payment \$1,120.57	
Term 72 Payment \$982.91	Term 72 Payment \$974.21	Term 72 Payment \$972.45	Term 72 Payment \$972.45	Term 72 Payment \$968.93	
X	X	X	X		
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase and the estimated monthly payment for each choice. I understand I must qualify to obtain financing and the payment may vary based on my credit. The finance charges, amount financed, total of payments, and total of payments including a down payment will be disclosed on my actual finance contract. The dealer makes no warranties, whether expressed or implied.					
Tuesday, July 18, 2023 11:09 AM					

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Bundled, 2-term finance menu

Conley Insurance Group		Repayment Options		Erik (Bundled, 2-Term) Landrum	
				2023 Buick Enclave	
Sale Price: \$47,500.00 Sales Tax: \$0.00 Rebate: \$2,500.00 Trade Allowance: \$10,000.00 Payoff: \$13,226.71 Admin Fee: \$199.00 Base Payment (60 months, 7.99% Interest Rate): \$984.91				Odometer: 6,144 VIN: 5GAEVBNK7P153726	
Base Payment (72 months, 7.99% Interest Rate): \$851.63					
Preferred	Value	Basic	Choice		
Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		
Maintenance Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Maintenance Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Maintenance Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.	Maintenance Lube, Oil, and Filter with Tire Rotations, every other visit, convenience and exceptional value. Prepares your vehicle's service visits to ensure proper maintenance. 3 years, 60,000 miles, every 2000 miles.		
Guaranteed Asset Protection Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Guaranteed Asset Protection Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Roof/Ventage Bundle - Superior Bundle Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.	Guaranteed Asset Protection Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays into the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.		
Roof/Ventage Bundle - Ultimate Bundle Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.	Roof/Ventage Bundle - Superior Bundle Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.		Tire & Wheel Tire and wheel protection from damage due to road hazards, including the repair and possibly replacement of tires and wheels. A cosmetic benefit may also be applicable. 3 years, unlimited mileage, \$0 deductible.		
			Bling Shield Paintless repair of minor dents and dings. Also pays deductible up to \$1000 on full damage. 3 years, unlimited mileage, \$0 deductible.		
			Appearance Package Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 3 years, unlimited mileage, \$0 deductible.		
			Key Replacement Replaces Key and Transponder in the event it is stolen, broken, or lost and not recovered, including programming. 3 years, unlimited mileage, \$0 deductible.		
Term 60 Payment \$1,106.64	Term 60 Payment \$1,102.57	Term 60 Payment \$1,086.40	Term 60 Payment \$1,153.01		
Term 72 Payment \$956.88	Term 72 Payment \$953.37	Term 72 Payment \$939.39	Term 72 Payment \$996.98		
X	X	X	X		
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase and the estimated monthly payment for each choice. I understand I must qualify to obtain financing and the payment may vary based on my credit. The finance charges, amount financed, total of payments, and total of payments including a down payment will be disclosed on my actual finance contract. The dealer makes no warranties, whether expressed or implied.					
Tuesday, July 18, 2023 11:00 AM					

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Robust-columned, proprietary maintenance, 2-term finance menu

Conley Insurance Group		Repayment Options		Erik (Proprietary Maintenance, 2-Term) Landrum 2023 Buick Enclave Odometer: 6,144 VIN: 5GAEV8KW7P193726	
Sale Price: \$47,500.00 Sales Tax: \$0.00 Rebate: \$2,500.00 Trade Allowance: \$10,000.00 Payoff: \$13,226.71 Admin Fee: \$199.00 Base Payment (60 months, 7.99% Interest Rate)\$984.91 Base Payment (72 months, 7.99% Interest Rate)\$851.63					
Preferred	Value	Basic	Economy		
Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	Vehicle Service Contract Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		
Maintenance Lube, Oil, and Filter with Tire Rotations, every other oil, convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 5000 miles.	Guaranteed Asset Protection Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Maintenance Lube, Oil, and Filter with Tire Rotations, every other oil, convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 5000 miles.	Tire & Wheel Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.		
Guaranteed Asset Protection Picks up where the insurance company leaves off. In the event your vehicle is totaled, or stolen and unrecovered. GAP pays the difference between your payoff and what the insurance company pays, plus your deductible, up to \$1000.	Tire & Wheel Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.	Tire & Wheel Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.	Ding Shield Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.		
Tire & Wheel Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.	Ding Shield Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.	Ding Shield Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.	Appearance Package Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.		
Ding Shield Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.	Appearance Package Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.	Appearance Package Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.	Key Replacement Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.		
Appearance Package Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.	Key Replacement Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.	Key Replacement Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.	Key Replacement Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.		
Key Replacement Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.					
Term 60 Payment \$1,136.74	Term 60 Payment \$1,120.57	Term 60 Payment \$1,116.50	Term 60 Payment \$1,100.34		
Term 72 Payment \$982.91	Term 72 Payment \$968.93	Term 72 Payment \$965.41	Term 72 Payment \$951.43		
X	X	X	X		
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase and the estimated monthly payment for each choice. I understand I must qualify to obtain financing and the payment may vary based on my credit. The finance charges, amount financed, total of payments, and total of payments including down payment will be disclosed on my actual finance contract. The dealer makes no warranties, whether expressed or implied.					
Tuesday, July 18, 2023 11:25 AM					

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Robust-columned, cash menu

Conley Insurance Group		Payment Options		Erik (Cash) Landrum 2023 Buick Enclave Odometer: 6,144 VIN: 5GAEV8KW7P193726	
Sale Price: \$47,500.00 Sales Tax: \$0.00 Rebate: \$2,500.00 Trade Allowance: \$10,000.00 Payoff: \$13,226.71 Admin Fee: \$199.00 Total Amount Due: \$48,425.71					
Preferred		Value		Basic	
Vehicle Service Contract		Vehicle Service Contract		Vehicle Service Contract	
Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.		Pays 100% of covered Parts and Labor, after deductible. Additional benefits apply. Comprehensive mechanical & electrical breakdown coverage.	
Maintenance		Maintenance		Maintenance	
Lube, Oil, and Filter with Tire Rotations, every other oil...convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 5000 miles.		Lube, Oil, and Filter with Tire Rotations, every other oil...convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 5000 miles.		Lube, Oil, and Filter with Tire Rotations, every other oil...convenience and exceptional value. Prepays your vehicle's service visits to ensure proper maintenance. 5 years, 60,000 miles, every 5000 miles.	
Tire & Wheel		Tire & Wheel		Ding Shield	
Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.		Tire and wheel protection from damage due to road hazards, including the repair (and possibly replacement) of tires and wheels. A cosmetic benefit may also be applicable. 5 years, unlimited mileage, \$0 deductible.		Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.	
Ding Shield		Ding Shield		Appearance Package	
Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.		Painless repair of minor dents and dings. Also pays deductible (up to \$1000) on hail damage. 5 years, unlimited mileage, \$0 deductible.		Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.	
Appearance Package		Appearance Package		Key Replacement	
Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.		Protects investment value by providing coverage for vehicle's interior and exterior surfaces. 5 years, unlimited mileage, \$0 deductible.		Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.	
Key Replacement		Key Replacement		Key Replacement	
Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.		Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.		Replaces Key and Transmitter in the event it is stolen, broken, or lost and not recovered. Includes programming. 5 years, unlimited mileage, \$0 deductible.	
Amount Due \$55,695.71		Amount Due \$54,600.71		Amount Due \$54,500.71	
X		X		X	
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase. The dealer makes no warranties, whether expressed or implied.					
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