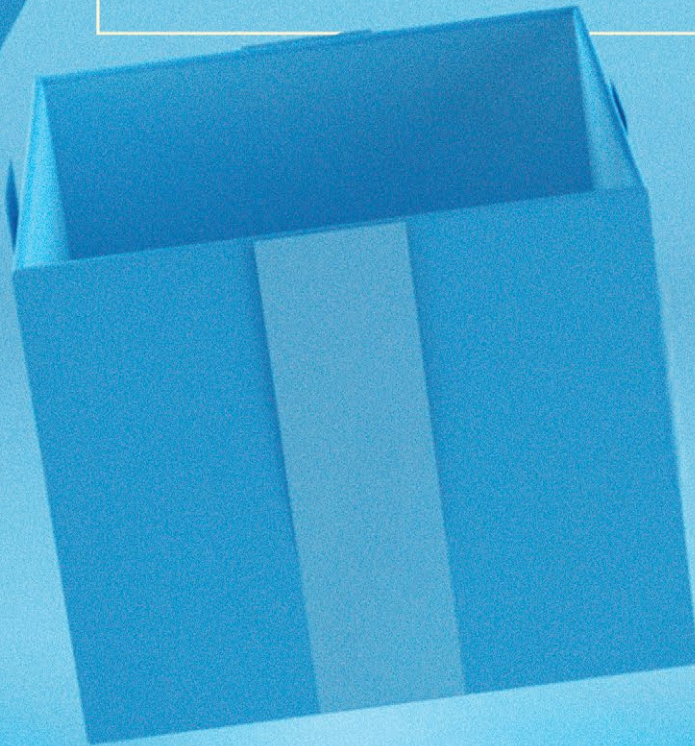




2023

# Holiday Card Program

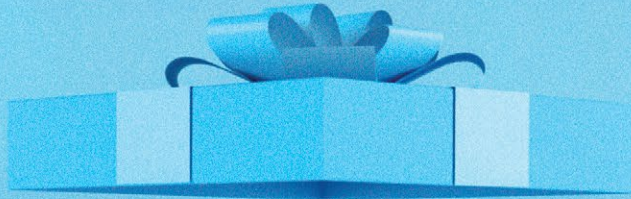


**Drive** service traffic with a special offer

**Increase** loyalty and retention

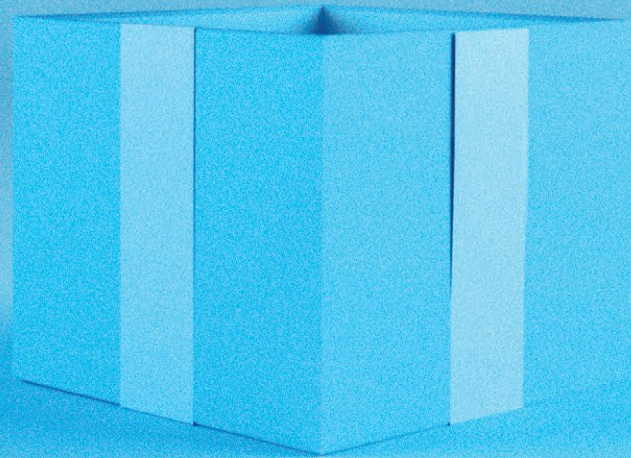
**Deepen** customer relationships

# It's easy to brighten your customers' holiday.



The Holiday Card Program is the perfect way to show gratitude, build loyalty, and wish customers the very best of the holiday season.

Each holiday card comes with a variable offer and a companion email for greater customer reach. Plus, the HX OnDemand Portal builds the card and email at the same time for added convenience and faster delivery.



1

Select your holiday and creative theme(s).

2

Choose the offer(s) you want included.

3

Pick your target audience and drop dates.

## That's it!

You're ready for the holidays...and increased service traffic.

# Thanksgiving

## Fall Leaves



### MESSAGE (ALL VERSIONS)

We are incredibly thankful for our family of valued customers. We hope this special message brings you and yours an extra helping of happiness this holiday season.

### EMAIL SUBJECT LINE

<First Name> Get Extra Helpings Of Thanksgiving Savings

### EMAIL PREHEADER TEXT

Enjoy a tasty Thanksgiving offer on car care at <Dealer Name>.

## Place Setting



## Turkey



# Cold Holiday

## Canes



### MESSAGE (ALL VERSIONS)

We want to start your season with our warmest wishes and deepest appreciation. Here's to your health and happiness during the most wonderful time of the year.

### EMAIL SUBJECT LINE

<First Name> Hyundai Wishes You A Happy Holiday Season

### EMAIL PREHEADER TEXT

Enjoy this festive offer from the expert car care elves at <Dealer Name>.

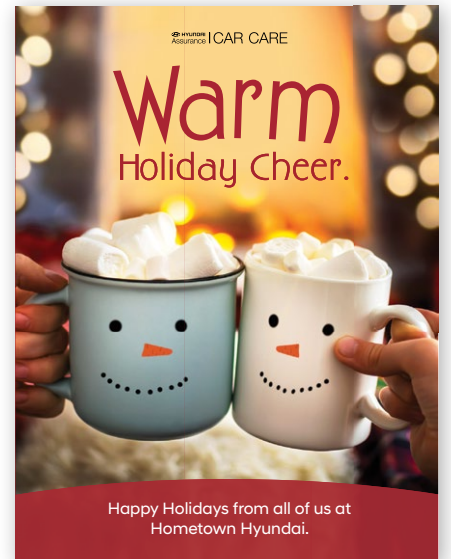
## Teddy Bear



## Fireplace



## Cocoa



# Warm Holiday

## Cuddly



### MESSAGE (ALL VERSIONS)

Having you as a valued customer is one of our greatest gifts. We hope this holiday presents you with peace, health, and endless joy.

### EMAIL SUBJECT LINE

<First Name> Hyundai Wishes You A Happy Holiday Season

### EMAIL PREHEADER TEXT

Enjoy this festive offer from the expert car care elves at <Dealer Name>.

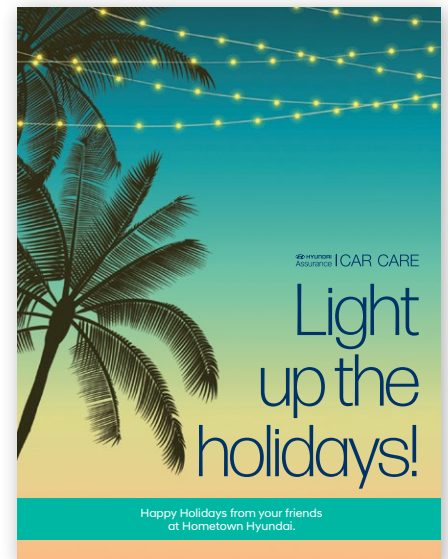
## Beach



## Joy

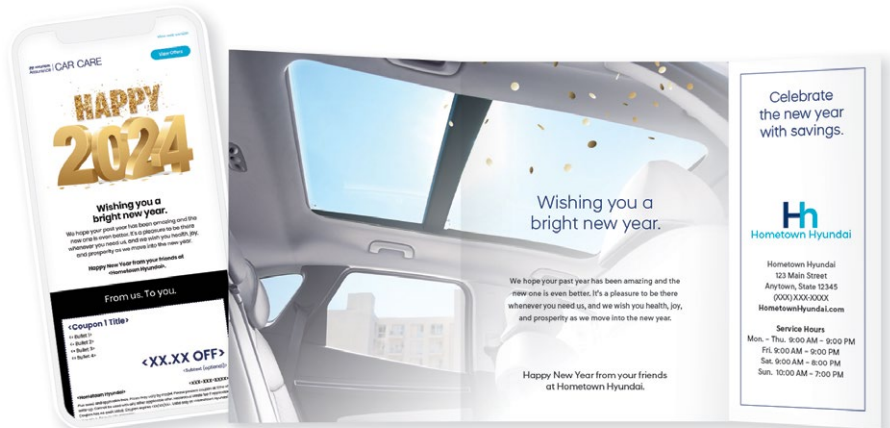


## Lights



# New Year

2024



## MESSAGE (ALL VERSIONS)

We hope your past year has been amazing and the new one is even better. It's a pleasure to be there whenever you need us, and we wish you health, joy, and prosperity as we move into the new year.

## EMAIL SUBJECT LINE

<First Name> Happy New Year  
From Hyundai

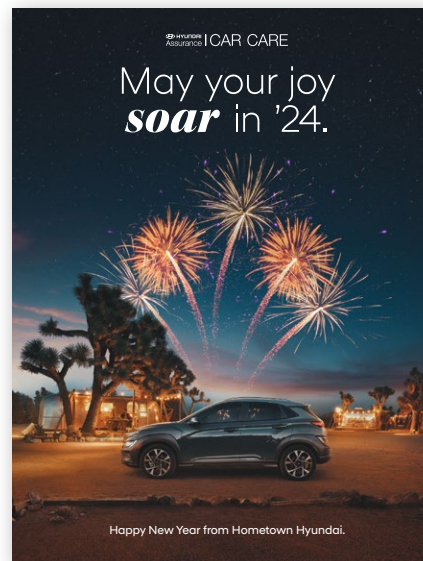
## EMAIL PREHEADER TEXT

Enjoy new year savings on car care for a smooth 2024 from <Dealer Name>.

## Fireworks



## Joy



# Offer Selection

Select between the following offers

**Savings Certificate**

**\$XX.XX OFF**

Any service over \$XXX

Plus taxes and applicable fees. Prices may vary by model. Must present coupon at time of write-up. Cannot be used with any other applicable offer. Hazardous waste fee, if applicable. Coupon has no cash value. Nontransferable. Limit one certificate per vehicle. Valid only at Dealer Name. Coupon expires XX/XX/XX.

**WYO Headline**

**\$XX.XX**

WYO subhead

Restrictions may apply. Plus taxes and applicable fees. Must present coupon at time of write-up. Cannot be used with any other applicable offer. Coupon has no cash value. Nontransferable. Limit one certificate per vehicle. Valid only at Dealer Name. Coupon expires XX/XX/XX.

and **more!**

Offer Panel

**HYUNDAI Assurance**

CAR CARE

**From us. To you.**

**Savings Certificate**

**\$XX.XX OFF**

Any service over \$XXX

Plus taxes and applicable fees. Prices may vary by model. Must present coupon at time of write-up. Cannot be used with any other applicable offer. Hazardous waste fee, if applicable. Coupon has no cash value. Nontransferable. Limit one certificate per vehicle. Valid only at Dealer Name. Coupon expires XX/XX/XX.

## Enrollment & Pricing

	Enrollment Deadline	Drop Week
Drop 1	10/11/23	10/23/23
Drop 2	10/18/23	10/30/23
Drop 3	10/25/23	11/6/23
Drop 4	11/1/23	11/13/23
Drop 5	11/15/23	11/27/23
Drop 6	11/22/23	12/4/23
Drop 7	11/29/23	12/11/23
Drop 8	12/6/23	12/18/23

### Postage & Pricing

\$1.07

Check the enrollment deadlines and in-home dates to make sure your cards arrive on time.

To enroll, contact Program Headquarters at 800.505.4998  
or [HyundaiPHQ@ownerexperience.com](mailto:HyundaiPHQ@ownerexperience.com).

