

**AMPD** CRM

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# Communication

## Template Samples

# Test Drive Thank You - Part 1

**Email Subject:** Thanks for coming to visit John!

[www.acmecars.co.nz](http://www.acmecars.co.nz) | [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz) | Ph. 0800 623 687



## THANKS FOR COMING TO VISIT



Dear John

The team here, just wanted to say a sincere thank you for taking the time to visit our dealership recently.

We recognise there are many options & considerations to be made when purchasing your next vehicle and as such we genuinely appreciate you choosing to visit Acme Cars.

If there is anything we can do to help make your decision making process easier, better informed or more enjoyable, please do not hesitate to ask. Our staff have a wealth of knowledge when it comes to vehicles and we'd be only too happy to answer any questions you may have.

Kindest Regards  
[The Acme Cars team](#)



**2012 Lexus LF Concept**

[VIEW ONLINE](#)

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz) or call us on [0800 623 687](tel:0800623687) to let us know.

Visit us online at

**[acmecars.co.nz](http://acmecars.co.nz)**

If you prefer not to receive email messages like this from us [unsubscribe here](#)

Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.

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Details

Today 10:17 AM

Thanks for visiting Acme Cars recently. If there's anything we can do to assist you further, please just let us know.  
Txt STOP to unsubscribe

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# Test Drive Thank You - Part 2

Email Subject: Can we help in any way John?

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## CAN WE HELP IN ANY WAY?



Dear John

Thanks again for making contact a couple of weeks ago in regards to the [Lexus LF Concept](#).

We trust your search for a new vehicle is going well, but if you haven't managed to find your dream vehicle yet, let us know as we'd love to assist you further where we can.

If you'd like to discuss your requirements further with one of our team, please just call us 0800 623 687 or email [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz).

Kindest Regards  
[The Acme Cars team](#)



2012 Lexus LF Concept

[VIEW ONLINE](#)

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Today 10:17 AM

Still looking for your dream car?  
Contact Acme Cars. We have vehicles arriving every day and would love to help out!  
Txt STOP to unsubscribe

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# Enquiry Thank You

**Email Subject:** It was great to hear from you John

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## THANKS FOR TOUCHING BASE



Dear John

The team here, just wanted to say thanks again for your recent enquiry on our [Lexus LF Concept](#).

We recognise there are many options & considerations to be made when purchasing your next vehicle, so if there is anything we can do to help make this process easier, better informed or more enjoyable for you, please do not hesitate to ask.

Our staff are proud of the knowledge they have built up over the years and we'd be only too happy to answer any questions you may have.

We've actually recently stocked some similar vehicles to the Lexus LF Concept you viewed, which may also be of interest to you.

I've listed a couple below. Please just click on each to get more info from our website, or if you prefer we'd be happy to talk you through the features of each in person.



**2012 Lexus LF Concept**

[VIEW ONLINE](#)



**2012 Holden Captiva**  
**\$19,950**



**2012 Suzuki Grand Vitara**  
**\$18,950**

We also offer no-obligation test drives of all our vehicles, simply enquire at our dealership and we'll have the vehicle ready for you to test drive at your convenience.

Thanks for your time today.

Kindest Regards  
[The Acme Cars team](#)

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Thanks for your recent enquiry. If there's anything we can do to assist further, please just let us know. Acme Cars.  
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# Enquiry Price Drop

Email Subject: We've just reduced the price of our 2012 BMW 740...

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## PRICE DROP DON'T MISS OUT!



Dear Adam

Great news! The **2012 BMW 740** you recently enquired about has been reduced by \$1,500, making it now only **\$122,000 +ORC**.

If you would like to take this vehicle for a test drive, or have any questions, please give our friendly team a call on 03 123 4567 or reply to this email.

Kindest regards,  
The Acme Cars team.



**2012 BMW 740**

~~\$123,500~~ **\$122,000 +ORC**

150,000 km, 4800 cc

[VIEW ONLINE](#)

### Thinking about finance?

Are you in need of finance to purchase your next vehicle? Complete this simple form to find out what we can offer you.

[APPLY ONLINE](#)

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at [info@acmecars.co.nz](mailto:info@acmecars.co.nz) or call us on 03 123 4567 to let us know.

Visit us online at

[acmecars.co.nz](http://acmecars.co.nz)

123 West St  
Westside  
City Centre

# Test Drive Price Drop

Email Subject: We've just reduced the price of our 2012 BMW 740...

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## PRICE DROP DON'T MISS OUT!



Dear Adam

Great news! The **2012 BMW 740** you recently test drove has been reduced by \$1,500, making it now only **\$122,000 +ORC**.

If you have any questions or would like to discuss purchasing options, please give our friendly team a call on 03 123 4567 or reply to this email.

Kindest regards,  
The Acme Cars team.



**2012 BMW 740**

~~\$123,500~~ **\$122,000 +ORC**

150,000 km, 4800 cc

[VIEW ONLINE](#)

### Thinking about finance?

Are you in need of finance to purchase your next vehicle? Complete this simple form to find out what we can offer you.

[APPLY ONLINE](#)

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Visit us online at

[acmecars.co.nz](http://acmecars.co.nz)

123 West St  
Westside  
City Centre



## Enquiry / Test Drive Vehicle Sold

**Email Subject:** The 2012 BMW 740 you like has just sold but we have other great options...

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



# SORRY IT'S SOLD... BUT WE HAVE MORE!



Dear Adam

Unfortunately the BMW 740 you were recently interested in has just been sold.

The good news is, we have other great options in stock that we think you might be interested in. Please find them listed below.

Simply click on one to get more information, or if you prefer, feel free to pop in.



2012 BMW 740



2013 Cadillac

**\$130,000**

163 km, 3000 cc

[VIEW ONLINE](#)



2009 Lamborghini Insecta

**\$10,000**

86 km, 4200 cc

[VIEW ONLINE](#)



# Post Sale Thank You

**Email Subject:** Thank you for choosing Acme Cars!

[www.acmecars.co.nz](http://www.acmecars.co.nz) | [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz) | Ph. 0800 623 687



## THANKS FOR CHOOSING US



Dear John

The team here at Acme Cars just wanted to say thanks again for purchasing your new [Lexus LF Concept](#) from us. We appreciate your decision to purchase specifically from our dealership and hope we have exceeded your expectations in both customer service and delivery.

We do pride ourselves on taking care of those that matter most, and as a result it is our intention to assist you with your latest purchase wherever possible. From time to time, we'll send you helpful reminders as well as other useful information related to your vehicle, all in an effort to ensure you have the best experience you can with your new vehicle and Acme Cars.

Our business and reputation is built on great customer service and because of that we would love to also offer a warm welcome to any of your friends or family when purchasing their next vehicle. Just make sure you remind them to tell us you sent them.

Thanks again for choosing Acme Cars and we look forward to being of assistance to you over the coming months.

Kindest Regards  
[The Acme Cars team](#)

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Visit us online at

**[acmecars.co.nz](http://acmecars.co.nz)**

If you prefer not to receive email messages like this from us [unsubscribe here](#)

Level 2  
12 Hazeldean Road  
Addington  
Chrsitchurch  
New Zealand

Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.



# Post Sale Thank You



John Doe  
123 West S Rd  
Northridge  
Whangarei 1130  
New Zealand

Level 2  
12 Hazeldean Rd  
Addington  
Christchurch 8025  
New Zealand

Wednesday, April 1, 2016

Dear John:

The team here at Acme Cars just wanted to say thanks again for purchasing your new **Lexus LF Concept** from us. We appreciate your decision to purchase specifically from our dealership and hope we have exceeded your expectations in both customer service and delivery.

We do pride ourselves on taking care of those that matter most, and as a result it is our intention to assist you with your latest purchase wherever possible. From time to time, we'll send you helpful reminders as well as other useful information related to your vehicle, all in an effort to ensure you have the best experience you can with your new vehicle and Acme Cars.

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Thanks again for choosing Acme Cars and we look forward to being of assistance to you over the coming months

Kindest regards,

Your friends at Acme Cars

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PS: We welcome any feedback you would like to give us about our service and your experience with Acme Cars. Please feel free to send through any suggestions or comments you have to [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz).

# Happy Birthday

**A BIG HAPPY  
BIRTHDAY  
JOHN!**

From all your friends at Acme Cars.

We hope you have a fantastic day!

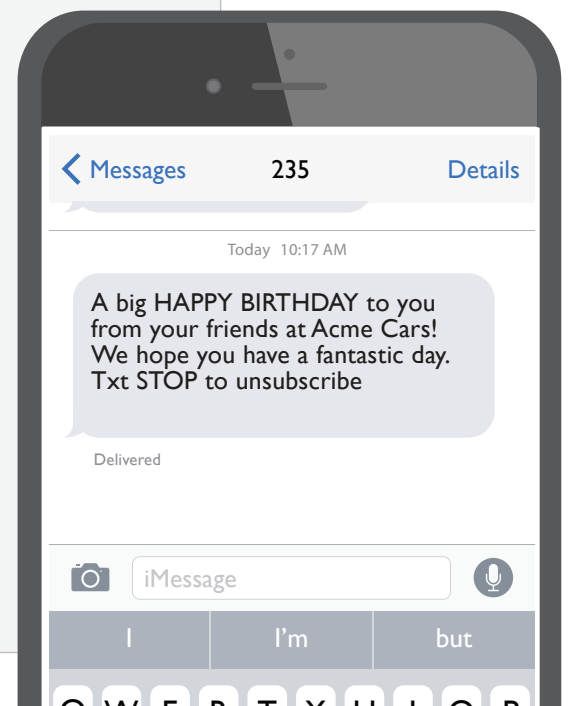


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from us [unsubscribe here](#)

Level 2  
12 Hazeldean Road  
Addington  
Chrsitchurch  
New Zealand



# MBI Renewal

**Email Subject:** Your insurance is expiring soon.

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## YOUR INSURANCE IS EXPIRING SOON



Dear John

We just wanted to let you know that your Autosure Mechanical Breakdown Insurance policy is due to expire soon. The great news is that you can easily extend your protection for another 12, 24 or 36 months just by contacting us today.

Mechanical Breakdown Insurance can cover the cost to repair mechanical or electrical parts in your vehicle that may fail or break.

If you're interested in extending your existing Mechanical Breakdown Insurance policy, please just call us on 0800 623 687 or send us an email at sales@acmecars.co.nz and we'll take care of the rest.

Kindest Regards  
The Acme Cars team

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at sales@acmecars.co.nz or call us on 0800 623 687 to let us know.

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**acmecars.co.nz**

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Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.

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12 Hazeldean Road

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Today 10:17 AM

We've noticed your MBI policy is expiring soon. Please contact us to extend your protection. Acme Cars. Txt STOP to unsubscribe

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# MVI Renewal

**Email Subject:** Your insurance is expiring soon

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## YOUR INSURANCE IS EXPIRING SOON



Dear John

Just a friendly reminder that your Motor Vehicle Insurance Policy with **Autosure** is due to expire soon.

To ensure you and your vehicle remain protected without interruption, we suggest you contact Autosure and confirm your policy is set to automatically renew on or before the expiry date.

If you'd prefer to discuss this cover and your options, please just call us on 0800 623 687 or send us an email at sales@acmecars.co.nz and we'd be happy to talk through the various options available.

Kindest Regards  
The Acme Cars team

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Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.

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12 Hazeldean Road

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Today 10:17 AM

Friendly reminder: your car insurance may be expiring soon. Don't forget to renew or contact us for assistance. Acme Cars.  
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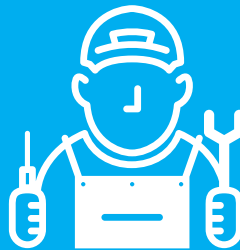
# WOF Reminder

**Email Subject:** Your WOF is about to expire John

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## YOUR WOF IS ABOUT TO EXPIRE



Dear John

Just a friendly reminder that the Warrant of Fitness on your **Lexus LF Concept (ABC123)** is due to expire shortly.

Please feel free to call our helpful team on 0800 623 687 if you need some guidance on where you should take your vehicle to be inspected.

Kindest Regards

The Acme Cars team

PS: Occasionally the information we store about our customers can become outdated or incorrect. If you no longer own this vehicle or your contact details have changed, please just let us know and we'll update our records accordingly.

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at [sales@acmecars.co.nz](mailto:sales@acmecars.co.nz) or call us on [0800 623 687](tel:0800623687) to let us know.

Visit us online at

**acmecars.co.nz**

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Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.

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Today 10:17 AM

Friendly reminder: your WOF is expiring soon. Don't forget to renew or contact us for assistance. Acme Cars.  
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# Rego Reminder

Email Subject: Your REGO is due to expire John

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## YOUR REGO IS DUE TO EXPIRE



Dear John

Just a friendly reminder that the License (Rego) on your **Lexus LF Concept (ABC123)** is due to expire shortly. Expired licensing can attract unwanted fines, so we urge you to renew before the expiry date.

Renewal is easy and can be completed at any PostShop, AA, VINZ, VTNZ or online at [www.nzta.govt.nz/renew](http://www.nzta.govt.nz/renew).

Kindest Regards  
The Acme Cars team

PS: Occasionally the information we store about our customers can become outdated or incorrect. If you no longer own this vehicle or your contact details have changed, please just let us know and we'll update our records accordingly.

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Visit us online at

**acmecars.co.nz**

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Please Note: Any pricing is indicative only and subject to change by Acme Cars at any time without notice.

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Today 10:17 AM

Friendly reminder: your Vehicle Rego is expiring soon. Don't forget to renew or contact us for assistance. Acme Cars.  
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# Trade-in & Upgrade (with Finance)

**Email Subject:** Trade In & Upgrade your vehicle today John!

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## TRADE IN & UPGRADE YOUR VEHICLE TODAY



Dear John

We are excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle - all for similar repayments to what you pay now.

In fact, we have a wide range of vehicles to choose from to suit any budget, including some we've handpicked here for you.

Had a change in circumstance or lifestyle and looking to upgrade to something else? Let us know. Our large selection covers most customer requests, but we'd be more than happy to source you something outside of our stock, if we don't quite have what you're after.

The team at Acme Cars want to make this a fun and enjoyable opportunity for you. In fact many of our customers drive in with their old car and out with their new - the same day!



**2009 Hyundai Cameron Concept**

[VIEW ONLINE](#)



**2012 BMW Vision EfficientDynamics**  
POA



**1996 Ford Indigo Concept**  
\$9,000

To take advantage of this offer, simply call us on 0800 623 687 or send us an email at sales@acmecars.co.nz and we'll take care of the rest.

Kindest regards,  
Your friends at Acme Cars

We really appreciate customer feedback & suggestions to help us improve our customer's experiences. If you have any suggestions or comments about the service you received while visiting us last, we'd love to hear from you. Simply email us at sales@acmecars.co.nz or call us on 0800 623 687 to let us know.

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Today 10:17 AM

Trade-in your car today & drive away with a new one. All for similar repayments to what you pay now! Ask us how. Acme Cars. Txt STOP to unsubscribe

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# Trade-in & Upgrade (with Finance)



John Doe  
123 West S Rd  
Northridge  
Whangarei 1130  
New Zealand

Level 2  
12 Hazeldean Rd  
Addington  
Christchurch 8025  
New Zealand

Wednesday, April 1, 2016

Dear John:

We are excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle - all for similar repayments to what you pay now.

In fact, we have a wide range of vehicles to choose from to suit any budget, including this one which we've handpicked for you.

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**2009 Hyundai Cameron  
Concept**

# Trade-in & Upgrade (without Finance)

**Email Subject:** Trade In & Upgrade your vehicle today John!

www.acmecars.co.nz | sales@acmecars.co.nz | Ph. 0800 623 687



## TRADE IN & UPGRADE YOUR VEHICLE TODAY



Dear John

We are excited to be able to offer you the opportunity to trade-in your current vehicle and drive away with a newer, later model vehicle.

In fact, we have a wide range of vehicles to choose from to suit any budget, including some we've handpicked here for you.

Had a change in circumstance or lifestyle and looking to upgrade to something else? Let us know. Our large selection covers most customer requests, but we'd be more than happy to source you something outside of our stock, if we don't quite have what you're after.

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[VIEW ONLINE](#)



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POA



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Visit us online at

acmecars.co.nz

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Today 10:17 AM

Thinking of upgrading your vehicle? The team at Acme Cars would love to help! Contact us for more info.  
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## Trade-in & Upgrade (without Finance)



John Doe  
123 West S Rd  
Northridge  
Whangarei 1130  
New Zealand

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# Merry Christmas

## SEASON'S GREETINGS DANIEL



from the entire team at  
Acme Cars.

At this time of year we always like to reflect on the year passed and in particular, our incredible customers. With that in mind, we would love to extend to you and your family, our very best wishes for the holiday season ahead and a very healthy, happy and prosperous year in 2017.

If there is anything we can do to assist you during this holiday season please do not hesitate to ask.

Have fun, be safe and enjoy the summer!

Visit us online at

**acmecars.co.nz**

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from us unsubscribe here



12 Hazeldean Road  
Addington  
Christchurch

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Today 10:17 AM

Wishing you & your family the very best for the upcoming holiday season. Have fun, be safe & enjoy the summer! Acme Cars. Txt STOP to unsubscribe

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