

Retailer Name

Retailer Code

If you are currently enrolled in the Volvo Service Cadence or ATM program, this Enrollment Authorization Form and the terms and conditions of this Volvo ATM Program Enrollment Authorization Form supersedes and replaces your previously executed Volvo Service Cadence and ATM Program Enrollment Authorization Form in its entirety.

ATM PACKAGE

Repair Marketing

Maintenance Marketing

Introduction to Service

Ownership Benefits

Declined Services

Inactive

Mid-Cycle Service

First Service Thank You Email

After Service Thank You Email

Direct Mail

Email

Display

Repair Marketing

Service Reminder

Service Reminder Follow-Up

Participating in the package above you are now required to deploy a Direct Mail (On-Demand) quarterly.

Program Name	Details	ATM Package
Repair Marketing	Deployed monthly to post-warranty customers and provides offers as needed. This program is highly tactical and provides offers based on the customer's likeliness to spend. Offers are optimized to prevent retailers from losing unnecessary margin.	✓ Included
Maintenance Marketing	Deployed continuously to customers throughout ownership. Includes welcome letter, service reminders, follow-ups, and Ownership Benefits information.	✓ Included
Direct Mail (On-Demand)	Allows you to deploy mailers any time you wish. Customize from over 100 templates.	✓ Included
Digital Display (Online Marketing on websites such as sports, news, and other platforms frequented by your target audience)	Reach customers wherever they are consuming content with relevant digital messages at the right time, across all their devices.	✓ Included
Retailer Costs		\$99 per month

Retailer Code _____

☐ **YES, I am already enrolled.****MAINTENANCE MARKETING ADD-ONS**

Direct Mail	<input type="checkbox"/>	First Service Thank You	\$1.19 each
	<input type="checkbox"/>	After Service Thank You	\$1.19 each
	<input type="checkbox"/>	State Inspection Only available in: CT, MA, NH, NJ, NY, PA, VA, VT & WV. Includes complimentary email.	\$1.19 each
Phone calls	<input type="checkbox"/>	1 st Appointment Live Agent Call	\$1.95 each
	<input type="checkbox"/>	Pre-Reminder Live Call (All customers w/valid phone)	\$1.10 each
	<input type="checkbox"/>	Post-Reminder Live Call (All customers w/valid phone)	\$1.10 each
	<input type="checkbox"/>	Inactive Customer Live Call (All customers w/valid phone)	\$1.95 each
Other	<input type="checkbox"/>	Monthly Retailer Seeds	\$4.00
	<input type="checkbox"/>	Castrol Logo Option	Complimentary

RETAILER SEEDS☐ If enrolled, I would like to opt in for direct mail and email seeds.*

Please send email seeds to the following email address:**

* Direct mail seeds will be addressed to: Attention Service Manager.

** Email seeds will be sent to the email address provided above.

Retailer will receive a sample of each touchpoint that was sent within the month. Additional monthly fee will apply.

Retailer Features	<input type="checkbox"/>	Volvo Valet: Pickup and Delivery	<input type="checkbox"/>	Mobile Service	<input type="checkbox"/>	Courtesy Vehicle	<input type="checkbox"/>	Windshield Replacement	<input type="checkbox"/>	Collision Center
Convenience Features: (Select up to 4 only) Credit Cards Honored:	<input type="checkbox"/>	Bilingual Personnel	<input type="checkbox"/>	Complimentary Car Wash	<input type="checkbox"/>	Early Drop-Off	<input type="checkbox"/>	Express Service	<input type="checkbox"/>	Courtesy Vehicle
	<input type="checkbox"/>	Mobile Service	<input type="checkbox"/>	Night Time Drop-Off	<input type="checkbox"/>	Online Service Booking	<input type="checkbox"/>	Volvo Valet: Pickup and Delivery	<input type="checkbox"/>	Wi-Fi
	<input type="checkbox"/>	Ride-Sharing	<input type="checkbox"/>	Roadside Assistance	<input type="checkbox"/>	Shuttle Service				

☐ **YES, I am already enrolled.****EMAIL BUILDER ADD-ONS**

<input type="checkbox"/>	Unlimited email	Includes unlimited email with ongoing DMS data extraction, weekly email appends, quarterly change of address (email) updates, list scrubbing, CAN SPAM compliance and result metrics.	\$399
<input type="checkbox"/>	CPO/Used Plus Up	Incorporate Certified PreOwned & Used VIN integration capabilities in your next email campaign, allowing customers to view available CPO & Used inventory.	\$50 per month subscription fee
<input type="checkbox"/>	On-Demand Social	Add up to 30-day social ads to your email campaigns. Audience will include the same customers you are targeting on email, for an effortless omni-channel strategy.	\$100 per month subscription fee in addition to media spend

☐ **YES, I am already enrolled.****SOCIAL ADD-ONS**

<input type="checkbox"/>	Social Video Integration	Includes Facebook & Instagram video integration where a compelling service video message will be served for the customer to learn more about the personalized Repair Marketing and Maintenance Marketing offers awaiting them.	\$399 / Month with participation in Social Program
--------------------------	--------------------------	--	--

Retailer Code _____

☐ **YES, I am already enrolled.****SEARCH ADD-ONS**

Epsilon is excited to offer you the opportunity to enroll in a program that harnesses the power of Google to drive service lane traffic. Paid search ads will direct in-market customers searching for vehicle service to your retailer's service pages. Epsilon Target Digital will optimize campaigns for performance.

<input type="checkbox"/>	Base	Standard Audience Reach.	\$499 / Month
<input type="checkbox"/>	Plus	Enhanced Audience Reach. Show up 20% more often.	\$699 / Month

☐ **YES, I am already enrolled. All Retailer information is up-to-date.****RETAILER CONTACT INFORMATION**

Retailership Name					
Manufacturer ID					
Address 1 *					
Address 2					
City *		ST *		ZIP*	
Country *		Time Zone*			
Phone (Primary)*					
Email*					
Website*					
Contact Us URL					
Service appointment URL					
Dealer Tire URL					
Accessories URL					
Simple parts URL					

BILL TO ADDRESS ☐ Same as Primary Address

Address 1 *					
Address 2					
City *		ST *		ZIP*	
Country *		Time Zone*			
Invoices will be delivered electronically, please provide one to two email addresses to receive invoices.					
Email*		Email			

HOURS OF OPERATION

	SERVICE*		SALES		PARTS	
	Open	Close	Open	Close	Open	Close
Mon.						
Tues.						
Wed.						
Thur.						
Fri.						
Sat.						
Sun.						

* Required fields.

Retailer Code _____

SELECT YOUR CUSTOMER BASE

Model Year: Start Year _____ AND End Year: _____ (for no end year, enter "Newer")
(based on actual MY of vehicle not purchase date)

ZIP Radius: _____ miles*

* If you prefer to use a ZIP list, email the list to: volvophq@epsilon.com

CONTACT AND REPORT INFORMATION * Billing & Technical Contact required

General Manager

Name					
Phone		Ext.		Cell	
Email				Role	
Reports <i>select to receive</i>	<input type="checkbox"/> Appointment Report (email)	<input type="checkbox"/> Customer Opportunity Report (email)	<input type="checkbox"/> Do Not Call (via Fax only)		

Service Manager/Tech Contact

Name					
Phone		Ext.		Cell	
Email				Role	
Reports <i>select to receive</i>	<input type="checkbox"/> Appointment Report (email)	<input type="checkbox"/> Customer Opportunity Report (email)	<input type="checkbox"/> Do Not Call (via Fax only)		

Billing Contact*

Name					
Phone		Ext.		Cell	
Email				Role	
Reports <i>select to receive</i>	<input type="checkbox"/> Appointment Report (email)	<input type="checkbox"/> Customer Opportunity Report (email)	<input type="checkbox"/> Do Not Call (via Fax only)		

* Required Fields.

DATA MANAGEMENT SYSTEM: Please select one.

☐ Reynolds ERA ☐ ADP Elite ☐ UCS ☐ XTime ☐ Other

DIRECT MAIL SETUP

RETAILER INFORMATION & PERSONALIZATION

Retailership Name				Previously known as	
Address					
City		ST		ZIP	
Service Phone				Sales Phone	
Toll-Free Phone					

SIGNATURES

NEW CUSTOMER COMMUNICATIONS

Name (limit 30 characters):	
Title (limit 30 characters):	

SERVICE COMMUNICATIONS

Name (limit 30 characters):	
Title (limit 30 characters):	

Retailer Code _____

☐ YES, I am already enrolled in Repair Marketing.

☐ YES, I am already enrolled and have selected missing offers.

REPAIR MARKETING OFFER LIBRARY

	CHECK BOX TO INCLUDE	COUPON CODE	TITLE	DESCRIPTION	CAMPAIGN COUPON IS REQUIRED FOR	COUPON PRICING Select only one (1) from the % OFF, \$ OFF or Complimentary options provided for each category (one pricing selection per coupon)					
						% OFF			\$ OFF		
BRAKES	<input type="checkbox"/>	BPS	VOLVO FRONT AND REAR BRAKE SPECIAL	Install Volvo Genuine Parts / Inspect rotors / Check & correct master cylinder fluid level.	BRAKE AND TIRE COMBO / CONQUEST	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$25	\$35	\$45
	<input type="checkbox"/>	VBS	VOLVO BRAKE SPECIAL	Applicable on any Brake Service or Repair.	NATIONAL BRAKE AND TIRE	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$25	\$35	\$45
	<input type="checkbox"/>	MPB	MULTI-POINT BRAKE INSPECTION	Check brake pads for wear / Check parking brake operation / Check hoses and fittings for leaks / Inspect rotors / Check master cylinder fluid level.	BACK TO SCHOOL / INACTIVE / ATTRITION	Complimentary					
	<input type="checkbox"/>	BFF	BRAKE FLUID REPLACEMENT	Replace Brake Fluid.		<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$25	\$35	\$45
No Write-In Values Allowed. Must Select from Options Provided.											

Retailer Code _____

REPAIR MARKETING OFFER LIBRARY

	CHECK BOX TO INCLUDE	COUPON CODE	TITLE	DESCRIPTION	CAMPAIGN COUPON IS REQUIRED FOR	COUPON PRICING Select only one (1) from the % OFF, \$ OFF or Complimentary options provided for each category (one pricing selection per coupon)							
						% OFF			\$ OFF				
TIRE PURCHASE	<input type="checkbox"/>	TAS	CHOOSE ONE (1)	Alignment, Mount and Balance Special with the purchase of tires.	Includes 4-wheel alignment, Mount and Computer balance of all 4 wheels. We'll also Inspect your brakes, suspension and Road test.	BRAKE AND TIRE COMBO	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF			
	<input type="checkbox"/>	T41		Purchase 4 Tires and Get a			4-Wheel Alignment.	10%	15%	20%	\$10	\$15	\$20
	<input type="checkbox"/>	T42		Purchase 4 Tires and Get			We'll also: Mount & balance all 4 wheels / Check & correct spare tire pressure / Inspect your brakes.	Complimentary					
	<input type="checkbox"/>	TPM		We'll Match any Advertised Price on Tires			Simply provide a copy of a current advertisement for any in-stock tire and we'll match the price. Subject to validation. Must provide at time of purchase.	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$30	\$40	\$50		
ALIGNMENT	<input type="checkbox"/>	RHS	RIDE & HANDLING SERVICE SPECIAL	Inspect suspension / Check tire pressure (including spare) / Computer balance all 4 wheels / Inspect brakes / Inspect tires / Road test / 4-wheel alignment.	EV ANNIVERSARY / BACK TO SCHOOL	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF				
						10%	15%	20%	\$15	\$25	\$35		
						No Write-In Values Allowed. Must Select from Options Provided.							

Retailer Code _____

REPAIR MARKETING OFFER LIBRARY

GENERAL	CHECK BOX TO INCLUDE	COUPON CODE	TITLE	DESCRIPTION	CAMPAIGN COUPON IS REQUIRED FOR	COUPON PRICING Select only one (1) from the % OFF, \$ OFF or Complimentary options provided for each category (one pricing selection per coupon)					
						% OFF			\$ OFF		
	<input type="checkbox"/>	VSS	VOLVO SERVICE SPECIAL	Any Service or Repair. Min. Spend \$250.	HIGH MILEAGE / OUTSTANDING SERVICE INTERVAL / BRAKE AND TIRE COMBO / OWNER APPRECIATION / ALL SEASONAL CAMPAIGNS / INACTIVE / ATTRITION / BATTERY / CONQUEST / DECLINED SERVICE / OOW	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$30	\$40	\$50
	<input type="checkbox"/>	GC1	CUSTOMER APPRECIATION DISCOUNT	Any Service or Repair. Min. Spend \$250.	ANNIVERSARY	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$30	\$40	\$50
	<input type="checkbox"/>	VAS	VOLVO ACCESSORY SPECIAL	Off any Volvo Accessory Purchase.	OWNER APPRECIATION / SUMMER CAR CARE / LABOR DAY	<input type="checkbox"/> % OFF					
						10%	15%	20%			
	<input type="checkbox"/>	BTR	BATTERY REPLACEMENT SPECIAL	Install Volvo Genuine parts / Clean cable ends / Inspect alternator belt / Check charging system.	WINTER CAR CARE / FALL CAR CARE / BATTERY / CONQUEST	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$10	\$15	\$25
<input type="checkbox"/>	BTT	BATTERY TEST	Complete diagnostic test that will check for battery failures.	WINTER CAR CARE / FALL CAR CARE / BATTERY	Complimentary						
<input type="checkbox"/>	SEA	OIL SERVICE SPECIAL	Install Volvo oil filter / Oil Change / Add up to 7 quarts of motor oil / Replace cabin air filter / Check and adjust tire pressure / Check fluids. (Synthetic oil additional charge.)		<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF			
						10%	15%	20%	\$10	\$20	\$30

No Write-In Values Allowed.
Must Select from Options Provided.

Retailer Code _____

REPAIR MARKETING OFFER LIBRARY

	CHECK BOX TO INCLUDE	COUPON CODE	TITLE	DESCRIPTION	CAMPAIGN COUPON IS REQUIRED FOR	COUPON PRICING Select only one (1) from the % OFF, \$ OFF or Complimentary options provided for each category (one pricing selection per coupon)					
						% OFF			% OFF		
GENERAL	<input type="checkbox"/>	WCC	Climate Control, Clean, Deodorize & Cabin Air Filter Replacement Special	Inspect vehicle hose fittings, compressor, heat vents and coolant / Clean, deodorize and replace Cabin Air Filter.	HIGH MILEAGE / ALL SEASONAL	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$10	\$20	\$30
	<input type="checkbox"/>	CFT	Complimentary Fluid Top Off	Check and Top Off all Fluids including, washer fluid, coolant, & transmission fluid.		Complimentary					
	<input type="checkbox"/>	TBK	Timing Belt Special	A timing belt is an essential component of your vehicle's engine. Preventative maintenance on the timing belt is less costly than waiting for an issue to arise.	CONQUEST	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$25	\$50	\$75
	<input type="checkbox"/>	CAF	Cabin Air Filter Special	Cabin filters clean the incoming air of pollen and dust and should be replaced regularly to help ensure the well-being of you and your passengers.	CONQUEST / INACTIVE / ATTRITION / EV ANNIVERSARY	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$10	\$15	\$25
	<input type="checkbox"/>	SSR	Suspension Service Special	Any Front or Rear Suspension Service or Repair.	HIGH MILEAGE / SPRING CAR CARE	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$25	\$35	\$50
	<input type="checkbox"/>	WBS	Wiper Blade Special	Installation of Volvo Wiper Blades with purchase.	SPRING CAR CARE / FALL CAR CARE / EV ANNIVERSARY	Complimentary Installations					
<input type="checkbox"/>	PMS	Protective Mat Special	Purchase of any Volvo Floor or Cargo Mats, designed specifically to fit your Volvo car.	OWNER APPRECIATION	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF			
						10%	15%	20%	\$10	\$20	\$30
<input type="checkbox"/>	LDT	Detail Special	Buff & Wax Exterior, Clean Wheels and Dress Tires, clean & condition leather, vacuum & shampoo carpeting, Clean interior and exterior glass.		<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF			
						10%	15%	20%	\$10	\$15	\$20

No Write-In Values Allowed.
Must Select from Options Provided.

Retailer Code _____

REPAIR MARKETING OFFER LIBRARY

	CHECK BOX TO INCLUDE	COUPON CODE	TITLE	DESCRIPTION	CAMPAIGN COUPON IS REQUIRED FOR	COUPON PRICING Select only one (1) from the % OFF, \$ OFF or Complimentary options provided for each category (one pricing selection per coupon)					
						% OFF			\$ OFF		
GENERAL	<input type="checkbox"/>	SOC	Oil Change Special	Install Volvo oil filter / Oil Change / Add up to 7 quarts of synthetic motor oil / Check and adjust tire pressure / Check fluids.	ALL SEASONALS / HIGH MILEAGE / INACTIVE / ATTRITION	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$10	\$15	\$20
	<input type="checkbox"/>	OCS	Oil Change Special	Install Volvo oil filter / Add up to 7 quarts of motor oil / Check & correct tire pressure / Check fluids.	ALL SEASONALS / HIGH MILEAGE / INACTIVE / ATTRITION	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						10%	15%	20%	\$10	\$15	\$20
	<input type="checkbox"/>	CSP	VOLVO SERVICE SPECIAL	Any Service or Repair.	INACTIVE / ATTRITION	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						15%	20%	25%	\$20	\$35	\$50
	<input type="checkbox"/>	CMI	MULTI-POINT INSPECTION	Check brake pads for wear / Check parking brake operation / Check hoses and fittings for leaks / Inspect rotors / Check master cylinder fluid level.	INACTIVE / ATTRITION	Complimentary					
CONQUEST	<input type="checkbox"/>	VCS	VOLVO SERVICE SPECIAL	Any service or repair of \$200 or more.	CONQUEST	<input type="checkbox"/> % OFF			<input type="checkbox"/> \$ OFF		
						25%	30%	40%	\$30	\$40	\$50

No Write-In Values Allowed. Must Select from Options
Provided.

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY Required

Default disclaimer for ALL coupons:
Plus tax, if applicable. No cash value. Must present coupon at time of service. Cannot be combined with any other offer. Volvo vehicles only. Void where prohibited by law.

MESSAGE CUSTOMIZATION SETUP

INTRODUCTION TO SERVICE

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	908	Volvo Accessory Special Offer	Any Volvo Accessory.				N/A	

☐ Write Your Own Disclaimer Coupon Number: _____

Disclaimer:
(Note: 64 character limit)

WRITE YOUR OWN OFFER

☐ #943 Write Your Own Offer Use to replace Coupon Number: _____

Coupon Title (i.e., First Service Special):
Note: 60 character limit

Coupon Sub-Title

Coupon Text:
(Note: 260 character limit)

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

OWNERSHIP BENEFITS

Choose **three** coupons below to appear on your Ownership Benefits touchpoint.

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	908	Volvo Accessory Special Offer	Any Volvo Accessory.					
<input type="checkbox"/>	909	Complimentary Multi-Point Inspection	Check brake pads for wear/ Inspect brake discs/ Check hoses and fittings for leaks/ Check master cylinder fluid level/ Check parking brake operation.	N/A	N/A	N/A		
<input type="checkbox"/>	921	Detailing Special Offer	Polish exterior / Clean wheels / Dress tires / Clean & condition leather / Vacuum & shampoo carpet / Clean interior & exterior glass.					
<input type="checkbox"/>	923	Service by Volvo	Designed to help you worry less and enjoy more. Get savings on any Service or Maintenance.					
<input type="checkbox"/>	903	Volvo Wiper Blade Special Offer	Get the wiper blades that were engineered specifically for your Volvo windshield.					
<input type="checkbox"/>	958	Polestar Engineered Optimization Software Special Offer	Delivering faster engine response and acceleration, making your vehicle more powerful and dynamic.					
<input type="checkbox"/>	959	Complimentary Fluid Top-Off	Check and top-off all fluids including motor oil, washer fluid, coolant & transmission fluid.	N/A	N/A	N/A		
<input type="checkbox"/>	960	Cabin Air Filter Special	Replace Cabin Air Filter. A new Cabin Air Filter reduces impurities such as pollen, dust, mold, and other airborne contaminants.					
<input checked="" type="checkbox"/>	950	Three-Year Complimentary Factory-Scheduled Maintenance	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first three services at no charge.† Three years from warranty start date or up to 30,000 miles.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	955	Reminder of the Care Offer Included With Your Fully Electric Volvo Car	Complimentary Factory-Scheduled Maintenance, 4 years or 40,000 miles. Wear coverage, 4 years or up to 40,000 miles.† This covers the first two services at no charge. ** Brake rotors and brake pad wear as needed. Additionally, front and rear wiper blades are covered for replacement once per year up to 4 years from warranty start date or 40,000 miles. No cash value. Care Offer applicable on 2022-2023 C40 Recharge and XC40 Recharge. For more information, ask your Volvo Retailer.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	961	Four-Year Complimentary Factory-Scheduled Maintenance — EV	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first two services at no charge. † Four years from warranty start date or up to 40,000 miles.	N/A	N/A	N/A		

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

OWNERSHIP BENEFITS (continued)

<input type="checkbox"/> Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)		

<input type="checkbox"/> Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)		

<input type="checkbox"/> Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)		

WRITE YOUR OWN OFFER

<input type="checkbox"/> #943 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit		
Coupon Sub-Title		
Coupon Text: (Note: 260 character limit)		

WRITE YOUR OWN OFFER

<input type="checkbox"/> #944 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit		
Coupon Sub-Title		
Coupon Text: (Note: 260 character limit)		

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

* Maintenance Op Codes and their descriptions must be provided for optimal use of the program.
Please export from your DMS into excel if possible.

SERVICE REMINDER & SERVICE REMINDER FOLLOW-UP

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	906	Volvo Brake Special Offer	Install front and rear brake pads/ Inspect brake discs / Check and correct master cylinder brake fluid level/ Check parking brake operation.					
<input type="checkbox"/>	908	Volvo Accessory Special Offer	Any Volvo Accessory.					
<input type="checkbox"/>	909	Complimentary Multi-Point Inspection	Check brake pads for wear/ Inspect brake discs/ Check hoses and fittings for leaks/ Check master cylinder fluid level/ Check parking brake operation.	N/A	N/A	N/A		
<input type="checkbox"/>	921	Detailing Special Offer	Polish exterior / Clean wheels / Dress tires / Clean & condition leather / Vacuum & shampoo carpet / Clean interior & exterior glass.					
<input type="checkbox"/>	923	Service by Volvo	Designed to help you worry less and enjoy more. Get savings on any Service or Maintenance.					
<input type="checkbox"/>	927	Purchase 4 Tires and Get a 4-Wheel Alignment	We'll also: Check & correct spare tire pressure and inspect your brakes					
<input type="checkbox"/>	903	Volvo Wiper Blade Special Offer	Get the wiper blades that were engineered specifically for your Volvo windshield.					
<input type="checkbox"/>	930	Volvo Service Special Offer	Any Service or Repair.					
<input checked="" type="checkbox"/>	948	Volvo Subscription	Your Care by Volvo subscription covers Factory-Scheduled Maintenance, including wear and tear items like wiper blades, brake pads, and brake discs.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	950	Three-Year Complimentary Factory-Scheduled Maintenance	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first three services at no charge. † Three years from warranty start date or up to 30,000 miles.	N/A	N/A	N/A		

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

SERVICE REMINDER & SERVICE REMINDER FOLLOW-UP Continued

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input checked="" type="checkbox"/>	955	Reminder of the Care Offer Included With Your Fully Electric Volvo Car	Complimentary Factory-Scheduled Maintenance, 4 years or 40,000 miles. Wear coverage, 4 years or up to 40,000 miles.† This covers the first two services at no charge. ** Brake rotors and brake pad wear as needed. Additionally, front and rear wiper blades are covered for replacement once per year up to 4 years from warranty start date or 40,000 miles. No cash value. Care Offer applicable on 2022-2023 C40 Recharge and XC40 Recharge. For more information, ask your Volvo Retailer.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	961	Four-Year Complimentary Factory-Scheduled Maintenance — EV	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first two services at no charge. † Four years from warranty start date or up to 40,000 miles.	N/A	N/A	N/A		

☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)☐ Write Your Own Disclaimer

Coupon Number: _____

Disclaimer:
(Note: 64 character limit)

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

SERVICE REMINDER & SERVICE REMINDER FOLLOW-UP Continued

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			
<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			
<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			
<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			
<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			
<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#943 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#944 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

INACTIVE RECAPTURE

Choose **five** coupons below to appear on your Inactive Recapture touchpoint.

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	903	Volvo Wiper Blade Special Offer	Get the wiper blades that were engineered specifically for your Volvo windshield.					
<input type="checkbox"/>	906	Volvo Brake Special Offer	Install front and rear brake pads/ Inspect brake discs/ Check and correct master cylinder brake fluid level / Check parking brake operation.					
<input type="checkbox"/>	908	Volvo Accessory Special Offer	Any Volvo Accessory.					
<input type="checkbox"/>	909	Complimentary Multi-Point Inspection	Check brake pads for wear/ Inspect brake discs/ Check hoses and fittings for leaks/ Check master cylinder fluid level/ Check parking brake operation.	N/A	N/A	N/A		
<input type="checkbox"/>	910	Complimentary Volvo Battery Check	Complete diagnostic test that will check for battery failures.	N/A	N/A	N/A		
<input type="checkbox"/>	912	Exhaust System Special Offer	Any Exhaust System Repair.					
<input type="checkbox"/>	913	Headlight Bulb Replacement Special	Includes Bulb(s) and Installation.					
<input type="checkbox"/>	915	Ride & Handling Service Special	4-wheel alignment / Inspect suspension / Check tire pressure (including spare) / Computer balance all 4 wheels / Inspect brakes / Inspect tires / Road test.					
<input type="checkbox"/>	919	Body Shop Service Special	Body Shop Parts and Repairs - FREE Estimates!					
<input type="checkbox"/>	921	Detailing Special Offer	Polish exterior / Clean wheels / Dress tires / Clean & condition leather / Vacuum & shampoo carpet / Clean interior & exterior glass.					
<input type="checkbox"/>	923	Service by Volvo	Designed to help you worry less and enjoy more. Get savings on any Service or Maintenance.					
<input type="checkbox"/>	924	Tire Mount & Balance Special	When you buy any set of 4 Volvo-recommended tires. *Ask your Service Advisor for details.					
<input type="checkbox"/>	926	Battery Replacement Special	Install a Volvo Genuine replacement battery / Clean cable ends / Inspect alternator belt / Check charging system.					
<input type="checkbox"/>	927	Purchase 4 Tires and Get a 4-Wheel Alignment	We'll also: Check & correct spare tire pressure and inspect your brakes					
<input type="checkbox"/>	928	Purchase 3 Tires and Get 1 Free	We'll also: Mount & balance all 4 wheels / Check & correct spare tire pressure / Inspect your brakes.					
<input type="checkbox"/>	930	Volvo Service Special Offer	Any Service or Repair.					
<input type="checkbox"/>	931	Bonus – Save up to \$100 on Your Next Volvo Service		N/A	N/A	N/A	N/A	N/A

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

INACTIVE RECAPTURE Continued

Choose **five** coupons below to appear on your Inactive Recapture touchpoint.

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	933	Climate Control, Clean, Deodorize & Cabin Air Filter Replacement Special	Inspect vehicle A/C hose fittings, compressor, vents, and coolant / Clean, deodorize, and replace Cabin Air Filter.					
<input type="checkbox"/>	936	Body & Paint Repair	Your One Source For Hassle - Free Body & Paint Repair.					
<input type="checkbox"/>	941	Synthetic Oil & Filter Change Special	Install Volvo oil filter / Add up to 7 quarts of synthetic motor oil / Check & correct tire pressure / Check fluids.					
<input type="checkbox"/>	942	Oil & Filter Change Special	Install Volvo oil filter / Add up to 7 quarts of motor oil / Check & correct tire pressure / Check fluids. (Synthetic oil additional charge.)					
<input type="checkbox"/>	960	Cabin Air Filter Special	Replace Cabin Air Filter. A new Cabin Air Filter reduces impurities such as pollen, dust, mold and other airborne contaminants.					

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY Required

INACTIVE RECAPTURE Continued

WRITE YOUR OWN OFFER			
<input type="checkbox"/>	#943	Write Your Own Offer	Use to replace Coupon Number:
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

WRITE YOUR OWN OFFER			
<input type="checkbox"/>	#944	Write Your Own Offer	Use to replace Coupon Number:
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

MID-CYCLE SERVICE

Choose **three** coupons below to appear on your Mid-Cycle Service touchpoint.

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	903	Volvo Wiper Blade Special Offer	Get the wiper blades that were engineered specifically for your Volvo windshield.					
<input type="checkbox"/>	908	Volvo Accessory Special Offer	Any Volvo Accessory.					
<input type="checkbox"/>	909	Complimentary Multi-Point Inspection	Check brake pads for wear/ Inspect brake discs/ Check hoses and fittings for leaks/ Check master cylinder fluid level/ Check parking brake operation.	N/A	N/A	N/A		
<input type="checkbox"/>	921	Detailing Special Offer	Polish exterior / Clean wheels / Dress tires / Clean & condition leather / Vacuum & shampoo carpet / Clean interior & exterior glass.					
<input type="checkbox"/>	923	Service by Volvo	Designed to help you worry less and enjoy more. Get savings on any Service or Maintenance.					
<input type="checkbox"/>	931	Bonus – Save Up to \$100 On Your Next Volvo Service						
<input type="checkbox"/>	960	Cabin Filter Special	Replace Cabin Air Filter. A new Cabin Air Filter reduces impurities such as pollen, dust, mold, and other airborne contaminants.					
<input checked="" type="checkbox"/>	950	Three-Year Complimentary Factory-Scheduled Maintenance	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first three services at no charge. † Three years from warranty start date or up to 30,000 miles.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	955	Reminder of the Care Offer Included With Your Fully Electric Volvo Car	Complimentary Factory-Scheduled Maintenance, 4 years or 40,000 miles. Wear coverage, 4 years or up to 40,000 miles.† This covers the first two services at no charge. ** Brake rotors and brake pad wear as needed. Additionally, front and rear wiper blades are covered for replacement once per year up to 4 years from warranty start date or 40,000 miles. No cash value. Care Offer applicable on 2022-2023 C40 Recharge and XC40 Recharge. For more information, ask your Volvo Retailer.	N/A	N/A	N/A		
<input checked="" type="checkbox"/>	961	Four-Year Complimentary Factory-Scheduled Maintenance — EV	Complimentary Factory-Scheduled Maintenance is included for all Volvo models sold new and registered in the U.S. by a Volvo Cars Authorized Retailer. This covers the first two services at no charge. † Four years from warranty start date or up to 40,000 miles.	N/A	N/A	N/A		

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

MID-CYCLE SERVICE Continued

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#943 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#944 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

DECLINED SERVICE

Choose **one** coupons below to appear on your Declined Service touchpoint.

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	923	Service by Volvo	Designed to help you worry less and enjoy more. Get savings on any Service or Maintenance.					
<input type="checkbox"/>	930	Volvo Service Special Offer	Any Service or Repair.					
<input type="checkbox"/>	931	Bonus – Save Up to \$100 On Your Next Volvo Service						

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#943 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

Retailer Code _____

MAINTENANCE MARKETING OFFER LIBRARY

Required

STATE INSPECTION

This touchpoint is only available for retailerships in the following states: CT, MA, NH, NJ, NY, PA, VA, VT & WV.Choose **one** coupon below to appear on your State Inspection touchpoint

CHECK BOX TO INCLUDE	COUPON NUMBER	COUPON NAME	COUPON DESCRIPTION	COUPON PRICING (one pricing selection per coupon)				EXPIRATION (select 45, 60, 90, 120 days or None)
				% OFF	\$ OFF	Fixed Price	COMPLIMENTARY	
<input type="checkbox"/>	925	State Inspection		N/A	N/A	N/A		

<input type="checkbox"/>	Write Your Own Disclaimer	Coupon Number:	
Disclaimer: (Note: 64 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#943 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

WRITE YOUR OWN OFFER

<input type="checkbox"/>	#944 Write Your Own Offer	Use to replace Coupon Number:	
Coupon Title (i.e., First Service Special): Note: 60 character limit			
Coupon Sub-Title			
Coupon Text: (Note: 260 character limit)			

Retailer Code _____

☐ **YES, I am already enrolled.****TELEPHONY SETUP**

Retailer Name phonetically (Specify phonetic pronunciation or spelling of retailership)

Okay to call customer	<input type="checkbox"/> Home and Business	<input type="checkbox"/> Home only	(Note: Selection of the "Home only" setting will affect reminder call contact rates.)	
Refer ALL callbacks to	<input type="checkbox"/> Service Advisor	<input type="checkbox"/> Service Manager	<input type="checkbox"/> Service Dept.	
<input type="checkbox"/> Other:			Other Phone:	

INFORMATION FOR OIL CHANGES / QUICK LANES

Do we quote prices for oil changes:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Price: \$ _____	Tax included:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Haz. Waste Removal Included:	<input type="checkbox"/> Yes	<input type="checkbox"/> No				
Oil Change time guarantee:	<input type="checkbox"/> Yes	<input type="checkbox"/> No				
If Yes, describe: (i.e., 29 minutes or less)						
Quick Lane Service Offered:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Average # of oil changes per month:			
Quick Lane ROs are entered:	<input type="checkbox"/> Manual	<input type="checkbox"/> Electronic	<input type="checkbox"/> Other:			

Retailer Code _____

APPOINTMENT SETTING INFORMATION

Set appointments:	<input type="checkbox"/> 2 days (minimum)	<input type="checkbox"/> _____ days in advance	<input type="checkbox"/> Do not book appointments
First appointment time:			
Last major interval service appointment time:			Last minor interval service appointment time:
Appointment interval:	<input type="checkbox"/> 15 minutes	<input type="checkbox"/> 30 minutes	<input type="checkbox"/> 60 minutes
Number of appointments per interval:			
Book appointments through lunch hour:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If No, lunch hour time:
Do we book (or encourage) Saturday appointments?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
First Saturday appointment time:	Last Saturday appointment time:		
Saturday policy (if different than M-F):			

List Holidays where appointments are not booked (in addition to): New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day.

1.	2.	3.	4.
5.	6.	7.	8.

CUSTOMER CONVENIENCE INFORMATION

Early Drop Box:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If Yes, what is the location?	
Shuttle Service:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If Yes:	<input type="checkbox"/> Round Trip Shuttle <input type="checkbox"/> One-way
Shuttle Mile Radius:			Shuttle Hours:	
Rental Cars:	<input type="checkbox"/> No	<input type="checkbox"/> Onsite	<input type="checkbox"/> Offsite	<input type="checkbox"/> Inquire
Rental Car Vendor:			Minimum Rental Price we may quote to your customers:	\$ _____
Rental Car Policy:				
Loaner Cars:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Inquire	
Loaner Car Policy:				
Waiter appointments accepted:	<input type="checkbox"/> Yes	<input type="checkbox"/> No		

Retailer Code _____

☐ **YES, I am already enrolled.****Declined Services:**

Retailership Name	
EPSILON Retailer ID	

Choose your method for identifying Declined Services,
ONLY ONE (Comments or Op Codes) will be utilized.

DECLINED SERVICES – COMMENTS☐ **Use Comments to generate Declined Services Communications**

All repair orders with a declined or recommended service in the comment section will be mailed an After Service Thank You.
Ensure that the declined services are clearly stated in the comment section of the RO.

DECLINED SERVICES – OP CODES☐ **Use Op Codes to generate Declined Services Communications**

All repair orders that have a declined services op code on the RO will be mailed an After Service Thank You. Ensure that the declined service op codes are included on a separate line item on the RO. Multiple declined services op codes can be entered on the RO and up to three declined services will be included on the communication.

☐ **Additional Retailer Op Codes to generate Declined Services Communications**

If your retailer has any additional declined services op codes that should be used to generate Declined Services communications, please specify them below: [Example: DECLINEMAINT – Customer declined a recommended maintenance service]

Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:
Decline Op Code:	Description:

Retailer Code _____

SPECIAL INSTRUCTIONS☐ **Reynolds & Reynolds Retailerships**

If your retailer is using a Reynolds & Reynolds data management system, please specify what R&R prefix should be used for each op code that is listed in the above sections [i.e.,: 00VOLRBELT, 01VOLRCOOL].

ADDITIONAL ENROLLMENT INSTRUCTIONS

Please email this completed form to volvophq@epsilon.com
or mail it to:

EPSILON

Attn: Volvo Program Headquarters

1240 North Avenue

West Chicago, IL 60185

Questions? Contact Program Headquarters at 800-594-4397

Retailer Code _____

AUTHORIZATION**TERMS AND CONDITIONS**

If you are currently enrolled in the Volvo Service Cadence or ATM program, this Enrollment Authorization Form and the terms and conditions of this Volvo ATM Program Enrollment Authorization Form supersedes and replaces your previously executed Volvo Service Cadence and ATM Program Enrollment Authorization Form in its entirety.

This Volvo ATM Program Enrollment Authorization Form ("The Agreement") is between the retailership mentioned above ("You") and Epsilon Data Management, LLC ("Epsilon").

Term. This Agreement is effective as of the execution date and shall continue until terminated as allowed herein. Either party may terminate this Agreement upon sixty (60) days advance written notice to the other party. Any notices from You shall be sent to Epsilon Program Headquarters. Epsilon reserves the right to amend the use, pricing, sub-vent per touchpoint, terms, and conditions of this Agreement, upon advance written notice to your retailership. In addition, Epsilon may terminate this Agreement immediately upon written notice to your retailership if Epsilon's applicable agreement with Volvo Car USA LLC ("Volvo") terminates.

Payment. Epsilon will bill Volvo for the eligible sub-vent per touchpoint of the total costs for this program, as set forth above and based on your enrollment selections. You authorize Epsilon to bill the remainder of the total cost for this program, and any applicable sales and/or use taxes to your retailership. Epsilon and You agree that the quantities billed under this contract will be based on the quantities sent for fulfillment and that the quantities actually mailed may differ by +/- 10%. This +/- 10% variance may arise from various factors including, but not limited to, subsequent changes to list criteria, NCOA, production spoilage, etc. Epsilon will invoice You directly for your share of the total program cost and You will pay all invoiced amounts within 30 days of the invoice date.

License. You are hereby granted a non-exclusive, non-transferable, limited license during the Term of this Agreement, to use the communications and Ads (defined below) for the purposes expressly set forth herein and only as part of the program. All other rights are reserved by Volvo. You have no intellectual rights in or to any communications, Ads, or other materials provided hereunder outside of this program or for any other purpose without authorization from Volvo.

Retailership Data ("DMS Data"). In the event You select an option where you are able to use your own retailership data ("DMS Data" or "Retailership Data") for the communications, You hereby represent and warrant to Epsilon that (i) the DMS Data has been compiled in compliance with all privacy, data protection, credit, and any other laws, statutes, and government regulations applicable to such use of the DMS Data, including, but not limited to, CAN-SPAM and the use of an opt-out provision; (ii) all individual records within the DMS Data represent individuals with whom You have an existing business relationship prior to delivery of the DMS Data to Epsilon and who have not opted out of receiving direct mail or email communications from You and specifically not a prospect; and (iii) You have the right to provide or make available the DMS Data to Epsilon for use in connection with the services, to allow Epsilon and/or its vendor to perform an email append on the DMS Data, and as otherwise set forth in this Agreement.

Delivery. Epsilon is not liable for delay, error, or failure caused by third parties or other causes beyond its reasonable control including, but not limited to, natural disasters, power failures, and/or war/terrorism. Epsilon may occasionally experience "Hard Outages" due to Internet disruptions that are not within its control. Any such Hard Outages shall not be considered a breach of this Agreement.

Disclaimer of Warranties. The Services and Licensed Data are provided on an "AS IS" basis without warranty. Epsilon hereby expressly disclaims any and all warranties of any nature, express, implied, or otherwise, including, but not limited to, any implied warranties of merchantability, suitability, quality, non-infringement, or fitness for a particular purpose or results to be derived from the use of the Services provided under this Agreement.

Compliance. You understand that a number of federal, state, and local laws and regulations may affect your advertising, including any offers you choose as part of this program. YOU FURTHER UNDERSTAND THAT YOU ARE SOLELY RESPONSIBLE FOR THE MATERIALS AND OFFERS YOU CREATE AND PRESENT TO CONSUMERS; SPECIFICALLY, YOU REPRESENT AND WARRANT THAT THE MATERIALS AND OFFERS YOU CREATE AND PRESENT TO CONSUMERS COMPLY WITH ALL APPLICABLE LAWS, STATUTES, REGULATIONS, AND GUIDELINES. For the avoidance of doubt, Epsilon is not responsible for any legal liability arising out of or relating to the materials and offers You create and present to consumers. You have taken appropriate measures to ensure that the options You select on this form are lawful, truthful, and comply with all applicable federal, state, and local laws and regulations in your jurisdiction. You understand that when You are providing personalized information and/or advertising materials, including, but not limited to, offers, coupons, or other promotional/sweepstakes materials (if applicable), neither Volvo nor Epsilon undertake a review of these materials for compliance with any laws, rules, and regulations. You have been advised to consult with an attorney before submitting any personalized selections or running any advertising. You understand that your retailer facility is responsible for honoring all the coupons and offers selected as a part of this program, as well as all appointment times scheduled through the program. All pricing You provide as part of this program is true and accurate. You will not send inaccurate information through the Services, or attempt to hide your identity, or represent your retailership as a different entity. You will provide timely creative approval where necessary during the production process.

Retailer Code _____

Live Agent Phone Calls. If you select live agent phone calls as an option, consumers who have opted-in to receive live agent phone calls from Your retailership will receive live agent phone calls according to the Maintenance Marketing Program schedule. You represent and warrant that You will only provide or make available to Epsilon the phone numbers of your customers who have properly opted-in, in accordance with applicable laws, rules, and regulations, to receive marketing communications from You and/or a third party on your behalf via live agent phone call. If You wish to call consumers outside of this program, You must adhere to the applicable laws and, among other things, obtain the proper consent.

Remedies. No claim or cause of action arising out of this Agreement, regardless of form, may be brought by You more than one year after the date such claim or cause of action accrued.

Indemnification. You will indemnify, defend (at Epsilon's option), and hold Epsilon, its affiliates, and its and their respective employees, principals (shareholders or holders of an ownership interest, as the case may be), and agents harmless from and against any and all losses, damages, costs, expenses (including court costs and reasonable attorneys' fees), judgments, assessments, fines, and other liabilities arising out of or resulting from any third-party claims or suits arising out of or resulting from Your breach of the representations and warranties set forth in this Agreement and Your failure to comply with any applicable laws, rules, or regulations.

Jurisdiction. This Agreement shall be governed by the laws of the State of Texas. The parties agree to submit to the jurisdiction of any court within Dallas County, Texas. All costs and expenses incurred by Epsilon to enforce this Agreement shall be paid by You/the retailership.

Email Marketing Obligation:

Content/Email List Practices. You shall be responsible for (i) approving all final content and formatting for your email campaigns, (ii) approving the formatting layout of your email campaigns, (iii) when applicable, soliciting subscribers for your email campaigns, (iv) handling all inquiries and complaints of any type or nature from your email subscriber lists, and (v) obtaining any applicable consents that may be needed for Epsilon to provide the services as set forth herein.

You shall be responsible for complying with all laws applicable to your emails, including those related acquiring consents to send emails, the content of the emails and your email deployment practices. Such applicable laws include but are not limited to those pertaining to intellectual property rights, the CAN-SPAM Act of 2003, CASL (if requirements provide for email to Canadian residents) publicity/privacy rights, anti-corruption or anti-bribery laws, or other applicable laws, statutes, rules or regulations of the United States and of those of any jurisdiction into which any email addresses are collected or emails are sent.

You acknowledge that CAN-SPAM Act of 2003 prohibits the transmission of unsolicited messages to unknown individuals in bulk, or to individuals who have opted out of receiving such messages or content. Epsilon may take remedial action should You violate CAN-SPAM and such remedial action which may include the suspension of Services provided under this Agreement. Epsilon will provide prompt notice to You prior to such suspension and will work with You to resolve issues and restore the Services. Epsilon shall have the right, but not the obligation, to monitor at any time, for any reason at its sole discretion, all material and content in the messages, content or customer information in order to determine compliance with this Agreement or applicable law; however, Epsilon shall not be responsible for, nor shall it have any obligation to, monitor any material and content in the messages, content or customer information.

Internet Service Providers Role. You agree to follow email standards and practices that are promulgated by the leading Internet Service Providers ("ISPs"). You acknowledge that failure to follow such practices could lead to You being 'blacklisted' by such ISPs or other leading companies overseeing such email practices. You further agree that should any blacklisting of You occur, Epsilon will provide You with notice and may in its discretion suspend further email deployment until such matter is satisfactorily resolved. Upon your request, Epsilon will assist You, at its hourly rates for such services, in the correction, resolution, and prevention of this type of matter. Blacklisting typically occurs due to the particular content or email list practices used by a client. The result of an IPS blacklisting You could impact Epsilon's delivery of emails for other clients and, therefore, temporary suspension while the matter is resolved is necessary.

Unsubscribes. In those cases, where You and Epsilon agree to accept 'unsubscribe' files relating to your email lists, You will ensure that Epsilon receives the 'unsubscribe' files relating to such lists within eight (8) to twelve (12) hours prior to the scheduled mailing of such lists. You acknowledge and agree that Epsilon's email platform will only automatically capture and process those unsubscribes and/or replies to emails for those emails that were deployed through the platform. Unsubscribes that You capture in other places will need to be sent to Epsilon by You (or your other providers) using an established process to do so.

Web Technologies. Your privacy policies to your customers, consumers, or members shall provide notice of the use of tags, pixels, re-directs, or similar logging technologies in your emails (the "Web Technologies"). You acknowledge and agree that Epsilon's email platform may implement Web Technologies in Your emails that allow Epsilon's affiliate to place a cookie on the web browser of the email recipient, subject to any legally required user consent. Any logs collected by the Web Technologies are used to enhance personalization optimization and will not identify the email recipient. In addition, the Web Technologies may be used at the request of You to report certain consumer activity information to You and/or for remarketing purposes.

Retailer Code _____

Customers. You acknowledge that your Retailership is primarily responsible for handling customer service and abuse complaints related to your emails or your business, whether from individuals or third parties such as governmental regulatory agencies or ISPS.

Additional Terms for Licensed Data:

Licensed Data; Limited License: Epsilon and/or its third-party vendor may perform a weekly email address append to the DMS Data in order to obtain current and valid email addresses to support campaign executions hereunder. You represent and warrant that conducting the email append will not violate Your or Volvo's privacy policies, as applicable, or any third party right. The results of the email append are deemed to be licensed data and may be utilized in conjunction with Epsilon's services for You hereunder. You acknowledge that Epsilon may use licensed data, which includes conquest data, in the form of lists for use as part of the program. Licensed data is owned by Epsilon or the data owners who provided the licensed data to Epsilon and You are granted no right, title or interest in or to the licensed data, including any patent, copyright, or other proprietary right, other than those expressly granted hereunder. Epsilon grants You a non-transferable and non-exclusive limited license to use the licensed data in compliance with applicable laws and this Agreement, solely for the purpose of marketing Your own business to recipients as part of this program in the selected communications herein and for no other purpose. You shall have no other right, title or interest in or to such licensed data. If You receive any email addresses as a part of this program, You acknowledge and agree that You may only use the email addresses for the purposes set forth in the Email Append Report, in accordance with the terms set forth therein and the terms of this Agreement, and you may not use the email addresses for any other purpose.

Licensed Data Compliance. You represent and warrant that: (a) your use of the licensed data will comply with all privacy, data protection, credit, telemarketing/email/fax marketing, customer solicitation and any other laws, statutes and governmental regulations applicable to such use of the licensed data, all applicable self-regulatory guidelines and principles, including without limitation the DMA and DAA guidelines and principles; (b) You shall not use the licensed data in advertisements or marketing campaigns (the "Advertisements") that violate the proprietary or intellectual property rights of any third parties; (c) The Advertisements shall not contain any content or material, which is discriminatory, profane or obscene, or which is illegal in the United States; (d) You shall use the licensed data for marketing and management purposes only and shall not transfer possession, right or title of such data for any other purpose whatsoever; (e) You will not use any licensed data in connection with (i) any individual reference service application, skip tracing, electronic directory assistance or other e-data look-ups, verification of the accuracy of a record, (ii) employment or a review of employee records, including without limitation for evaluating an individual for employment or for promotions, reassignment, or retention as an employee, (iii) a determination of an individual's eligibility for a license or other benefit granted by a governmental instrumentality, or (iv) any other type of review, analysis, or assessment of an individual record that is not expressly permitted hereunder, or in connection with credit granting, credit monitoring, credit repair, account review, collection, or insurance underwriting, or for any other purpose covered by the FCRA, Federal Trade Commission or Consumer Financial Protection Bureau interpretations of the FCRA, and/or similar federal and state statutes; (f) You will not use licensed data or any portion thereof in connection with any government-run program; (g) Epsilon and its data suppliers may not be advertised, or otherwise disclosed to any third party, as the source of any licensed data; (h) except as expressly permitted hereunder, You may not modify, further develop, or create any derivative products from the licensed data; (i) No licensed data may be decompiled, decoded, or reverse engineered; (j) You feature and will maintain an easy-to-find privacy policy on each website and mobile application from which You collect any data provided to Epsilon hereunder that complies with applicable laws, rules, and regulations, and that such privacy policy provides clear and conspicuous notice to consumers that their data may be disclosed to third parties for the performance of services on Your behalf; and (k) Epsilon is not responsible for obtaining any required consumer consents under applicable law.

Limitation of Liability. You acknowledge and agree that Epsilon's total aggregate liability for any and all losses, damages, or injuries to You or any third party arising out of or in connection with the licensed data provided hereunder and/or your or your retailership's use of the licensed data shall not exceed the amount paid for by You for the licensed data giving rise to such liability. Epsilon is also not liable for any indirect, consequential, incidental, statutory, special or punitive damages, or for any lost profit, loss of revenue, loss of data, loss of business, loss of reputation or any cost of cover or cost of procurement of substitute goods or services, whether in contract, tort or otherwise, even if Epsilon has been made aware of the possibility of such damages.

Retailer Code _____

Additional Terms for Targeted Display Ads:

Definitions. The following terms shall apply to this Agreement: (a) "Offline Data" means certain information including Directly Identifiable Information ("DII") collected offline that is transferred by You to Epsilon. (b) "Pseudonymous Data" means (i) information that is collected by Epsilon relating to an individual's interactions with Your website and mobile application, if enabled by You, that is not Directly Identifiable Information and (ii) Pseudonymous Customer Data. (c) "Pseudonymous Customer Data" means the Offline Data processed and transferred by Agility Connect to the Database. (d) "Agility Connect" means the separate data environment within Epsilon's system that renders Offline Data pseudonymous (e) "Database" means the location in which Epsilon stores Pseudonymous Data. (f) "Advertising" means using a cookie or other technology to identify Your customers and provide personalized ads. (g) "Campaign(s)" means advertising delivered by Epsilon on behalf of You. (h) "Vendor" means a supplier or manufacturer that provides goods or services on Your website. (i) "CORE Identity" means the pseudonymous identifier assigned to an individual and the Device Identifiers linked to that identifier. (j) "Core Profile" means the collection of attributes assigned to a CORE Identity related to an individual's preferences and characteristics derived solely from Epsilon's proprietary datasets and data licensed from third parties. (k) "Device Identifiers" means cookies, mobile device identifiers, and similar identifiers that relate to a specific computer, browser, smartphone, tablet, or other electronic device.

Services. Epsilon shall provide the following services:

Service Subject Area	Activities
Campaign Medium and Syndication	<ol style="list-style-type: none"> Epsilon shall use Pseudonymous Data for Your Campaign(s) applicable to this Agreement. Campaigns may consist of display and/or video advertising delivered to both non-mobile websites as well as cellular, tablet, smartphone and handheld devices, as determined by the Parties. If agreed to by the Parties, Epsilon will provide Vendors with a means to drive traffic and conversions to Your website through click links in Vendor display ads.
Data Onboarding and Delivery	<ol style="list-style-type: none"> Epsilon will assist You in the transfer of Offline Data. The transfer will consist of the following steps: <ol style="list-style-type: none"> You will transfer Offline Data, using commercially reasonable encryption measures, directly to Epsilon. Epsilon will convert the Offline Data to Pseudonymous Customer Data in Agility Connect and transfer the Pseudonymous Customer Data directly to the Database. Under no circumstances will Offline Data be delivered to the Database. Epsilon will upload the Pseudonymous Customer Data into its Database. Epsilon will use Pseudonymous Customer Data for the creation of personalized attributes used in Campaigns.
Advertising Creative Content	<ol style="list-style-type: none"> Epsilon will collect relevant and necessary creative assets from You for use in advertising treatments. Epsilon will create advertising treatments for Your campaign. If applicable, Epsilon shall provide You with the means to conduct campaigns on social media platforms. If You are providing its own creative content, Epsilon will use its decisioning and network to serve ads and optimize the campaign to the applicable campaign specifications.
Performance Tracking	<ol style="list-style-type: none"> Epsilon will host the Campaigns and provide the tracking solution. Epsilon will provide You with pixels to place on Your website and/or application as may be required to measure activity, track and measure consumer response to a Campaign and provide estimated live statistics. Epsilon and You must approve the technical specifications of the tracking system and its delivery methods before any advertising or ad-serving will be provided by Epsilon.

Creative Ownership. You will own and have all right and title in all Your pre-existing trademarks, service marks, names and logo ("You Marks"). You hereby grant Epsilon a non-exclusive worldwide and royalty-free license to use, execute and copy, for purposes outlined in this Agreement, all Your pre-existing Marks solely for the purposes of this Agreement.

Collection and Use of Transaction Data. Epsilon and its affiliates may collect, own or have an interest in and may use as they choose in compliance with all applicable laws, visitor demographic data, transactional information, and information and data derived from the technology platform(s) and services provided by Epsilon. Unless otherwise agreed between the Parties, You are prohibited from providing Epsilon with and/or allowing Epsilon to capture any Offline Data and DII of visitors and/or third parties. Without limiting the foregoing, You shall not provide Epsilon with order IDs or other information that includes DII. Epsilon will use the Pseudonymous Data for Campaigns as set forth herein. Epsilon will not share, provide, or otherwise disclose any Pseudonymous Data with or to any third party, nor will Pseudonymous Data be used to contribute to, enhance, create, or affect the CORE Profile in any way. The Pseudonymous Data may enable Epsilon to add or confirm Device Identifiers to the CORE Identity (without identifying You as the source of any Device Identifier).

Retailer Code _____

You's Obligations.

- **Offline Data.** You represent and warrant that it is the owner of the Offline Data or otherwise have the right to transfer the Offline Data to Epsilon for the uses described in this Agreement. The Offline Data and Your transfer of the Offline Data will not infringe upon any third-party right. The Offline Data is as current, accurate and complete as reasonably possible. You will not deliver to Epsilon any Offline Data that contains (i) credit card or other financial account information; (ii) Social Security Numbers; or (iii) driver's license or state ID card numbers.
- **You Creative and Marks.** You must hold all necessary rights to permit the use, reproduction, distribution, transmission, and display of all Your creative and/or Your Marks and any materials to which visitors can link through from the ads, or any products or services made available to visitors through the ads. Your creative and Your Marks will not violate any applicable laws and/or give rise to criminal or civil liability. If You are providing its own creative assets, You agree that You are solely responsible for the substantive content of each such creative asset and agrees to allow Epsilon to make changes or alterations to the creative assets for the purposes and intent of matching it to the medium of delivery and/or design if necessary, according to Epsilon's sole but reasonable discretion.
- **Privacy.** You are responsible for ensuring that it is in full compliance with all applicable laws and regulations regarding the posting of privacy policies and the collection, use and disclosure of the Offline Data. You will have a clear and conspicuous link on Your homepage to its Privacy Policy that will clearly and conspicuously notify Your customers of their ability to opt out of the sharing of Pseudonymous Data with Epsilon and will include a clear and conspicuous link in compliance with all applicable Digital Advertising Alliance Self-Regulatory Principles and include an appropriate choice mechanism to offer consumers an opportunity to opt out from interest-based advertising.

By signing below, You confirm that You accept the Terms and Conditions above.

Authorized Signature – Retailer_____
Authorized EPSILON'S Representative Signature_____
Printed Name & Title_____
Printed Name & Title_____
Date_____
Date**Please sign and return this completed form to PHQ.**

Please email this completed form to volvophq@epsilon.com.

Mail address: Program Headquarters, 1240 North Ave., West Chicago, IL 60185

Call 800-594-4397 with any questions.