

Provide a Military Buyer with an exceptional experience



COMMUNICATE



**PREPARE** 

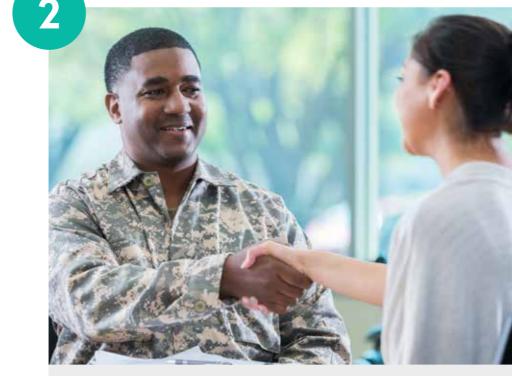


**EXECUTE** 

# COMMUNICATE



Address the military member by rank



Thank the member (and their family) for their service



Use military time if appropriate



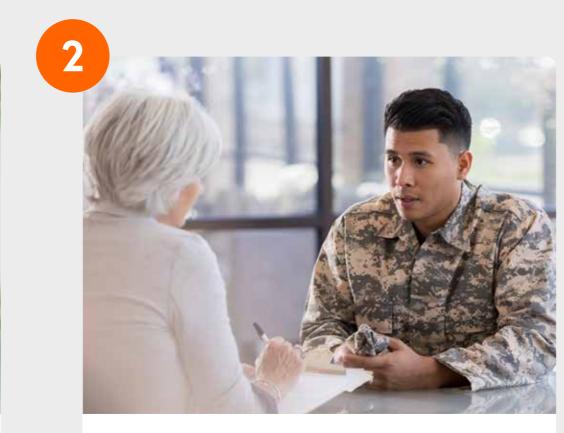
Consider recording a personalized video for your Military customers



## PREPARE



VIP appointment verified by a manager



Assign the member to a senior employee ahead of time



Have vehicle ready for inspection



Military buyer is getting all the benefits that they qualify for:

**Ensure that your** 

- OEM benefits • Post-sale benefits
- Exclusive benefits funded by TrueCar



## Military Appreciation Package\* • \$500 - \$4,000 Bonus Cash from Select

- Manufacturers • Up to \$4,000 Worth of Benefits for
- Repair and Auto Deductible Reimbursement\*\* • Dedicated Military Customer Service Hotline (866) 850-8318



**PRO** 

### Let your military customer know what documents the car maker will require as proof of military status. These

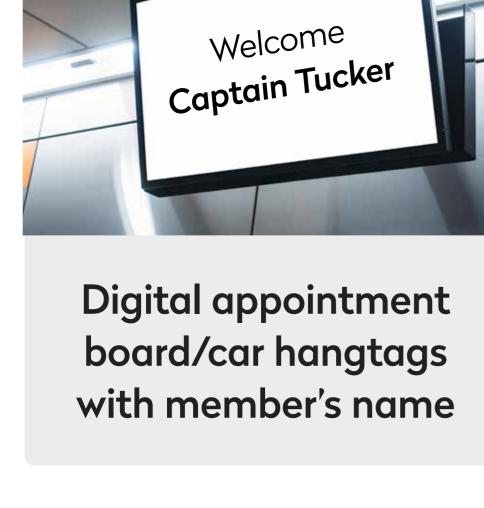
Set the Military member up for success

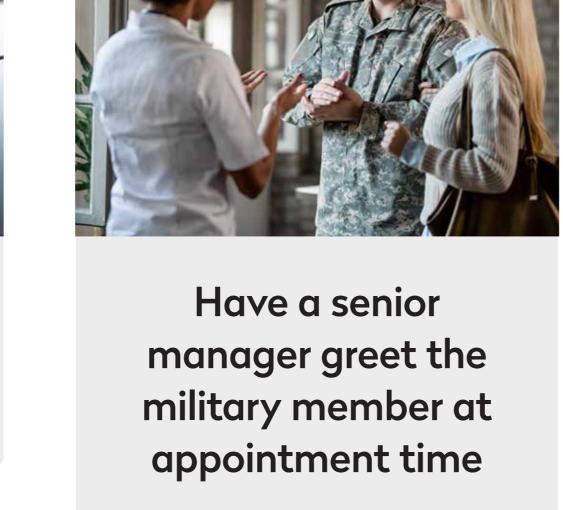
could include: Leave and Earning Statement (LES)

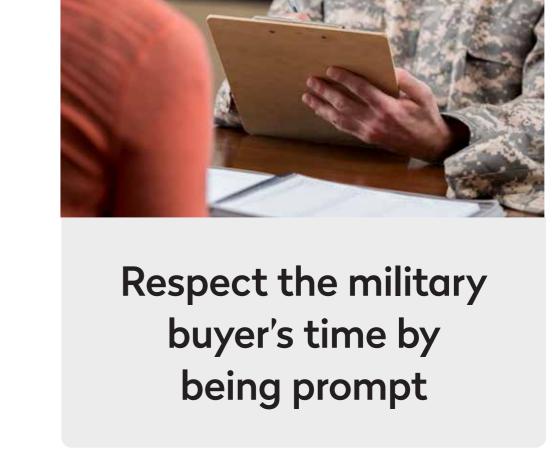


 Military ID • DD form 214

EXECUTE









**SMART** 

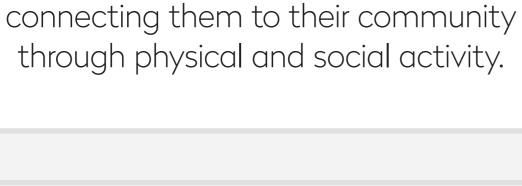
**MOVE** 

We are honored to work with several programs that benefit service members:

Show your support with your local Veteran

community while engaging your team

Disabled American Veterans (DAV) is a

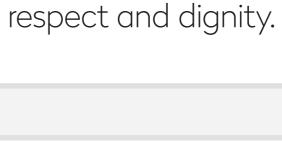


Team Red, White & Blue's mission is

to enrich the lives of veterans by

our nation by honoring our defenders, veterans, first responders, their families, and those in need. They do this by creating and supporting

The Gary Sinise Foundation serves



nonprofit organization with over 1 Million

members, dedicated to empowering

veterans to lead high quality lives with

wear blue: to remember.

wear blue: run to remember's mission

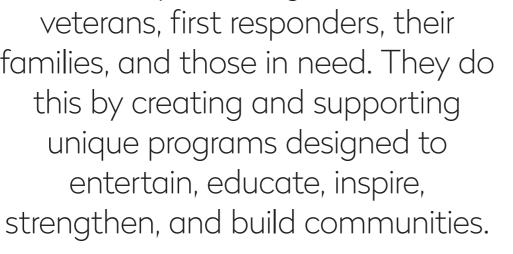
is to honor the service and sacrifice

of the American military through

active remembrance. Would you like to connect with these military organizations?

We can help! Reach out to us at

militarycommunity@truecar.com





Follow us @TrueCarDealers

y ⊚ in f