

MyStar

Personal Assistant

V7-11

Always There!

Quick Glance



MyStar Personal Assistant Provides a Unique and Powerful Branded Solution Designed to Enhance the Customer Experience

THE COMPANY BEHIND



PERSONAL ASSISTANT



INFINITI.

INFINITI
PERSONAL
ASSISTANT

Plus

*Hundreds of Dealerships
Across the United States*



Activation Form

Sales personnel will be instructed to fill out the Personal Assistant Activation Form with the information of the person who will be receiving the 1-year Personal Assistant benefit as part of the vehicle purchase. They will then be instructed to place the form in the deal jacket before it goes to the F&I Department.

Issuing MyStar is a Quick and Simple Process

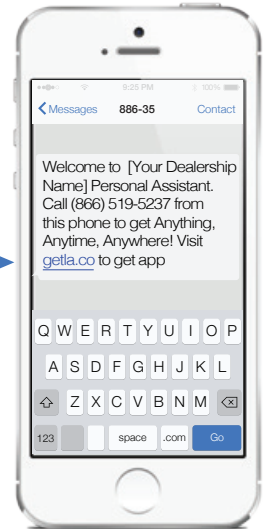
Issuance takes less than a minute and is usually done during the "Meet and Greet" in F&I

Prefix *
First Name *
Last Name *
Email
Phone Number *
VIN/Deal #
 Do not send welcome or marketing text messages

- Upgrades are available up to 5 Years
- Companion Plans are available for friends and family
- Customers can download the App from the welcome email or text

Welcome Text

Received within seconds



Welcome Email

MyStar Personal Assistant

[Your Dealership Name] PERSONAL ASSISTANT
Always There Anything Anytime Anywhere

Michelle, you have been registered with [Your Dealership Name] Personal Assistant as part of your vehicle purchase from [Your Dealership Name].

You now have access to your own [Your Dealership Name] Personal Assistant for 1,000 minutes or until December 15, 2017

You can call from anywhere in the U.S. and Canada 24 hours a day and get Anything, Anytime, Anywhere - all at the push of a button. Simply call (866) 519-5237 from (214) 555-1212. Your [Your Dealership Name] Personal Assistant will greet you by name and give you the answer to any question or perform any task on your behalf. All you need to do is ask!

How to Make a Request
 Simple ... Easy ... and Convenient

- Call (866) 519-5237 from your registered phone number (214) 555-1212
- Email requests to: requests@autopersonalassistant.com
- Submit online at: autopersonalassistant.com/request
- Text your request to 88635
- Download the [Your Dealership Name] Personal Assistant App by visiting: getliveassist.com

- getliveassist.com to download the app

- Or just Call (866) 519-5237

Personal Assistant App

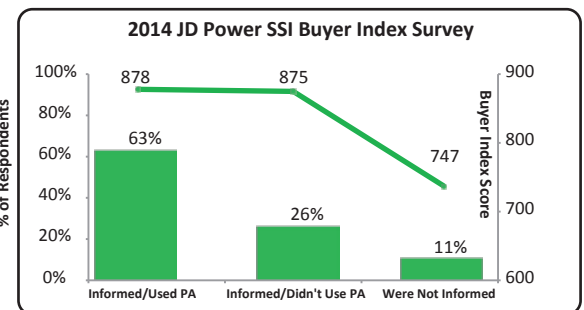
Branded to your dealership



Brand Impression Skyrockets by Simply Introducing Personal Assistant



According to JD Power, simply telling customers and prospects that they will receive access to a live personal assistance service during the initial walk-around of the vehicle dramatically increases sales satisfaction and improves the overall customer experience.



Customers are searching for information everyday!
 Now they can look to your dealership to provide Anything, Anytime, Anywhere!®

Opening:

Hello Mrs. Williams, Thank you for calling [Your Dealership Name] Personal Assistant. This is Amanda. How may I assist you?

Closing: Thank you for calling and remember that

[Your Dealership Name] is ALWAYS THERE FOR YOU!



Personal Assistants can answer any question about any topic and even perform tasks for your customers.

ALL BRANDED IN YOUR DEALERSHIP'S NAME!

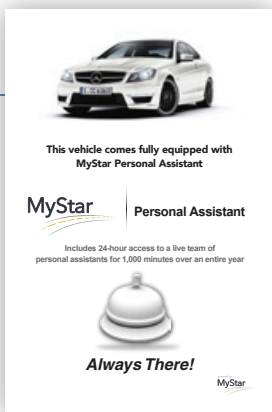
Popular requests include:

- Directory Assistance
- Discount Car Rental
- Weather Forecasts
- Event/Sports Tickets
- Driving Directions
- Flight check-in
- Schedule Reminders
- Emergency Assistance
- Travel Arrangements
- Dining Suggestions
- Product Reviews
- Vehicle Related Questions
- Wholesale Hotel Rates
- Restaurant Reservations
- Online Purchasing
- Schedule Vehicle Service

...and anything else you can imagine!

—The Personal Assistant Benefit is Introduced to Customers During the Initial Walk-around of the Vehicle—

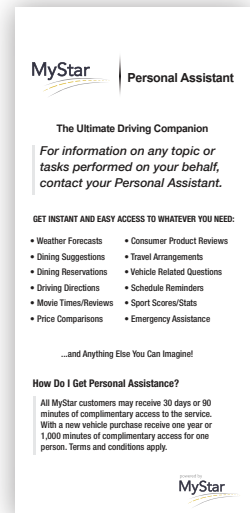
Every vehicle includes 1 Year/1,000 minutes of access



(Printing Included)



Enhance Your "Why Buy Here" Story



Give customers and visitors your customized Personal Assistant handouts

Place customized window stickers on every vehicle in your showroom and/or your lot.

Unlimited "Walk-In" Packages are Included at No Charge to the Dealership

Offer potential customers access to this unique and impressive benefit just for visiting your showroom.



- Give all visitors 30-day/90-minute packages
- Activates in seconds on the spot
- Helps capture valuable and accurate contact information
- Keeps customers engaged with your brand

MyStar

Personal Assistant

Owner's Manual Live



Which Button
releases the gas cap?



Where Do I
fill up the washer fluid?

I Can't Open
the rear door from the inside.
How do I disable the child lock?

What Are the
steps to upload a trip into my GPS?

**Any Question
Any Time!**

How Do I
sync up my Bluetooth?

What is the
symbol with the car
with the swerving lines?

Your Customers Need 24/7 Access to Someone Who Can Help

Your customers will have access to a team of super-friendly trained Experts ready to answer any vehicle-related question that can be found in their vehicle's owners manual.



Dealer Branded Customer Facing Website



Dealer Branded Customer Facing Video

Additional Program Components

- Online service appointment integration
- Pre-set service reminder notifications
- Text and email marketing campaign
- Complimentary employee demo accounts
- All printing of marketing materials included

Adding MyStar is Easy

- Works on ALL makes and models
- Works on New and pre-owned vehicles
- No equipment to install
- No inventory to manage
- No long term contracts required

Driver Safety and Brand Impression Skyrocket with MyStar