

WHO WE ARE

FIXED OPS
DIGITAL

At **FIXED OPS DIGITAL** our team of automotive Digital Strategists are here to take your most profitable departments and transform them not only to catch up to the 21st Century but to become a modern-day powerhouse. Dominating over your direct competitors as well as the third-party players stealing your customers. We work directly with you to get those high ticket customers in your drive.

SERVICE MARKETING MADE EASY!

WHAT TO EXPECT

Volkswagen is funding a 6-month program with **FIXED OPS DIGITAL** that covers our **DRIVE SERVICE SOLUTION** that includes your new **SERVICE MENU PAGE** with **DEALER WALLET** (a Save to Phone Call-To-Action) supplementing your current Service & Parts Specials page as well as 5 **DRIVE SERVICE SEO** pages per month. What to expect during each month of the pilot is listed to the right. >

▶ MONTH 1

1. Service Menu
2. Schedule Service
3. Synthetic Oil Change
4. Diesel Oil Change
5. Tire Rotation

▶ MONTH 2

1. 4-Wheel Alignment
2. Brake Fluid Exchange
3. Service Dept
4. Transmission Fluid
5. Front Brake Service

▶ MONTH 3

1. Rear Brake Service
2. Tire Dept
3. Cabin Air Filter Service
4. Battery Service
5. Alignment Overview

▶ MONTH 4

1. Parts Dept
2. Accessories Dept
3. Complimentary Services
4. Windshield Wiper Blades
5. Dare to Compare

▶ MONTH 5

1. Key Fob Battery
2. Windshield Service
3. High Mileage Service
4. VW Jetta Service
5. VW Jetta Oil Change

▶ MONTH 6

1. Why Service [Dealership]
2. VW Certified Parts/Fluids
3. Flat Tire Service
4. VW Recall Dept
5. TPMS Light Overview

What We Need From You

- To get started, we need 10-15 of your most common services, pricing, and any disclosures.
- Please fill out the online form at <https://www.fixedopsdigital.com/new-smp-offers/> or call us at **720-524-3456**
- Website Access: Add site@fixedopsdigital.com (need navigation, page editing/adding, meta & slideshow access)

Service

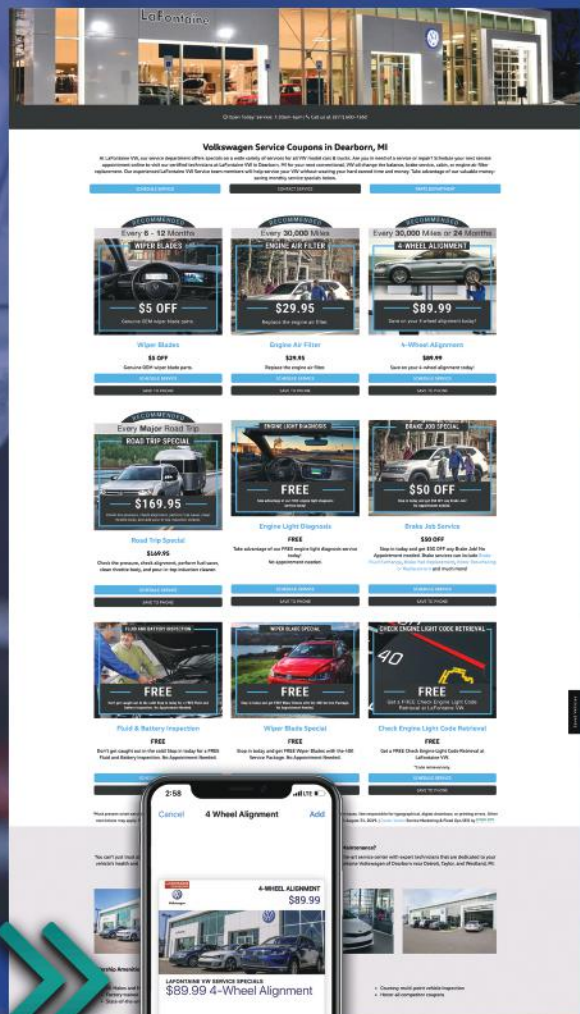
MENU PAGE

+ DEALER WALLET

Most dealers have a menu in their service drives, **but nowhere online**. This lack of transparency is harmful, perpetuating the myth that the big national chains (PepBoys/Jiffy Lube) are considerably more affordable. We also add a "Save to Phone" button with Dealer Wallet to give your customers a digital-first experience. Utilizing Apple or Android Wallet, Dealer Wallet allows you to send push notifications, geo-fence your and your competitors location & keep access to previous/potential customers.

ON YOUR WEBSITE

- ✓ Recommended Service Intervals
- ✓ Transparent Pricing
- ✓ Why Service Here?
- ✓ Location Recognition



Drive Service SEO

We build authoritative fixed operations focused website content pages on every website platform. Our content pages are designed to both rank in search results and convert dealership website traffic driving additional parts, service, tires and accessories sales and appointments.



4-WHEEL ALIGNMENT

\$89.99
Save on your 4-wheel alignment today!

Volkswagen 4-Wheel Alignment Service

Aligned wheels keep your car driving straight when you want it to, or turning if that's what you want it to do. However, the term wheel alignment can be confusing. While it is commonly associated with the wheels of the vehicle correctly lining up or tracking, wheel alignment is also related to the vehicle's suspension. Disruptions to the suspension can result in some components being so knocked out of filter that the wheels no longer all face the same direction. Wheels can become misaligned in a matter of a second or over a period of time increasing strain on the braking system.

ADDITIONAL SERVICE
SAVE TO PHONE

What Causes Wheels to Lose their Alignment?
Your car may become out of alignment for any of these reasons

- Your car absorbs a heavy impact such as when you hit a curb, drive into a pothole, or are involved in a collision
- Wear and tear on parts of the suspension, such as when springs start to weaken and sag
- You have adjusted the height of your car without a corresponding adjustment to the suspension.

How to Tell if Your car Needs a Wheel Alignment
The signs of wheel misalignment are actually hard to miss.

4-WHEEL ALIGNMENT

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ADDITIONAL SERVICE
SAVE TO PHONE



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