

VIDEO	AUDIO
SERVICES – vRM - Mileage	
<i>Fade from black ATX logo with title: Introducing the Future VRM - Vehicle Relationship Management</i>	Musical cue for ID
<i>Open with cars driving through congested city streets. Tights of wheels spinning. Cars maneuvering. Drivers working the road. Tights of NAV/telematics system - GPS satellite receiver - SOS button</i>	Music up – quick moving jazzy sound Music under ANNC: Today, telematics means a lot more than just providing location-based services to drivers.
<i>Moving to pan of OEM brands over split view of dealership and manufacturing. Add text: Who is responsible for managing the customer after vehicle purchase? For service work? For future purchases?</i>	
<i>Car driving off the lot. Add graphic of triangle labeled “Driver, Car Maker, Dealer with ATX in the middle”.</i>	ANNC: ATX is transforming telematics into a unique customer relationship management tool for automobile manufacturers and dealerships
<p style="text-align: center;">Customer ATX / \ OEM= Dealership= Warranty mgmnt Better service Lease mgmnt. . Future sales Customer Loyalty Customer Loyalty</p>	
<i>Car on the road. Tight of engine humming. Tight of mileage whirring past 5000. Car driving”.</i> <i>Add text stream of rolling data log of vehicle data (ie. mileage, rpm, fuel flow, voltage level, oil temp, coolant temp, fluid levels) add rolling data log of customer profile data. (ie. climate control settings, daily travel patterns, weekend travel patterns, preference for maintenance reminders, optional features selected)</i>	ANNC: enabling them to obtain valuable real-time data from their customer’s vehicles... Data that helps them better manage the customer relationship after the customer’s vehicle purchase.

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<p><i>Add text:</i> <i>Traditional CRM: Customer behavior;</i> <i>Segment preferences;</i></p> <p><i>With vRM: Optimize customer experience at point of customer contact; influence critical events in customer lifecycle; understand performance of product with real-time quality data.</i></p>	<p>We're moving beyond CRM to vRM or vehicle relationship management. Imagine being able to connect with your customer when they're actually using your product, ...</p>
<p><i>Cont'd car with data log</i></p>	<p>anytime they're on the road</p>
<p><i>ATX computer center. Data on screen. Add text "Real-Time Performance Data".</i></p> <p><i>Car on road add text "Benefits to Driver: Malfunction diagnosed, Fast feedback, Repair appointment immediately scheduled; Vehicle is in and out of service faster;</i></p> <p><i>Show OEM add text: Benefit to OEM: Early warning to faulty part/systems; real-time data for improving Vehicle Design;</i></p> <p><i>Show dealership add text: Benefit to Dealership: Just in Time Parts Inventory, Quicker Service Scheduling, Enhanced Roadside Assistance, Better management of Customer Lifecycle, Continual lead management."</i></p>	<p>ANNC: Here's how vRM works. Diagnostic & performance data is pulled from vehicles in real time, long before they enter the service bay. This can greatly benefit the driver,...</p> <p>the manufacturer,....</p> <p>And the dealership.</p>
<p><i>Computer action intercut with car driving and data screens. Cut to plant with manufacturing scenes. Add text "Quicker Fixes, Reduce Recalls, Cut Costs."</i></p>	<p>ANNC: By monitoring the data, we can help identify recurring problems, especially those related to new product introductions, and initiate quicker fixes, reducing the potential risk of recalls and their tremendous expense.</p>
<p><i>Cars on road, tight cutaways.</i></p>	<p>ANNC: With vRM, manufacturers & dealers anticipate <u>potential</u> problems. And they can proactively contact owners,</p>

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<p><i>Add text “Contact, Schedule, Order.” Car into dealership.</i></p> <p><i>Add text “Proactive, More frequent customer contact . Enhanced dealer loyalty”</i></p>	<p>schedule servicing, and order replacement parts. Proactive service will draw more customers to the dealer and create pull for parts from the OEM.</p>
<p><i>Dealer service area. Rep sends emessage.</i></p>	
<p><i>Cut to car on road. Interior and driver</i></p>	<p><i>Voice announces. “Mr. Smith, we noticed you just passed 5000 miles and hope you’re enjoying your new car. We’d like to perform your intro service. Will this Thursday at 9 AM at your car dealer fit your schedule? Please say yes to confirm. Say schedule to connect to your dealership.”</i></p>
<p><i>ATX executive on-camera with Computer center in background.</i></p>	<p>WEST OR SHEETS on camera: There is probably no more critical real-time data from the vehicle than mileage. With real-time mileage, the automobile manufacturer and dealership can not only better determine service intervals and thereby more efficiently direct service messages but they can also initiate contact with their customers near the end of their lease or their “typical” trade in mileage. This allows the dealer to be proactive in customizing a new deal for the customer.</p>
<p><i>Car driving on road. Variety of shots including odometer moving. Views of dealership service operation, parts supply, Manufacturer, Data screens.</i></p> <p><i>Add text:</i> <i>Benefits of OEM-TSP-DLR collaboration:</i> <i>Demand sensing</i> <i>Lead management</i> <i>More Contacts.</i> <i>Personalized incentives</i></p> <p><i>All equal more opportunities to satisfy</i></p>	<p>ANNC; vRM services that use mileage information bring business into the service center and generate new levels of efficiency within the automotive maintenance supply chain. This system also provides critical information that allows the dealer to create managed, targeted leads and personalized incentives. vRM equals more opportunities to satisfy customers’ needs, and achieve customer retention.</p>

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<i>customer need, achieve customer retention.</i>	
<i>Car driving on the road. Add graphic of triangle labeled “Customer, OEM, Dealership with ATX in center”. Car pulling into dealership for service. Driver has a big smile.</i>	All this becomes possible by ATX connecting the moving vehicle to the manufacturer and the dealer. Music fades out.
<i>White screen with text “Step into the future today”</i> <i>DISSOLVE to ATX logo</i> <i>Add text “ATX – Driving Innovation”</i>	Music cue for ID ANNC: Step into the future today with ATX. Our only business is generating a better ROI for automakers and their dealerships through customized telematics.