

**FOR IMMEDIATE RELEASE**

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## **AutoLoop Partners with ClearMechanic to Launch Industry's First "Visual Declined Service Marketing" Program**

*Declined Service Letters Will Show Photos from Customer's  
Recent Inspection to Prove Need for Repairs*

San Francisco, CA – (September 5, 2012) AutoLoop, the leading Retention Services Provider to automotive dealerships, has announced a partnership with ClearMechanic, developer of visual explanation technology for automotive service centers.

The companies are jointly launching the industry's first "visual declined service marketing" program, enabling dealerships to win back customers who declined service recommendations during their car appointments. The program automatically follows up with these lost customers, e-mailing photographic and video evidence from a customer's recent vehicle inspection. Common examples are photos of worn tire tread or videos of leaking coolant. The photos and videos are captured in real time during each vehicle inspection by proprietary iPhone and Android applications. See screenshots at the end of this press release for additional information.

"Following up on declined services is already the most requested program among dealership service departments," said Steve Anderson, CEO of AutoLoop. "Our new program revolutionizes these outreach efforts by featuring photos and videos from a customer's most recent vehicle inspection. By offering 'hard proof' that a service is needed, dealers can effectively recover lost customers, which is our core business focus."

"Current declined service letters are often generic and crude," adds Brad Simmons, CEO of ClearMechanic. He continues: "They offer no visual evidence and instead rely exclusively on discounts to persuade customers. With our new visual declined service marketing program, we change all that. These letters are customized to each vehicle inspection and address the lack of trust between dealers and car owners."

In connection with the launch, AutoLoop is introducing new mobile applications under the title "AutoMechanic." These applications run on any iPhone or Android smartphone and make it simple for technicians to snap real-time photos or take video footage. Once the photos and videos are uploaded, AutoLoop and ClearMechanic automatically match the visual images with the correct customer and generate declined service letters. Proprietary expert diagrams are then embedded in outbound communications to ensure customers understand what vehicle part or system they are viewing.

The AutoMechanic mobile applications are also effective tools for selling more services during a service appointment.

For more information on this program, please contact representatives from AutoLoop or ClearMechanic.

### **About AutoLoop**

As the fastest-growing marketing technology solution today with over 1,600 program subscribers, AutoLoop provides an all-encompassing cross-media marketing platform that monitors customer DMS activity in real-time through service, parts and sales, while automatically triggering personalized, appropriate custom messages through voice, email, SMS and direct mail to exactly targeted customers. AutoLoop eliminates multi-party vendor software, and empowers dealerships with a well-orchestrated, focused program of automated marketing communications and campaigns proven to raise customer retention, increase sales and improve customer satisfaction.

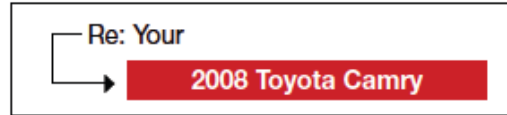
For more information, please visit [www.autoloop.us](http://www.autoloop.us).

### **About ClearMechanic:**

ClearMechanic develops visual explanation technology for automotive dealerships and repair shops. Its flagship products include mobile applications, expert illustration content and web-based tools to “visually explain” repairs to customers. ClearMechanic has documented a 20-40% increase in success on additional service recommendations when customers are shown photos of their defective vehicle parts. ClearMechanic also owns a comprehensive database of 1,000 technical diagrams and illustrations explaining the location and function of vehicle parts and systems. All content has been approved by master technicians for accuracy.

For more information, please visit [www.clearmechanic.com](http://www.clearmechanic.com).

## Screenshot of AutoLoop Declined Service Letters



From: [abcservicecenter@mail.com](mailto:abcservicecenter@mail.com)

To: [johncustomer@gmail.com](mailto:johncustomer@gmail.com)

Subject: **Thank you for your business – limited time offer enclosed**

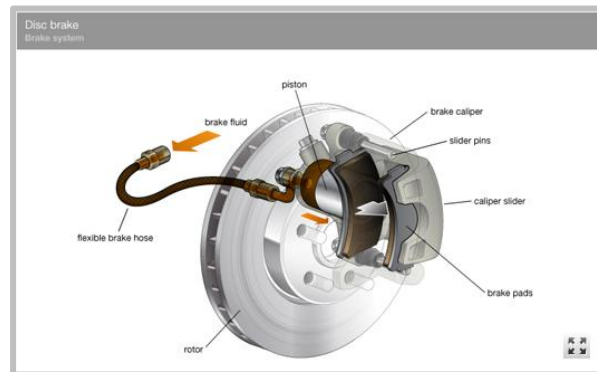
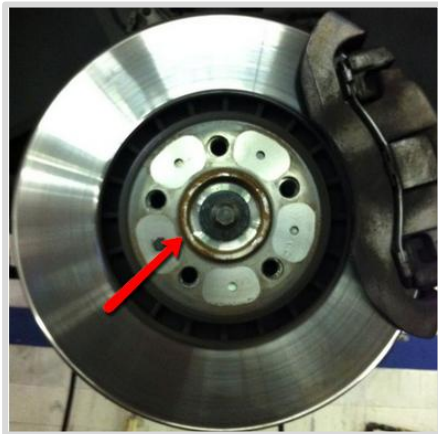
Dear John,

Thank you for visiting ABC Service Center for your recent car appointment!

We noticed you did not take advantage of some recommended services during your visit, so we would like to extend a special limited time offer. Below is a **real-time inspection photo** taken by our technicians during your recent visit on 8/10/12. We also show an expert diagram to provide context.

*Real-Time Inspection Photo for RO #806353*

*Certified Upload Time: 3:23 CST, 8/10/12*



For a limited time, please take advantage of **20% off this recommended repair**. The offer expires at the end of this month. Please [click here to schedule your appointment now](#) or call us at (888) 123-4567!

Best regards,

Bob Smith  
Service Manager  
ABC Service Center


*Example Photos Captured with AutoMechanic iPhone and Android Applications*



*Example Videos Captured with AutoMechanic iPhone and Android Applications*


**Flywheel**

YOUR VIDEO ILLUSTRATION TEXT




Repair Order #279340  
Certified Upload Time: 6/26/12, 5:15 p.m. CST

share




**Drive Shaft**

YOUR VIDEO ILLUSTRATION TEXT IMAGE

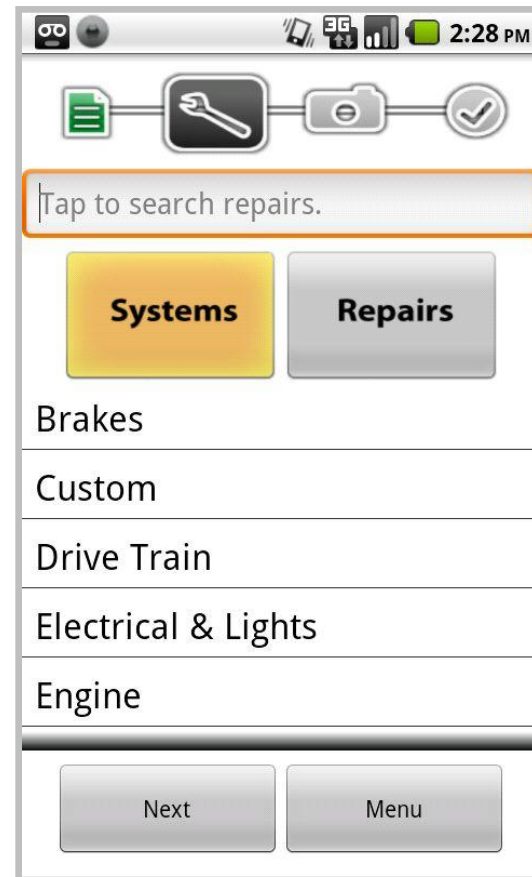
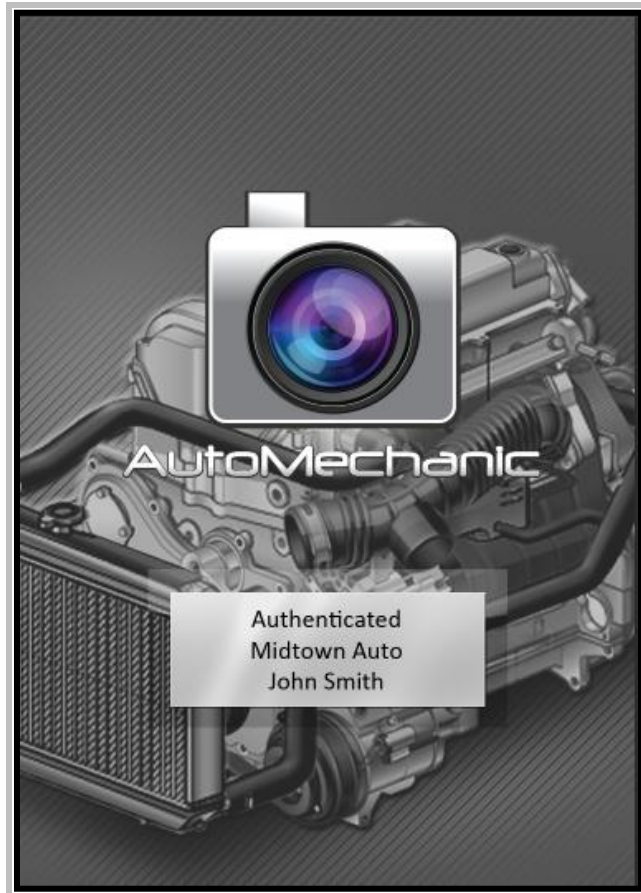


Repair Order #42998  
Certified Upload Time: 7/18/12, 1:29 p.m. MST

share



*Screenshots of AutoMechanic iPhone and Android Mobile Applications*



*Screenshots of AutoMechanic iPhone and Android Mobile Applications*

