

LET'S KICK OFF THE **NEW YEAR** WITH A **NEW CHEVY**.



Let's put 2020 in the rearview and find new roads in 2021.

The LMA is kicking off 2021 with our #NewYearNewChevy digital and social campaign. Additionally, there will be a giveaway where 10 different winners will receive \$100 in service, parts, or accessories from their chosen Metro Detroit Chevy Dealership.

COMPONENTS:

- \$100 service, parts, or accessory giveaway – 10 winners.
- Postcards for your dealership to promote the giveaway to new customers.
- Strong digital/social promotion from the LMA.
- Digital/social assets for your dealership to use for promotion.

DATES:

- Monday, January 4 – Saturday, January 30, 2021

GIVEAWAY:

- The LMA will award 10 random winners \$100 for service, parts, or accessories.
- Each winner will choose the Chevy dealership they would like to redeem their prize from.
- The LMA will work with them to determine what they would like to receive from their chosen dealership.
- Your dealership will cover the cost, and the LMA will reimburse you.
- Winners must use their \$100 all at one time.
- Promote this to your new and existing customers as well as potential customers.
- The more people who enter from your dealership's promotion, the higher chance of your dealership receiving \$100 in service, parts, or accessories paid for by the LMA.
- Your dealership can have more than one winner.

QUESTIONS: Contact Erin Robinson – erin@chevydetroit.com