



Kia Motors America Selects Dealer Product Services for Customer Retention Initiative

“Every Visit Counts” initiative designed to enhance customer retention efforts by increasing the rate of customer service visit frequency through a consumer Key Tag program.

Arlington Heights, IL ([PRWEB](http://www.prweb.com)) December 6, 2004 -- Kia Motors America, Inc. (KMA) has selected Dealer Product Services (DPS), as the exclusive provider of a new Kia owner retention initiative. DPS is a privately held Arlington Heights, Illinois company recognized as a leader in customer LifeCycle ManagementSM marketing solutions for automotive retailers.

Kia has titled this program, “Every Visit Counts.” It’s designed to reward loyal customers with a free service on their 5th visit. “Every Visit Counts” includes a comprehensive range of program options, beginning with key tags and complimented by, other promotional features that accelerate customer awareness.

Tim O’Neill, DPS President and CEO commented: “Kia has enjoyed tremendous sales momentum over the past decade, and we’re thrilled to work with Kia and their retailers to help retain more customers in service.” Kia’s Karl Ulrich, manager, Parts and Service Field Operations, explained, “Implementing “Every Visit Counts” is a direct extension of our long-term marketing strategy aimed at getting more Kia owners to use Kia retailers for their vehicle service needs. We believe an enjoyable service experience is an essential ingredient in owner satisfaction which leads directly to repurchase loyalty of Kia.”

Ulrich went on to say, “We expect this new program with Dealer Product Services to assist us in communicating the importance of a multi-pronged approach to customer retention with Kia retailers.” Kia retailers will have the added benefit of a 50% co-op reimbursement feature, providing the retailer has the available funds. “Kia’s co-op support will contribute to ensuring Kia retailers realize the full value of this opportunity”, said Russell Allen, DPS VP of Marketing. “Every Visit Counts” begins December 1, 2004 and will continue throughout 2005.

About Dealer Product Services

(DPS) <http://www.dpscrm.com/> and its exclusive PerfectCircleSM customer LifeCycle ManagementSM marketing solutions represent a paradigm shift for franchised automotive retailers from traditional mass media conquest advertising practices, to a blend of integrated media using proven "one-to-one" marketing methodologies through the consumer’s preferred channel of communication. DPS’ PerfectCircleSM suite of marketing solutions and owner loyalty consumer web pages, enable automotive retailers to harness the undiscovered sales and profit potential of their active, inactive, and prospective customer base, leading to improved owner loyalty, more intelligent marketing investments, and dramatic improvements in dealer profitability.

For more information on Dealer Product Services, please contact Russell Allen, DPS Vice President, Strategic Marketing and Business Development at 3105 North Wilke Road, Suite A, Arlington Heights, Illinois 60004, or 847.955.9740 www.dpscrm.com.

About Kia Motors America, Inc.

Kia Motor America, Inc. is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea. For more information, visit www.kiamedia.com or contact Rose Krupp or Kim Custer at:



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