



Commoditized Conversation Before COVID-19

To our valued customers,

Like so many of you, I am closely following the developments of the COVID-19 crisis that is affecting nearly every aspect of our daily lives. I encourage everyone to treat this situation with the utmost care and importance.

Although cars are my passion, what's foremost on my mind right now is people - our customers, our teammates, our neighbors, and of course, our families - and how we can best take care of one another. I hope you are all safe and healthy in this difficult time.

We are here for you.

Yes, our locations are open. In most areas of the country, car dealerships are considered essential businesses that provide our neighbors with service and maintenance to keep personal, commercial, and emergency vehicles safely on the road. At Dave Jones Auto Group, we are committed to doing this in a manner that will allow both our customers and team members to feel comfortable.

As part of our efforts, we are taking the following steps to safely continue essential operations and serve our communities:

- We are going the extra mile to ensure the cleanliness of our facilities and vehicles, including the frequent use of hospital grade disinfectant, hand sanitizer locations throughout our dealerships, and vehicles being disinfected before and after service appointments and test drives.
- For those who prefer not to come into a dealership, many locations offer home vehicle pick up and drop off for service and sales appointments, which includes complimentary sanitization of each vehicle for cleanliness and safety.
- All team members in our stores are following strict social distancing guidelines. To limit the number of people in our facilities, those who are able to work from home are doing so.
- At many locations, we are offering separate operating hours for vulnerable populations such as our elderly customers.
- Our waiting areas have been appropriately spaced out and are frequently sanitized.
- We are closely following all Centers for Disease Control recommendations



In addition, we are aware that personal finances are a primary concern for many of you. I have asked our team to work with our customers in this regard and be as flexible as possible. We are currently offering programs such as 0% financing and payment deferral options up to 180 days.

If you have questions, please do not hesitate to call any of our dealerships to speak with a team member about how we can help you in a way that meets your needs and makes you comfortable. Our people are available to work with you over the phone, and we offer an online chat tool at all of our dealership websites.

Let's do this together.

While we are all navigating an extremely challenging and stressful time, I'm truly heartened by the manner in which so many have responded. Our team is proud to be a member of wonderful communities throughout the country that are stepping up to take care of one another in inspiring ways. We are especially grateful for the medical personnel and first responders who are on the front lines and taking such good care of us all.

On behalf of our entire Dave Jones Auto Group team, I hope that you, your family, and friends stay safe and healthy. Please know that we will be here when you need us and in any manner that makes you comfortable.

We are proud to serve you, and we will get through this together.

Sincerely,

Dave Jones



Messaging With Empathy & VIP Experience During and After COVID-19

Now, more than ever, we are here to help our neighbors and communities. We are proud to serve you, and protect your health and safety on the road and at home. There is nothing more exciting and liberating than having a car you can trust.

These are times of uncertainty, but it doesn't have to be with your car, car maintenance and your ability to make short or long-distance trips to the family and friends you love and care for. One thing is certain, your family, friends, and loved ones are essential people, no matter what the government could ever say or do in this lifetime or the next.

So we have added a new service for you. Our "Right to Your Front Door" service is designed to make your car maintenance or shopping experience as easy, smooth and safe as possible. For decades we have loved your family, and we are not going to stop providing you with the safety and security that you deserve.

To ensure your safety and our team members, we are following the CDC's guidelines to disinfect your vehicle before and after service.

We know that personal finances are a primary concern for many of you, and we'd like to help ease your burden. I have asked our team to work with our customers and be as flexible as possible. We are currently offering 0% financing and payment deferral options up to 180 days, so you can feel financially secure during these uncertain times.

We're dedicated to providing excellent vehicle service, while maintaining safety and offering you peace of mind in the process.

We are ready to dispatch our team right to your door so you can test drive in your own neighborhood, or we can pick up your car for its scheduled maintenance. **Click** here to schedule your new car delivery or click **here** to schedule your car maintenance.

Sincerely,
Dave Jones
Dave Jones Auto Group

P.S. With every home vehicle pick up and drop off, we're also including complimentary sanitization of each vehicle for cleanliness and safety.