

RR Donnelley Automotive Group

- RR Donnelley Automotive is a vertical market within RR Donnelley, 100% focused on automotive business communication applications.
- Today, RR Donnelley Automotive hosts 14 dealer and consumer facing web portals among the top 8 OEMs. Over 30,000 dealers and customers are accessing the sites regularly.
- RR Donnelley Automotive is a strategic business partner to many agencies, data, and marketing companies to provide analytics, print production, point of sale programs, web portals and multi-channel services for dealers.
- Unsurpassed portfolio throughout the industry helping OEMs lower costs, improve efficiencies and strengthen their brands!



RR Donnelley Automotive Portfolio



Customer Acquisition, CRM & Agency



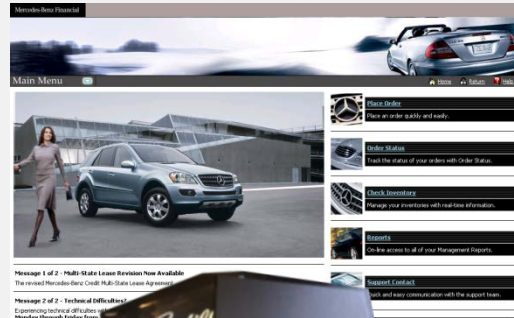
Dealer & Consumer Fulfillment



Owner Loyalty & Service Marketing



- On Demand Dealer Mail
- Hand Raiser Programs
- Trigger Mail
- Custom & Digital Magazines
- Car Catalogs
- Marketing Literature
- Digital Experiences



- Dealer Web Portal Hosting
- Dealer Fulfillment
- Print on Demand
- Barcode Driven, Fully Automated
- Kitting, Launches and Rollouts / Point of Sale
- Service Essentials



- Customer Retention & Loyalty Direct Mail
- Welcome Kits
- CRM Programs
- Service Reminders
- Dealer Point of Sale
- Recall Programs

RR Donnelley Automotive Portfolio



Manufacturing Plants & Distribution Centers



- Owner's Manuals
- Monroney Labels
- In Direct Labels & Tags
- Technical Publications
- Thermal Printers and Ribbons

Leveraging the best industry solutions to increase productivity, lower costs and strengthen our customer's brand!



Financial & Administrative



- Web Hosting Dealer web portals
- Print Management programs
- Contracts and Leases
- Statement Printing
- Marketing Literature

Contact:

Rachel Haas

Rachel.J.Haas@rrd.com

Sales Consultant

352-231-1034

