automotiveMastermind®

VOLKSWAGEN DEALERS:
TAKE ADVANTAGE OF PRIVATE INCENTIVES

Volkswagen and Mastermind have partnered to offer select Volkswagen dealers access to Private Incentives.

Private Incentives are targeted, customer-specific rebates funded by Volkswagen that help you maximize retention and drive sales. These incentives are deployed through Mastermind as additional cash rebates and are stackable with most other incentives.

Mastermind powers your success with:

- **Turnkey Predictive Analytics**: Anticipate customer needs and trends with precision.
- **Proactive Marketing**: Engage your audience with tailored campaigns.
- **Dedicated Consultations**: Receive expert guidance to optimize your strategies.

+74%
of all Private Incentives sales return to the **originating dealership.**

Private Incentives are financed by Volkswagen and designed to increase Volkswagen Dealer's close rates.

Dealer implementation is easy through seamless campaign integration and utilization of the existing Volkswagen claims process.

Track sales performance and reporting through the Mastermind dashboard.

For existing automotiveMastermind retailers, participation comes at no additional cost.

Reach out to your Mastermind representative for more details.

NEW TO MASTERMIND?
SCAN THE CODE TO REQUEST YOUR DEMO!

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