



HIGHLAND GM

BUICK GMC CHEVROLET

DRIVING RELATIONSHIPS: AUTOMOTIVE WELCOME KITS

YOUR GUIDE TO REVOLUTIONIZING THE CUSTOMER EXPERIENCE
FOR PERSONAL & FLEET VEHICLES



HIGHLAND GM
SERVICE



HIGHLAND GM
LEASING



HIGHLAND GM
FINANCE



HIGHLAND GM
PARTS

PERSONAL VEHICLES



- Service Guide
- Leasing & Finance Booklet
- Parts Voucher
- Well-designed personal Welcome Kit

FLEET VEHICLES

Fleet Service
Schedule

Leasing
Portfolio
Guide

Fleet Service
Portfolio



Comprehensive
Fleet Guide

Highland GM Address, MKC 29335



Welcome to the Highland GM Family

A Message from Jennifer Copley, General Manager
Highland GM – Aurora

Thank you for choosing Highland GM. We're thrilled to welcome you to our dealership family and appreciate the trust you've placed in us with your recent vehicle purchase. We developed this Welcome Guide as a complementary companion to our website that you can keep in your glove box with your owner's manual. It includes some savings for products and services from our dealership, and from our community partners in Aurora.

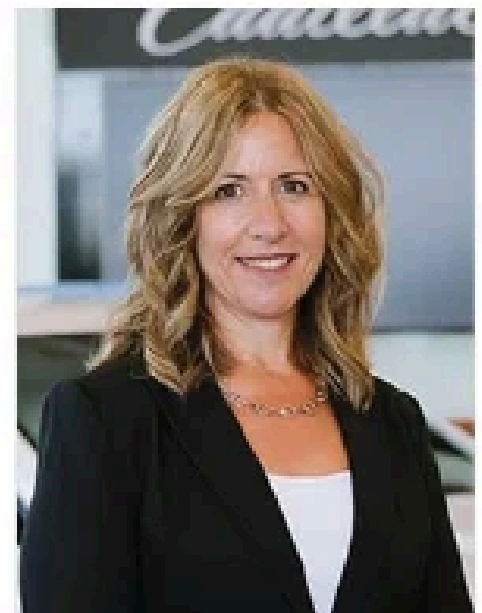
At Highland GM, we believe the strongest relationships between a dealership and its customers are built on trust, transparency, and genuine care. Your confidence means everything to us, and we're committed to earning it not just today, but throughout your entire vehicle ownership experience.

Our support doesn't end when you drive off the lot. We proudly stand behind every vehicle we sell, and our team is here to ensure you continue to feel confident long after your vehicle leaves our parking lot. Whether you have questions, need service, or simply want guidance on getting the most out of your new GM vehicle, we're always ready to help.

I work closely with every department in our dealership — sales, service, parts, and customer care — to make sure your experience remains exceptional. Your satisfaction is our priority, and we look forward to being your trusted autotimove partner for many years to come.

Welcome to Highland GM. We're grateful to have you with us on the road ahead.

Warm regards,
Jennifer Copley
General Manager, Highland GM Aurora



WELCOME TO THE HIGHLAND GM FAMILY

YOUR NEW CUSTOMER GUIDE & ESSENTIALS



Congratulations on your new vehicle!
Everything you need to enjoy the drive.

15873 Yonge Street, Aurora ON
(905) 727-9444
HighlandGM.com

Highland GM Service

Your First-Year Maintenance Schedule

A simple, friendly guide to keeping your GM vehicle in top shape.

Welcome to Your First Year of Care

Your GM vehicle is built to last — and we're here to help you keep it running smoothly.

This simple first-year schedule makes maintenance easy, predictable, and stress-free.

Welcome Check-In

- Get help with features, apps, and technology
- Confirm OnStar setup
- Ask us anything — we're here to help
- Confirm the favourite it

Why it matters: We want you to feel completely comfortable with your new vehicle.

3 First Service Visit

- Oil & filter change (model-dependent)
- Tire inspection
- Fluid level check
- Multi-point inspection

Why it matters: This early visit ensures everything is performing exactly as it should.

Month 9 Performance & Safety Review

- Suspension & steering check
- Tire wear assessment
- Fluid top-ups
- Wiper blade inspection

Why it matters: Helps maintain smooth handling and safe braking.

Month 5 Performance & Safety Review

- Suspension & steering check
- Tire wear assessment
- Fluitment
- Fluid top-ups
- Wiper blade inspection

Month 12 Annual Maintenance Service

- Full oil & filter service
- Tire rotation
- Trake sotation
- Brake system inspection
- Engine air filter check
- Alignment check (if needed)
- Comprehensive multi-point inspection

Why it matters: Your annual service sets the foundation for long-term reliability.

Telephone — "We're Here for You All Year"

Highland GM Service Department
 Phone: (XXX) XXX-XXXX
 Book online: highlandgm.com/service
 Shuttle & loaner options available



Meet Your Sales Consultant: “Cadillac” Jack Mattison

Highland GM-Aurora

At Highland GM, we believe every customer deserves a trusted partner throughout their ownership journey. That's why we're proud to introduce Jack “Cadillac Jack” Mattison, one of our most experienced and customer-focused sales consultants.

Who Is Cadillac Jack?

With over a decade of experience helping customers find the perfect GM vehicle, Jack has built a reputation for exceptional product knowledge, transparent communication, and a genuine commitment to customer satisfaction. Whether you're exploring the latest Cadillac innovations or choosing the right Chevrolet or GMC model for your lifestyle, Jack brings clarity, confidence, and care to every interaction.

What Jack Is Known For

- Expert knowledge of Cadillac, GMC, Chevrolet, and Buick models
- A trust-first approach that puts your needs ahead of the sale
- Clear, pressure-free guidance through every step of the buying process
- Long-term support—he stays connected long after you take delivery of your vehicle
- A passion for technology—from Super Cruise to infotainment centre setup

Jack's Commitment to You

Jack believes that a great dealership relationship doesn't end when you drive off the lot. He works closely with our service, parts, and customer care teams to ensure you always feel supported. Whether you have questions about features, maintenance, or accessories, Jack is here to help you get the most out of your GM vehicle.

Contact Cadillac Jack

Phone: (905)727-9444 Email: jack@highlandgm.ca

Availability: Monday–Friday. Saturday by appointment only

Your vehicle investment more than a purchase. It is the start of a relationship with Highland GM.
—Cadillac Jack



JACK MATTISON
Sales and Leasing Executive

Customer Perks & Loyalty Benefits



**Referral
Rewards**



**Service
Loyalty Program**



**Seasonal
Promotions**



**Tire Storage
Available**



**We're Here to
Keep You Rolling!**



Customer Relationship Building Kits for Businesses and Consumers

In the competitive Canadian automotive marketplace, the transition from "customer" to "brand advocate" begins the moment the keys change hands. A thoughtfully curated welcome kit serves as more than just a collection of documents; it is a tangible manifestation of Highland GM's commitment to a lifelong relationship.

By providing new owners with a structured, professional introduction to our service, parts, and finance departments from day one, we eliminate the post-purchase "information gap" and replace it with a clear roadmap for vehicle care. This proactive approach ensures that the first mile is just the beginning of a decade-long partnership, driving long-term retention and increasing the lifetime value of every customer.

Highland GM is active in the Aurora Chamber of Commerce and other local business groups. During the sales process, a sales consultant could get to know about a customer's lifestyle preferences outside of their driving needs. For example, restaurants for foodies, or home improvement stores or contractors for the DIY crowd.

The welcome kit could be sent via email, or in a box in the trunk or the backseat of the vehicle on delivery. Beyond dealership or automotive manufacturer swag, the kit could include vouchers for local businesses that align with the customer's lifestyle or business priorities.

EXCLUSIVE WELCOME OFFERS

1

COMPLIMENTARY FIRST SERVICE VISIT

- Lube, Oil & Filter
- 27-Point Inspection

Valid for new vehicles only.
Limit one. Expiry [Date].



Valid for new vehicles only. One per household. Limit one. Expiry [Date].
Valid for new vehicles only. One per household. Limit one. Expiry [Date].
Valid for new vehicles only. One per household. Limit one. Expiry [Date].



WELC-S5-001

2

COMPLIMENTARY CAR WASH

Added to any paid service.
Limit one. Expiry [Date].



Valid for new vehicles only. One per household. Limit one. Expiry [Date].
Valid for new vehicles only. One per household. Limit one. Expiry [Date].
Valid for new vehicles only. One per household. Limit one. Expiry [Date].



WELC-SV-001

3

15% OFF YOUR FIRST PARTS CENTRE PURCHASE

Discount on accessories, parts.
Excludes tires/labor.
Expiry [Date].



Valid for new vehicles only. Limit one. Expiry [Date].
Valid for new vehicles only. Limit one. Expiry [Date].
Valid for new vehicles only. Limit one. Expiry [Date].



WELC-SV-001

4

DRIVE AND DINE: DINNER AT JOIA AURORA

JOIA
AURORA

Enjoy a special dinner for two,
valued at \$K, with purchase of
select service packages. Reserve
through dealership. Special
conditions apply. Expiry [Date].



Valid for new vehicles only. Limit one. Expiry [Date].
Valid for new vehicles only. Limit one. Expiry [Date].
Valid for new vehicles only. Limit one. Expiry [Date].



WELC-S4-001

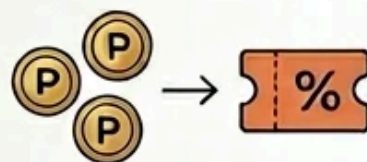
Enrich the Delivery Experience
Customize each welcome kit to deals on
products and services that align with your
customer's interests and priorities.



THE HIGHLAND MEMBERSHIP KIT: BEYOND THE WELCOME

AN ONGOING JOURNEY

Your Welcome Kit is only the icebreaker for our relationship. Establish and maintain an ongoing relationship. Our customers who consistently maintain service, purchase parts, or as an extended warranty earn valuable Loyalty Points. These points qualify you for local business, earning you rewards right here in our community.



GOLD TIER MEMBERSHIP: ELEVATED CARE



For enhanced benefits, discover our Gold Tier Plan. This membership, requires a monthly fee, includes preventative maintenance for your vehicle's performance and long-term reliability. As a Gold member, enjoy additional premium community deals, unlocking even greater savings and experiences across the Aurora area.

