

101

DEALERSHIP TEXTS

WORTH SENDING

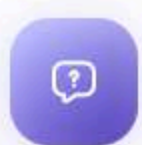
2027 EDITION

A cartoon character with spiky black hair, large round eyes, and a black shirt. He is pointing his right index finger upwards.

**Sales + Service SMS
Templates Built
to Get Replies**

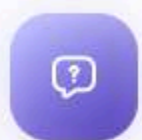
What's inside?

101 ready-to-use campaigns, **7** rules for smarter sends, and a **12-month** seasonal campaign map.



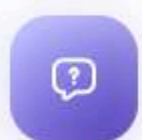
What Billions of Messages Taught Us

We've analyzed **billions of dealership messages**, giving us a clear view of what gets customers to respond and what gets ignored. Across all that data, a few patterns stand out: **timing matters less than most people think, the day you send matters more, and the message itself matters most.**



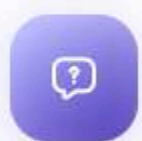
Time of Day Has Little Impact

From 10 AM to 7 PM, reply rates stay remarkably consistent. 9 AM is the only noticeable weak spot, averaging about 7% fewer replies.



Weekdays Perform Better

Tuesday through Thursday are the strongest days to send. Weekend broadcasts average about 12% fewer replies and 11% fewer appointments than weekday sends.

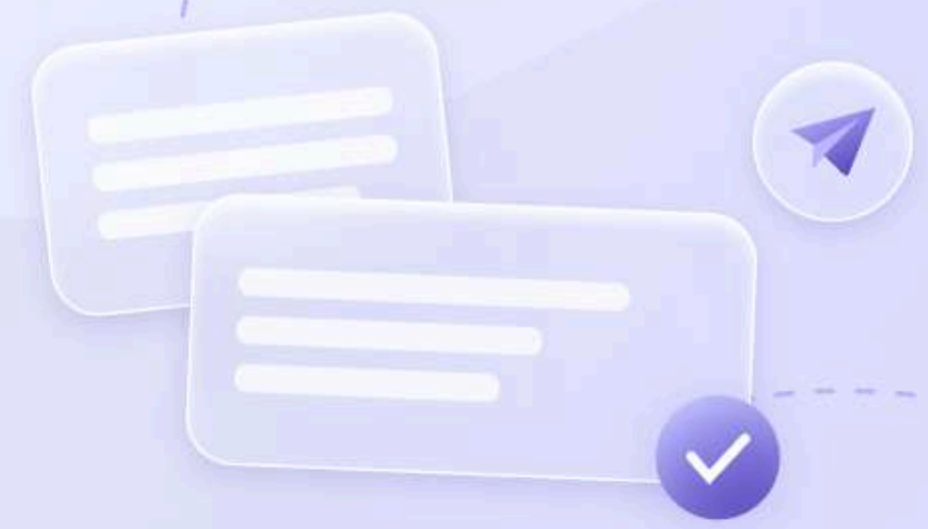


The Message Matters Most

Large, unsegmented broadcasts typically see around a 1% reply rate. More targeted broadcasts, sent to the right audience with a short, relevant message and one clear question, can reach 10–21% reply rates.



Seven rules behind every effective send



1. One clear question.

A customer should know exactly what to answer; each template ends with one meaningful question.



2. Promise only verified facts.

Never promise approval, rates, savings, equity, monthly payments, offers, appointments or availability without verification and authorization.



3. Audience first

Segment by documented intent, owner/service history, eligibility, local climate, and channel consent; suppress irrelevant recipients.



4. Right-size the send

Use smaller lists for high-intent outreach; broader lists only where the proposition is relevant and the team has capacity.



5. Protect live conversations

Suppress people in an active human conversation, recent conversions, existing appointments, or overlapping campaign journeys unless the team explicitly approves.



6. Send when the store can reply

Confirm staffing, handoff owner, operating hours, capacity, and a response plan for the first reply and follow-up.



7. Simple written sign-off

Approve campaign name, audience, timing/time zone, cadence, message/claims and response owner before launch.



Compliance and truth-in-copy note

Templates are campaign starting points, not permission to text a customer. Dealer legal/compliance should confirm applicable consent, opt-outs, do-not-contact rules, local quiet hours, disclosures and platform requirements. Never invent payment approvals, rates, trade equity, promotional savings, inventory, customer history or appointment availability. If an opt-out footer is needed, add it through the approved process and check final SMS length after variables render.

Seasonal segment map

Match the natural automotive theme to campaigns in this book. The names correspond to actual templates in the copy deck, rather than orphaned concepts.

	January	Ownership Review · Battery Check · Overdue Maintenance Recovery
	February	Lease Maturity or Lease Review · Presidents' Day Weekend · Pothole Season
	March	Tax Refund Upgrade · Spring Inventory · Winter Wear Check
	April	Spring Sales Event · Spring Maintenance · Small SUV Comparison
	May	Memorial Day Weekend · Truck Work or Tow Review · AC Check
	June	Road Trip Vehicle · Summer Service Check · Tire Check
	July	Fourth of July Weekend · Mid-Summer Upgrade · Post-Holiday Road Trip Check
	August	College Car Campaign · First Time Buyer Guidance · Back-to-School Maintenance
	September	Labor Day Weekend · Model-Year Clearance · Post-Summer Maintenance
	October	Winter Tires · Battery + Cold Weather Check · Winter Readiness Planning
	November	Black Friday · Vehicle Exchange Review · Thanksgiving Week
	December	Year-End Sales Event · End of Month Payment Review · Holiday Road Trip Prep

Map is a guide, not an automated send calendar. US holidays are US-only; winter, travel and service demand vary by geography. 2027 dates below are suggested anchors from the supplied source.

Pre-Send Campaign Details

Campaign: [name] | Audience: [segment] | Timing: [date/time/time zone] | Cadence: [plan] |
Verified by: [owner] | Replies owned by: [team] | APPROVED TO SEND

What helps and hurts reply rates

Wording pattern	Impact on replies	What the data tells us
Ask about the customer's specific vehicle	+23%	The strongest driver of replies. Especially effective for ownership and trade-in campaigns.
Keep it under 160 characters	+17%	Short, single-text messages are more likely to get a response.
Send from a named person	+12%	Also drives 6% more appointments. Customers are more likely to engage when they know who is texting them.
End with a question	+3%	Messages without a question get about half as many replies: 1.3% vs. 2.7%.
Lead with price, rebate or APR	-11%	Offer-heavy messages tend to generate fewer replies.
Send a service promotion	-14%	Promotional service messages tend to see lower response rates.
Include an emoji	-19%	Messages with emojis tend to receive fewer replies.
Include a link	-26%	The largest drop in replies, plus 12% fewer appointments. Some link-based campaigns may be designed for clicks rather than responses.

The pattern is clear: broadcasts perform best when they are short, personal, relevant to the customer, and built around one easy question.



The 101-template copy deck

Highest intent

1 Appointment Intent Recovery

 Sales

 **Audience** Test-drive requests, visit requests, appointment no-shows in the past 30–120 days.

 **SMS** Hi {{customer_first_name}}, quick question from {{location_name}}, did you still want to schedule a time to see the vehicle you were interested in?

 **Send** Early week, when BDC can respond.

2 Quote or Numbers Follow-Up

 Sales

 **Audience** Shoppers who asked about price, payments, trade figures, or a quote but did not purchase.

 **SMS** {{customer_first_name}}, quick question from {{location_name}}. Were you still waiting on numbers for a vehicle, or did you already make a decision?

 **Send** Monday–Thursday with desk coverage.

3 Still Deciding or Close File

 Sales

 **Audience** Unresponsive internet, chat, third-party, and no-show leads from 60–180 days ago.

 **SMS** Hi {{customer_first_name}}, quick question from {{location_name}}. Did you already find a vehicle or are you still looking? I can help either way.

 **Send** Any staffed day; broad reactivation list.

4 Incoming Inventory Match

 Sales

 **Audience** Shoppers who requested a hard-to-find trim, colour, model, or unavailable unit.

 **SMS** {{customer_first_name}}, {{location_name}} has incoming vehicles being reviewed before they hit the lot. Want me to check what is arriving that matches what you wanted?

 **Send** When incoming units are confirmed and can be reviewed.





5 Payment Stuck Shopper Reset

Sales

Audience Leads who paused after a payment, affordability, or budget discussion.

SMS Hi {{customer_first_name}}, quick question from {{location_name}}. Were you still trying to stay near a certain payment, or did you pause your search for now?

Send Midweek when a sales manager can help.

6 Test Drive Date Reset

Sales

Audience Requested a test drive but never confirmed a date.

SMS {{customer_first_name}}, it's {{location_name}}. We never landed on a time for your test drive. What day would work best?

Send Within 2–5 days of stalled appointment request.

7 No-Show Restart

Sales

Audience Missed a scheduled sales appointment; no active rep thread.

SMS {{customer_first_name}}, it's {{location_name}}. We missed you at your appointment. What time would make rescheduling easier for you?

Send Next staffed day after missed visit.

Active + Lost customers

8 Payment Objection Reset

 Sales

 Audience Leads stalled on payment or affordability.

 SMS Hi {{customer_first_name}}, it's {{location_name}}. Last time we spoke, the numbers were not where you wanted them. What would need to change for you to revisit your search?

 Send Midweek with finance and desk coverage.

9 Manager Review

 Sales

 Audience Hot lost leads, stalled negotiations, or customers who asked for management.

 SMS Hi {{customer_first_name}}, this is {{location_name}}. I am reviewing a few open customer requests today. Would it help if I took another look at yours?

 Send After a stalled negotiation, with manager approval.

10 Weekend Appointment Fill

 Sales

 Audience Warm leads, recent replies, and unfinished appointment conversations.

 SMS Hi {{customer_first_name}}, this is {{location_name}}. We have room to help a few customers this weekend. What time would work best for you?

 Send Thursday–Friday, only when appointment capacity is verified.

11 Website Shopper Reconnect

 Sales

 Audience Website, e-price, availability, chat, and VDP leads who never visited.

 SMS {{customer_first_name}}, this is {{location_name}}. Are you still comparing vehicles, or did you already narrow it down to one?

 Send 1–7 days after inquiry with no active conversation.

12 Third-Party Shopper Trust Builder

 Sales

 Audience Cars.com, Autotrader, CarGurus, TrueCar, and other marketplace inquiries.

 SMS {{customer_first_name}}, this is {{location_name}}. You may be comparing a few dealerships. What is the one thing you still need answered?

 Send Within 1–3 days after inquiry if no response.



13

Vehicle Sold Alternative

Sales

Audience Leads whose requested vehicle has confirmed sold or unavailable status.

SMS Hi {{customer_first_name}}, this is {{location_name}}. The vehicle you asked about is no longer available. Which features would you want us to match in a similar option?

Send Immediately after verified availability change.

14

Close-File Permission Check

Sales

Audience Older, unresponsive leads in a verified dormant segment.

SMS Hi {{customer_first_name}}, quick question from {{location_name}}. Did you already find a vehicle, or are you still looking? I can help either way.

Send After standard follow-up cadence is exhausted.

15

One Missing Answer

Sales

Audience Customers with an open objection or unanswered request documented in CRM.

SMS Hi {{customer_first_name}}, this is {{location_name}}. I'm checking whether we left anything unanswered. What's the one detail you still need from us?

Send When the assigned rep can follow through.



Sold customers

16 Ownership Review

 Sales

 Audience Owners 1–5 years into ownership who have not been contacted recently.

 SMS Hi {{customer_first_name}}, {{location_name}} is reviewing customer accounts this month to see where an ownership or upgrade review may make sense. Would it help to look at your options?

 Send First week of month, once customer status is verified.

17 Vehicle Exchange Review

 Sales

 Audience Sold customers 18 months–5 years out, current owners, lease customers.

 SMS Hi {{customer_first_name}}, quick question from {{location_name}}. Are you still driving your current vehicle, or would it help to review your options through our vehicle exchange process?

 Send Early month or when relevant inventory arrives.

18 Loyalty Review

 Sales

 Audience Past brand owners, owners 2–7 years out, or service customers still driving the brand.

 SMS {{customer_first_name}}, it's {{location_name}}. As someone who knows the brand, what would you want from a newer version of your vehicle?

 Send Midmonth, with knowledgeable staff available.

19 Warranty or Ownership Confidence

 Sales

 Audience Owners approaching documented warranty milestones or facing higher verified mileage.

 SMS {{customer_first_name}}, it's {{location_name}}. Is warranty coverage or long term ownership cost something you are thinking about with your current vehicle?

 Send Pair with accurate warranty and service data.

20 Negative Equity Review

 Sales

 Audience Customers with documented prior objections to payoff, upside-down trade, or high payment.

 SMS Hi {{customer_first_name}}, {{location_name}} is reviewing customer accounts this month, including cases where payoff or payment made trading difficult before. Would it help to take another look?

 Send Qualified list only, with manager review.

21 Ownership Fit Check

 Sales

 **Audience** Current owners with verified ownership history and no active deal.

 **SMS** {{customer_first_name}}, it's {{location_name}}. Now that you've had your vehicle for a while, what would you keep or change if you were choosing again?

 **Send** After an ownership milestone, with relevant staff coverage.

22 Lease Options Early Look

 Sales

 **Audience** Confirmed lease customers several months before lease end.

 **SMS** {{customer_first_name}}, it's {{location_name}}. There's still time to plan your lease-end decision. What would you like to understand about your options?

 **Send** Roughly 120 days before verified end date.

Inventory

23 New or Used Option

 Sales

 **Audience** Used shoppers, budget shoppers, compact-SUV shoppers, and payment-sensitive leads.

 **SMS** {{customer_first_name}}, it's {{location_name}}. Are you still shopping used, or would you consider something newer if the numbers made sense?

 **Send** When verified alternatives are available.

24 Certified Alternative

 Sales

 **Audience** Used shoppers comparing cost, condition, and newer inventory.

 **SMS** Hi {{customer_first_name}}, {{location_name}} has certified and used options that may be worth comparing. Are you open to reviewing both?

 **Send** When suitable certified and used choices are in stock.

Hi Michael, it's Westside Auto.
There's still time to plan your lease-end decision. What would you like to understand about your options?

Hi Sarah, it's Premier Toyota. Now that you've had your vehicle for a while, what would you keep or change if you were choosing again?

Hi James, it's Riverside Motors. Are you still shopping used, or would you consider something newer if the numbers made sense?

25 Small SUV Comparison

 Sales

 **Audience** Compact-SUV and entry-SUV shoppers, conquest leads in similar vehicles.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. Are you still comparing smaller SUV options?

 **Send** When the store can present actual choices.

26 Truck Work or Tow Review

 Sales

 **Audience** Truck leads, sold truck customers, truck service customers, and similar conquest owners.

 **SMS** {{customer_first_name}}, quick question from {{location_name}}. Are you still driving your current truck, or would it help to review options for work, towing, or daily use?

 **Send** When suitable truck inventory and specialists are available.

27 EV and Hybrid Curiosity

 Sales

 **Audience** EV, hybrid, fuel-economy, and longer-commute shoppers.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. For your next vehicle, what would make you lean toward gas, hybrid, or electric?

 **Send** When inventory or relevant comparison materials are available.

28 Feature-Match Reconnect

 Sales

 **Audience** Leads who specified a trim, feature, color, or seating need.

 **SMS** Hi {{customer_first_name}}, {{location_name}} here. We're matching new arrivals to the features you asked for. Which feature matters most if we find a close alternative?

 **Send** When comparable stock is verified.

29 Used-to-Certified Comparison

 Sales

 **Audience** Used-vehicle leads who paused over condition or confidence.

 **SMS** {{customer_first_name}}, it's {{location_name}}. We can compare used and certified vehicles side by side. What would help you feel confident in the choice?

 **Send** When both alternatives can genuinely be shown.

Finance + Budget

30 Approval Path Help

 Sales

 **Audience** Payment-sensitive, first-time, and past credit-application leads with appropriate consent.

 **SMS** Hi {{customer_first_name}}, quick question from {{location_name}}. Would it help to review simple vehicle options based on what you are comfortable with monthly?

 **Send** BDC/finance staffed; no approval promises.

31 First Time Buyer Guidance

 Sales

 **Audience** First-time shoppers who have indicated they want buying guidance.

 **SMS** {{customer_first_name}}, it's {{location_name}}. Are you shopping for your first vehicle, or would you like help comparing options?

 **Send** Start of month or staffed weekends.

32 End of Month Payment Review

 Sales

 **Audience** Prior payment objections, quote leads, and sold customers open to changing vehicles.

 **SMS** {{customer_first_name}}, it's {{location_name}}. We're reviewing customer options before month-end. What payment range would you want us to work within?

 **Send** Final week, with confirmed staff coverage.

33 Lease Maturity or Lease Review

 Sales

 **Audience** Lease customers 90–120 days from verified maturity.

 **SMS** {{customer_first_name}}, it's {{location_name}}. Your lease is approaching its end. What would you like to explore next: a replacement, extension, buyout, or return?

 **Send** 90–120 days before lease end.

34 Trade-and-Payment Discussion

 Sales

 **Audience** Leads who volunteered that trade value affects budget.

 **SMS** {{customer_first_name}}, it's {{location_name}}. You mentioned your trade would affect the numbers. What information about your trade and budget should we revisit?

 **Send** With appraisal/finance staff available.

Lead source

35 Marketplace Value My Trade

 Sales

 Audience KBB, trade-in, appraisal, sell-my-car, or value-my-trade inquiries.

 SMS Hi {{customer_first_name}}, it's {{location_name}}. Thanks for asking about your vehicle's value. What's its current mileage so we can continue the appraisal conversation?

 Send Immediately after inquiry, then one appropriate follow-up.

36 Unvisited Website Shopper

 Sales

 Audience Website, availability, e-price, and chat leads who never visited.

 SMS {{customer_first_name}}, it's {{location_name}}. You viewed a vehicle on our website. What would you like us to confirm before a visit?

 Send 1–3 days after inquiry if still unengaged.

37 Third Party Lead Trust Builder

 Sales

 Audience Cars.com, Autotrader, CarGurus, TrueCar, and other marketplace inquiries.

 SMS Hi {{customer_first_name}}, it's {{location_name}}. Thanks for your inquiry. What vehicle details can we confirm to help with your comparison?

 Send At lead arrival, then after no response per cadence.

38 Appraisal Details Reconnect

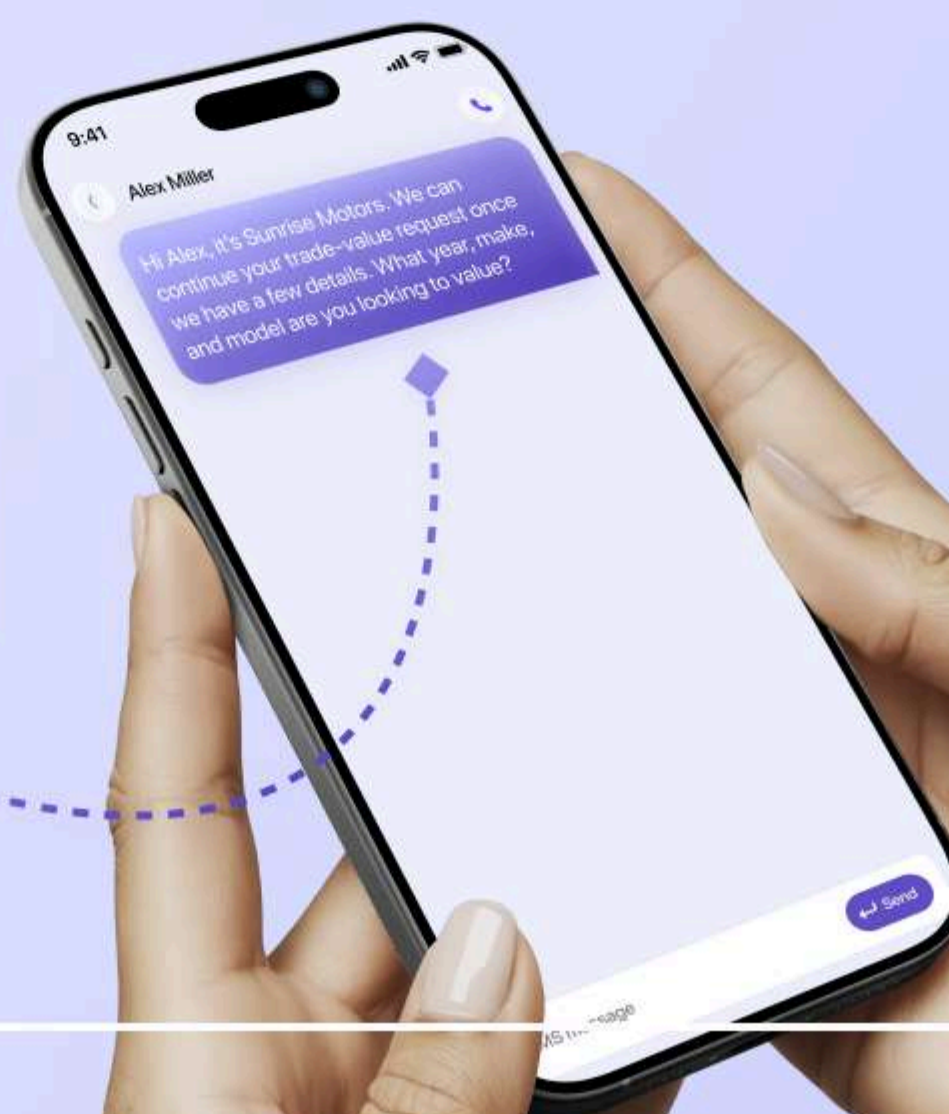
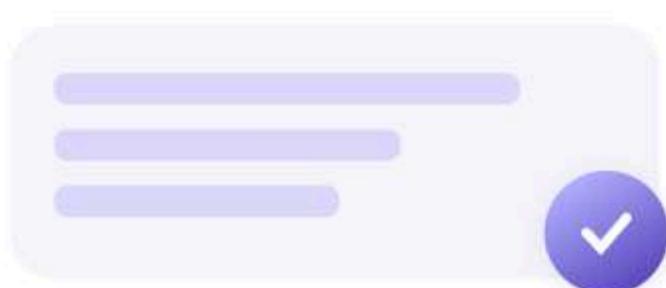
 Sales

 Audience Trade-value inquiry missing vehicle details.

 SMS Hi {{customer_first_name}}, it's {{location_name}}. We can continue your trade-value request once we have a few details. What year, make, and model are you looking to value?

 Send Within 24 hours of inquiry, if no response.

 A focused message gets more replies



Service

High-intent service recovery

39 Open Safety Recall

✕ Service

 **Audience** Owners with a verified open OEM recall.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. Our records indicate your vehicle may have an open manufacturer recall. We can verify eligibility and help schedule the repair. Would morning or afternoon be easier?

 **Guardrail** Use VIN/campaign data only. Never invent eligibility, parts availability, or completion time.

40 Warranty Work Outreach

✕ Service

 **Audience** Customers with a verified concern/repair that may be covered by active warranty

 **SMS** {{customer_first_name}}, {{location_name}} here. If you still need help with the issue we discussed, we can review whether the repair is covered under your active warranty and help coordinate a visit. Would you like us to check it for you?

 **Guardrail** Only use when coverage can be verified. Never imply repairs are free.

41 Declined Service

✕ Service

 **Audience** Customers with meaningful declined work in the last 7-90 days

 **SMS** {{customer_first_name}}, it's {{location_name}} Service. I wanted to follow up on the service you postponed during your last visit. We can review what is still recommended and find a convenient time to take care of it. Would this week or next week be easier?

 **Guardrail** Best for meaningful work, not trivial items. Avoid fear-based language.

42 Declined Service - Approved Offer

✕ Service

 **Audience** Customers with eligible declined work and a current dealer-approved offer

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. You previously postponed recommended service, and we have an approved offer that may help with the cost. Would you like us to review the eligible work and available appointment times?

 **Guardrail** Offer must be real, current, and applicable.

Hi Michael, it's Westside Auto. There's still time to plan your lease-end decision. What would you like to understand about your options?

Hi Sarah, it's Premier Toyota. Now that you've had your vehicle for a while, what would you keep or change if you were choosing again?

Hi James, it's Riverside Motors. Are you still shopping used, or would you consider something newer if the numbers made sense?

43 Overdue Maintenance / Win-Back

✂ Service

 **Audience** Customers past an expected interval or 9-18 months since last RO

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. It has been a while since we last saw your vehicle, and I wanted to make sure maintenance has not fallen off your radar. Would you like us to review what may be due and help find a convenient appointment?

 **Guardrail** Do not claim a service is due unless supported by history/OEM interval.

Maintenance & Milestone Campaigns

44 30K / 60K / 90K Milestone

✂ Service

 **Audience** Customers near an OEM-approved mileage milestone

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. Your vehicle is approaching an important mileage milestone. We can review the maintenance recommended for your exact model and mileage so you can plan ahead. Would you like us to check what applies?

 **Guardrail** Use OEM-approved maintenance schedules.

45 Summer Road-Trip Readiness

✂ Service

 **Audience** Customers before summer travel

 **SMS** {{customer_first_name}}, it's {{location_name}} Service. Planning any summer driving? We can help check tires, battery, fluids, cooling, and A/C before a long trip. Would you like a morning or afternoon appointment?

 **Guardrail** Do not imply the vehicle is unsafe without evidence.

46 Spring Vehicle Check

✂ Service

 **Audience** Customers before spring rain/travel season

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. Spring is a good time to check tires, wipers, fluids, battery health, and anything winter may have exposed. Would you like us to set aside time for a seasonal check?

 **Guardrail** Adapt to the local climate and actual services offered.

47 Winter Readiness

✕ Service

 **Audience** Cold-weather markets

 **SMS**

Hi {{customer_first_name}}, it's {{location_name}} Service. Before colder weather settles in, we can help check your battery, tires, wipers, fluids, and heating system. Would you like us to reserve a time for a winter-readiness visit?

 **Guardrail**

Use only where seasonally relevant.

48 A/C Performance

✕ Service

 **Audience** Warm-weather customers or owners with prior A/C service

 **SMS**

{{customer_first_name}}, it's {{location_name}} Service. If your A/C is not cooling as quickly or consistently as it should, we can inspect the system before the hottest weather arrives. Would you like us to find a convenient time?

 **Guardrail**

Do not diagnose by text.

Seasonal & Condition - Based Campaigns

49 Battery / Starting System

✕ Service

 **Audience** Older batteries, prior battery service, seasonal heat/cold

 **SMS**

Hi {{customer_first_name}}, it's {{location_name}} Service. Extreme heat and cold can be hard on batteries. If your vehicle has been slow to start or the battery is getting older, we can test it during a quick visit. Would you like an appointment?

 **Guardrail**

Target by history/age where possible; do not invent symptoms.

50 Tire / Alignment Health

✕ Service

 **Audience** Owners due for rotation/alignment or with relevant history

 **SMS**

{{customer_first_name}}, it's {{location_name}} Service. If you have noticed uneven tire wear, pulling, vibration, or it has been a while since your last rotation or alignment, we can check it. Would morning or afternoon work better?

 **Guardrail**

Do not invent symptoms

51 Brake Check

✕ Service

 **Audience** Owners with prior brake measurement/advisory or relevant mileage

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. If you have noticed noise, vibration, or a change in brake feel, we can inspect the braking system and explain what we find. Would you like us to schedule a check?

 **Guardrail** Target when possible; avoid scare language.

52 Oil Change / Routine Maintenance

✕ Service

 **Audience** Customers due based on recorded service interval

 **SMS** {{customer_first_name}}, it's {{location_name}} Service. Based on your recent service history, it may be time to plan your next routine maintenance visit. Would you like us to help find a convenient appointment?

 **Guardrail** Use interval data, not blanket timing.

53 Air / Cabin Filter

✕ Service

 **Audience** Customers due based on the last completed labor operation

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. Based on your service history, it may be time to recheck your air and cabin filters. We can inspect them and only replace what actually needs attention. Would you like to schedule?

 **Guardrail** "Inspect first" builds trust.

Retention, Specialty & Service-to-Sales

54 Post-Repair Check-In

✕ Service

 **Audience** Customers 30-120 days after a significant repair

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. I wanted to check in after your recent repair. Is everything performing the way you expected, or is there anything you would like us to recheck?

 **Guardrail** Use as relationship-building, not just revenue generation.

55 First Service Welcome

✕ Service

 **Audience** Recent purchasers who have not yet returned to service

 **SMS** {{customer_first_name}}, it's {{location_name}} Service. We wanted to welcome you to the service side of the dealership and make sure you know who to contact when your first maintenance visit comes due. Would you like help planning that first visit now?

 **Guardrail** Coordinate with the sales-to-service handoff.

56

High-Mileage Vehicle Care

✕ Service

 **Audience** Owners of older/high-mileage vehicles

 **SMS**

Hi {{customer_first_name}}, it's {{location_name}} Service. As vehicles add miles, staying ahead of maintenance matters more than replacing parts unnecessarily. We can review your history and help prioritize what matters now versus later. Would you like a maintenance review?

 **Guardrail** Positions the dealer as advisor, not upseller.

57

EV / Hybrid Service

✕ Service

 **Audience** EV/hybrid owners where supported services/checks apply

 **SMS**

{{customer_first_name}}, it's {{location_name}} Service. We can review the maintenance and inspection items that apply specifically to your hybrid or EV and make sure nothing is being overlooked. Would you like us to check what is due?

 **Guardrail** Use only with supported vehicle/process data.

58

Appointment Fill / Open Capacity

✕ Service

 **Audience** Customers already due or overdue, used to fill near-term openings

 **SMS**

Hi {{customer_first_name}}, it's {{location_name}} Service. We have a few service openings available this week and noticed you may be due for maintenance. If you have been meaning to get it handled, would morning or afternoon work better?

 **Guardrail** Only send to actually due/eligible customers.



59

Service-to-Sales Ownership Review

✕ Service

**Audience**

In-service owners with verified equity/age/mileage signals

**SMS**

Hi {{customer_first_name}}, it's {{location_name}} Service. While we are taking care of your vehicle, would it be helpful to know its current market value and compare keeping it with other options? No obligation. Would you like an evaluation?

**Guardrail**

Keep service trust first; only use with approved data/process.

Ownership & Upgrade Conversations

60

Declined Repair Upgrade Talk

👉 Service to sales

**Audience**

Declined RO past 60 days

**SMS**

{{customer_first_name}}, it's {{location_name}} Service. Before you put more into the current vehicle, would it help to compare what replacing it could look like?

**Guardrail**

Use only after a documented high-dollar repair recommendation and avoid implying replacement is the better choice.

61

Service Visit Trade Appraisal

👉 Service to sales

**Audience**

Upcoming service appointments on older or higher-mileage units.

**SMS**

Hi {{customer_first_name}}, while your vehicle is here for service, would it help to have {{location_name}} review its current market value too?

**Guardrail**

Use only when appraisal capacity is available and position it as an optional review.

62

Declined Tires or Brakes

⚙️ Service recovery

**Audience**

Declined tire, brake, or safety-related recommendations.

**SMS**

{{customer_first_name}}, it's {{location_name}} Service. You had an item from your last visit that was not completed. Would you like help reviewing the next step?

**Guardrail**

Keep the message relevant without using fear-based language or overstating urgency.

63

Large RO Cost-of-Ownership Review

👉 Service to sales

**Audience**

Customers with frequent or cumulative repair spend.

**SMS**

Hi {{customer_first_name}}, it's {{location_name}}. You have had a few service needs lately. Are you still planning to keep the vehicle, or would comparing another option help?

**Guardrail**

Use documented repair history only and do not exaggerate cost, condition, or future reliability.

64 Warranty Ending Service Customer

 Service to sales

 **Audience** Customers approaching warranty expiration.

 **SMS** {{customer_first_name}}, it's {{location_name}}. With warranty coverage changing soon, are you planning to keep your vehicle long term or review newer options?

 **Guardrail** Verify warranty timing before sending and do not imply future repairs or costs.

65 Service No-Show Recovery

 Service to sales

 **Audience** Missed service appointments or cancelled appointments.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. We missed you for service. Do you still need help with the vehicle, or has something changed?

 **Guardrail** Confirm the appointment was actually missed or cancelled before sending.

66 Winter Readiness or AWD Upgrade

 Service to sales

 **Audience** Cold-weather markets, older FWD/RWD vehicles, service customers.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. Are you set for winter driving, or have you thought about moving into something with AWD or 4x4?

 **Guardrail** Use only where seasonally relevant and avoid implying the customer's current vehicle is unsafe.

67 Service-to-Hybrid Conversation

 Service to sales

 **Audience** Long commute customers, frequent fuel-related service visits, older ICE owners.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}}. If you replaced your current vehicle, would better fuel economy be one of the main things you would want?

 **Guardrail** See only where relevant inventory and an appropriate ownership conversation are available.

68 Repair vs Replace

 Service to sales

 **Audience** Repeat repairs, older vehicles, major RO activity.

 **SMS** Hi {{customer_first_name}}, it's {{location_name}} Service. Are you comfortable continuing to repair your current vehicle, or would you like to compare replacement options?

 **Guardrail** Use after documented repeat or major repair activity and keep the decision customer-led.

Season: January

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

69

New Year, New Ride

Sales

Audience

Past shoppers or owners interested in a fresh vehicle search

SMS

{{customer_first_name}}, it's {{rep_name}} from {{location_name}}. Our January offers are live and new inventory is arriving. What would you like to be driving in 2027?

Send

Mon, Jan 4 2027 (suggested; check inventory, hours, consent and staffing)

70

Battery Check

Service

Audience

Cold-weather owners; ideally documented weak-start concern.

SMS

We have battery-check appointments open this week, {{customer_first_name}} at {{location_name}}. How has your {{vehicle_model}} been starting in the cold?

Send

Wed, Jan 6 2027 (suggested; check inventory, hours, consent and staffing)

71

Winter Visibility

Service

Audience

Customers due for wipers or winter service; local winter markets.

SMS

We have service openings this week for wipers, washer fluid and winter maintenance, {{customer_first_name}}. What does your {{vehicle_model}} need right now?

Send

Wed, Jan 20 2027 (suggested; check inventory, hours, consent and staffing)



Season: February

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

72 Love Your Ride Upgrade

 Sales

 **Audience** Qualified upgrade shoppers or owners open to replacing their vehicle.

 **SMS** {{customer_first_name}}, if you are thinking about upgrading your current ride, February offers are on now at {{location_name}}. What would your next vehicle need to have for you to make a move?

 **Send** Tue, Feb 9 2027 (suggested; check inventory, hours, consent and staffing)

73 Presidents' Day Weekend

 Sales

 **Audience** US customers who opted into sales event communications.

 **SMS** Presidents' Day offers are live at {{location_name}} 🇺🇸. {{customer_first_name}}, what vehicle have you been waiting for the right deal on?

 **Send** Fri, Feb 12 2027 (suggested; check inventory, hours, consent and staffing)

74 Pothole Season

 Service

 **Audience** Drivers in pothole-affected markets or with ride/steering concerns.

 **SMS** Hi {{customer_first_name}}, pothole season can be rough on a vehicle. We have service openings at {{location_name}}. How has your {{vehicle_model}} been steering or riding?

 **Send** Thu, Feb 18 2027 (suggested; check inventory, hours, consent and staffing)

Season: March

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

75 Tax Refund Upgrade

 Sales

 **Audience** Shoppers who voluntarily mentioned using a tax refund.

 **SMS** Tax refund season is here, {{customer_first_name}}. If you're thinking about putting yours toward a vehicle, what are you looking to upgrade to?

 **Send** Tue, Mar 2 2027 (suggested; check inventory, hours, consent and staffing)

76 Spring Inventory

👤 Sales

- 👤 **Audience** Leads who specified a model or have active inventory interest.
- 📄 **SMS** Fresh spring inventory is arriving at {{location_name}}. {{customer_first_name}}, what vehicle have you been keeping an eye out for?
- 📤 **Send** Tue, Mar 16 2027 (suggested; check inventory, hours, consent and staffing)

77 Winter Wear Check

🔧 Service

- 👤 **Audience** Owners seeking post-winter service in cold/snow markets.
- 📄 **SMS** Winter can be rough on your {{vehicle_model}}, {{customer_first_name}}. What feels different after a full season of snow, salt and potholes?
- 📤 **Send** Thu, Mar 18 2027 (suggested; check inventory, hours, consent and staffing)

Season: April

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

78 Spring Sales Event

👤 Sales

- 👤 **Audience** Sales-event opt-ins and active shoppers where event is confirmed.
- 📄 **SMS** Our Spring Sales Event is starting at {{location_name}}. {{customer_first_name}}, what vehicle would get you interested in coming in for a test drive?
- 📤 **Send** Thu, Apr 1 2027 (suggested; check inventory, hours, consent and staffing)

79 Spring Maintenance

🔧 Service

- 👤 **Audience** Prior service customers with legitimate maintenance opportunity.
- 📄 **SMS** {{customer_first_name}}, it's time to shake off winter. We have spring service appointments available at {{location_name}}. What does your {{vehicle_model}} need after the cold months?
- 📤 **Send** Tue, Apr 6 2027 (suggested; check inventory, hours, consent and staffing)

80 Tires + Alignment

🔧 Service

- 👤 **Audience** Drivers with tire or steering concerns; post-winter markets.
- 📄 **SMS** Winter roads can do a number on tires and alignment, {{customer_first_name}}. We have April service openings at {{location_name}}. How has your {{vehicle_model}} been driving lately?
- 📤 **Send** Tue, Apr 20 2027 (suggested; check inventory, hours, consent and staffing)



Season: May

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

81 Spring Upgrade

Sales

Audience Qualified shoppers or owners thinking about a pre-summer upgrade.

SMS Hi {{customer_first_name}}, if an upgrade is on your mind before summer, what would you want in your next vehicle?

Send Tue, May 4 2027 (suggested; check inventory, hours, consent and staffing)

82 Memorial Day Weekend

Sales

Audience US sales-event opt-ins where a real promotion exists.

SMS Memorial Day offers are live at {{location_name}} 🇺🇸 {{customer_first_name}}, what vehicle are you hoping to find the right deal on this weekend?

Send Fri, May 28 2027 (suggested; check inventory, hours, consent and staffing)

83 AC Check

Service

Audience Customers with AC concerns or eligible summer maintenance.

SMS {{customer_first_name}}, warmer days are on the way. We have AC service appointments available at {{location_name}}. How has the AC been working in your {{vehicle_model}}?

Send Tue, May 11 2027 (suggested; check inventory, hours, consent and staffing)

Season: June

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

84 Road Trip Vehicle

 Sales

 Audience Shoppers prioritizing space, comfort, or fuel economy.

 SMS {{customer_first_name}}, for your summer road trips... If you were taking a new vehicle, what would you want more of: space, comfort or fuel economy?

 Send Tue, Jun 8 2027 (suggested; check inventory, hours, consent and staffing)

85 AC Service

 Service

 Audience Customers reporting weak AC or requesting seasonal check.

 SMS Hi {{customer_first_name}}, if your AC is not keeping up with the heat, we have service appointments open at {{location_name}}. How is the AC working in your {{vehicle_model}}?

 Send Thu, Jun 3 2027 (suggested; check inventory, hours, consent and staffing)

86 Tire Check

 Service

 Audience Customers with upcoming trips or verified tire recommendations.

 SMS Summer heat can be tough on tires, {{customer_first_name}}. We have tire service openings at {{location_name}}. How are the tires on your {{vehicle_model}} looking?

 Send Thu, Jun 10 2027 (suggested; check inventory, hours, consent and staffing)

Season: July

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

87 Fourth of July Weekend

 Sales

 Audience US sales-event opt-ins where offers have been verified.

 SMS Fourth of July offers are live at {{location_name}} 🇺🇸 {{customer_first_name}}, what vehicle are you hoping to find a deal on this weekend?

 Send Fri, Jul 2 2027 (suggested; check inventory, hours, consent and staffing)

88 Mid-Summer Upgrade

 Sales

 Audience Shoppers still considering a vehicle change during summer.

 SMS {{customer_first_name}}, if you're considering a vehicle change this summer, what would make an upgrade worth it for you?

 Send Tue, Jul 13 2027 (suggested; check inventory, hours, consent and staffing)

89 Post-Holiday Road Trip Check

 Service

 Audience Drivers returning from travel or with service interest.

 SMS Hi {{customer_first_name}}, it's {{location_name}} Service. How did your {{vehicle_model}} handle the Summer?

 Send Thu, Jul 8 2027 (suggested; check inventory, hours, consent and staffing)

Season: August

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

90 College Car Campaign

 Sales

 Audience Households that indicated a college vehicle need.

 SMS {{customer_first_name}}, when comparing college-ready vehicles, what matters most to you: price, fuel economy, safety or cargo space?

 Send Tue, Aug 10 2027 (suggested; check inventory, hours, consent and staffing)

91 Back-to-School Maintenance

 Service

 Audience Owners preparing for increased daily driving.

 SMS Busy school mornings are coming, {{customer_first_name}}. What maintenance do you want handled on your {{vehicle_model}} before schedules get hectic?

 Send Thu, Aug 12 2027 (suggested; check inventory, hours, consent and staffing)

92 End-of-Summer Check

 Service

 Audience Prior service customers who accumulated summer mileage.

 SMS Summer driving can add up fast, {{customer_first_name}}. We have August service openings at {{location_name}}. What does your {{vehicle_model}} need after a busy summer?

 Send Thu, Aug 5 2027 (suggested; check inventory, hours, consent and staffing)

Season: September

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

93

Labor Day Weekend

Sales

Audience

US sales-event opt-ins where offers have been verified.

SMS

Labor Day offers are live at {{location_name}} 🇺🇸 {{customer_first_name}}, what vehicle are you hoping to find a deal on this weekend?

Send

Fri, Sept 3 2027 (suggested; check inventory, hours, consent and staffing)

94

Model-Year Clearance

Sales

Audience

Shoppers interested in actual eligible model-year inventory.

SMS

Model-year clearance is underway at {{location_name}}. {{customer_first_name}}, what vehicle have you been waiting for the right deal on?

Send

Tue, Sept 14 2027 (suggested; check inventory, hours, consent and staffing)

95

Post-Summer Maintenance

Service

Audience

Owners with known summer travel or upcoming service needs.

SMS

Hi {{customer_first_name}}, if your {{vehicle_model}} accumulated summer miles, we have September service openings at {{location_name}}. What needs attention heading into fall?

Send

Thu, Sept 9 2027 (suggested; check inventory, hours, consent and staffing)



Season: October

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

96 Winter Tires

✂ Service

 **Audience** Cold-climate owners where winter tire service is applicable.

 **SMS** Winter tire appointments are starting to fill up, {{customer_first_name}}. When would you like to get your {{vehicle_model}} ready for colder weather?

 **Send** Thu, Oct 14 2027 (suggested; check inventory, hours, consent and staffing)

97 Battery + Cold Weather Check

✂ Service

 **Audience** Drivers with known starting concern or winter-prep interest.

 **SMS** Cold mornings can expose a weak battery fast, {{customer_first_name}}. How has your {{vehicle_model}} been starting lately?

 **Send** Thu, Oct 21 2027 (suggested; check inventory, hours, consent and staffing)

Season: November

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

98 Thanksgiving Week

👥 Sales

 **Audience** US sales opt-ins; only if event is actually running.

 **SMS** Thanks giving week offers are live at {{location_name}}, {{customer_first_name}}. What vehicle have you been considering before the holiday weekend?

 **Send** Tue, Nov 23 2027 (suggested; check inventory, hours, consent and staffing)

99 Black Friday

👥 Sales

 **Audience** US sales opt-ins; only with a verified Black Friday offer.

 **SMS** Black Friday is on at {{location_name}} 🔥 {{customer_first_name}}, what vehicle do you want me to check today's offers on?

 **Send** Fri, Nov 26 2027 (suggested; check inventory, hours, consent and staffing)

Season: December

2027 calendar selection · Adapt this to your geography, verified promotions and staffing before launch.

100 Year-End Sales Event

 Sales

 Audience Shoppers interested in a verified year-end event.

 SMS Our Year-End Sales Event is underway at {{location_name}}. {{customer_first_name}}, what vehicle are you hoping to drive into the new year?

 Send Thu, Dec 2 2027 (suggested; check inventory, hours, consent and staffing)

101 Holiday Road Trip Prep

 Service

 Audience Customers preparing for December travel and due maintenance.

 SMS {{customer_first_name}}, if you're traveling for the holidays, we have December service openings at {{location_name}}. What would you like checked on your {{vehicle_model}} before you go?

 Send Tue, Dec 7 2027 (suggested; check inventory, hours, consent and staffing)

