

MARKETING | Groupon PROGRAM

NEW Offer: Up to 55% Off Unlimited Memberships 1st Mo.



OVERVIEW:

This evolution of Groupon, aims to drive NEW members with a first month only discount through [Groupon.com](https://www.groupon.com). We have seen great success with single wash offers in 2025 and will run this new membership offer in 2026 to drive more value with new and existing Groupon customers.

Groupon

- **Live:** 3/16 in Texas
- **Live:** 3/30 in Michigan, Ohio, Kentucky, Oklahoma (SC + LA excluded)
- **Offer:** Up to 55% Off Unlimited Memberships 1st Mo. (New Customers)

Offer	Regular Rate	Groupon Rate	Discount
Ultimate Tires Unlimited Plan - 1st Month	\$28.99*	\$15.99	55%
Deluxe Wax Unlimited Plan - 1st Month	\$34.99	\$17.99	51%
Premium Protection Unlimited Plan - 1st Month	\$39.99	\$19.99	50%

*Landing page per market will reflect proper pricing for the respective market.

Eligibility & Details: New Customers who purchase the Groupon deal through Groupon.com or LivingSocial.com will receive a barcode directly from Groupon. To redeem the offer, the customer must visit a participating wash location and scan the barcode at the XPT. A charge of \$0.01 will be applied to place a credit card on file.

Procedure:

1. Acknowledge Groupon Customers:

- The customer scans their Groupon barcode at the XPT.
- The screen will say ***"Please Wait for an Attendant"***.
- Charge the card for **\$0.01** and select Add New Tag
- Once completed, attendant places the membership barcode on the vehicle.
- ***There is no need to mark the Groupon as "Redeemed" at the time of purchase in case there are redemption issues after the wash.***

2. Verify Promo Code:

- Verify the promo code is valid before processing the transaction.
 - How to Verify:
 - Scan Groupon Barcode OR enter Redemption Code (remove the \$ sign when entering code manually) and confirm the code on the POS/XPT system

Questions/Concerns

- If the code is invalid, please direct the customer back to Groupon Customer Service <https://www.groupon.com/faq>.
- Please see landing page for the offer where we have made it very clear that the customer will be charged \$0.01 at the time of the redemption.
- Please let customer know when to expect their next recharge at time of visit.

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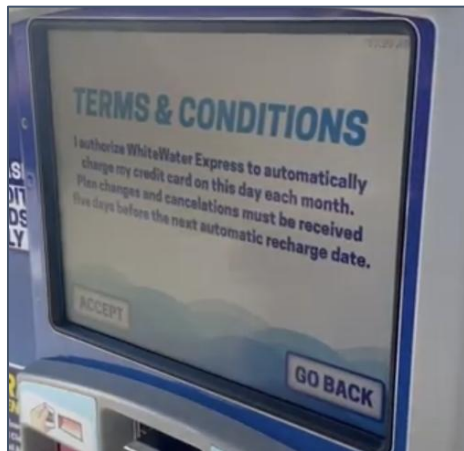
Process at XPT



1. Scan Groupon and will show 0 balance



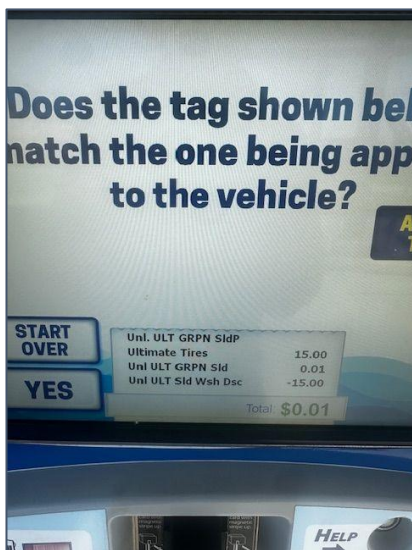
2. Customer will agree to Terms & Conditions



3. Thank you screen will appear and direct them to wait for attendant



4. Select New Tag and Charge Customer Credit Card for \$0.01



5. Print Receipt



Need Support?

For troubleshooting processing Groupon vouchers, please contact sdillard@whitewatercw.com and IT@whitewatercw.com

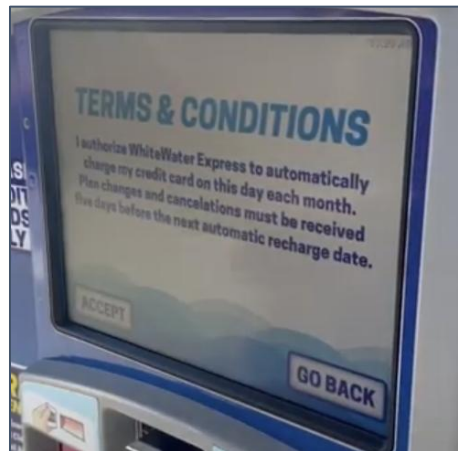
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Process at SAL



1. Scan Fast Pass First

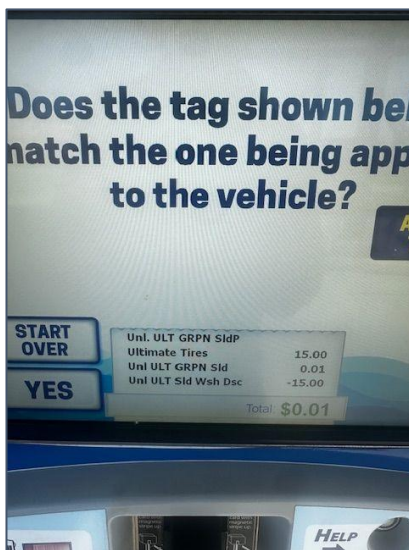
2. Customer will agree to Terms & Conditions



3. Thank you screen will appear and direct them to wait for attendant



4. Select New Tag and Charge Customer Credit Card for \$0.01



5. Print Receipt



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