

[Date]

[Dealer Principal Name]

[Dealership Name]

[Address Line 1]

[Address Line 2]

RE: Invitation to Participate in [System Name] Point of Sale Pilot Program

Dear [Name],

We are pleased to invite [Dealership Name] to participate in the upcoming pilot program for our new Point of Sale (POS) system, [System Name]. Based on your dealership's reputation for innovation and efficiency, we believe your team would provide invaluable feedback during this initial phase.

The objective of this pilot program is to test the system's performance in a live retail environment before our national rollout. Benefits of participation include:

- Early access to advanced inventory management and financing integration tools.
- Direct influence on final software features and user interface design.
- Waived licensing fees for the first [Number] months of use.
- Priority technical support and on-site training for your staff.

The pilot period is scheduled to begin on [Start Date] and will conclude on [End Date]. During this time, we request that your team provides weekly feedback regarding system stability, ease of use, and transaction speed.

A representative from our implementation team will follow up with you on [Day of Week] to discuss the technical requirements and next steps. If you have immediate questions, please contact me directly at [Phone Number] or [Email Address].

We look forward to the possibility of partnering with [Dealership Name] to modernize the automotive retail experience.

Sincerely,

[Your Name]

[Your Title]

[Company Name]