

Digital Retailing

Give car shoppers the experience they want by letting them start the car-buying process right from your inventory pages, while you work deals online just as you would in-store, double close rates and increase profitability. Get the industry's most powerful digital retailing solution now completely integrated with your Dealer.com Website.

BENEFITS INCLUDE:

Differentiated Experience

Gain a competitive advantage by providing consumers the deal term information they want online prior to visiting your dealership, including monthly payments, trade-in values, F&I options, and available financing. Online info is personalized and connected to match the in-store experience.

Higher Profitability

Increase the probability of closing more leads and selling more F&I products for higher revenue per car, with these integrated digital retailing tools.

Dealer Control and Efficiency

Easy-to-use management tools let you control every point of the online deal structure to align with your in-store operations, while improving efficiency.

FEATURES INCLUDE:

Real Monthly Loan and Lease Payments

Feature incentive and rebate data. Shoppers self-select conditional programs (e.g. military and loyalty cash), and taxes and fees are adjusted based on zip code.

Self-Penciling Deal Terms

Quotes can be customized using OEM and Dealer incentives, as well as applicable taxes and fees.

Accurate Trade In Values

Capture trade-in details, provide trade-in price, and reduce friction of in-store trade negotiations with Kelley Blue Book, the industry's most trusted resource.

Price Offers

Give shoppers a sense of control by allowing them to send price offers based on real monthly payments.

Online Finance Applications and Approvals

Capture consumer information and enable pre-qualification options through a quick, easy, and secure process.

F&I Offers

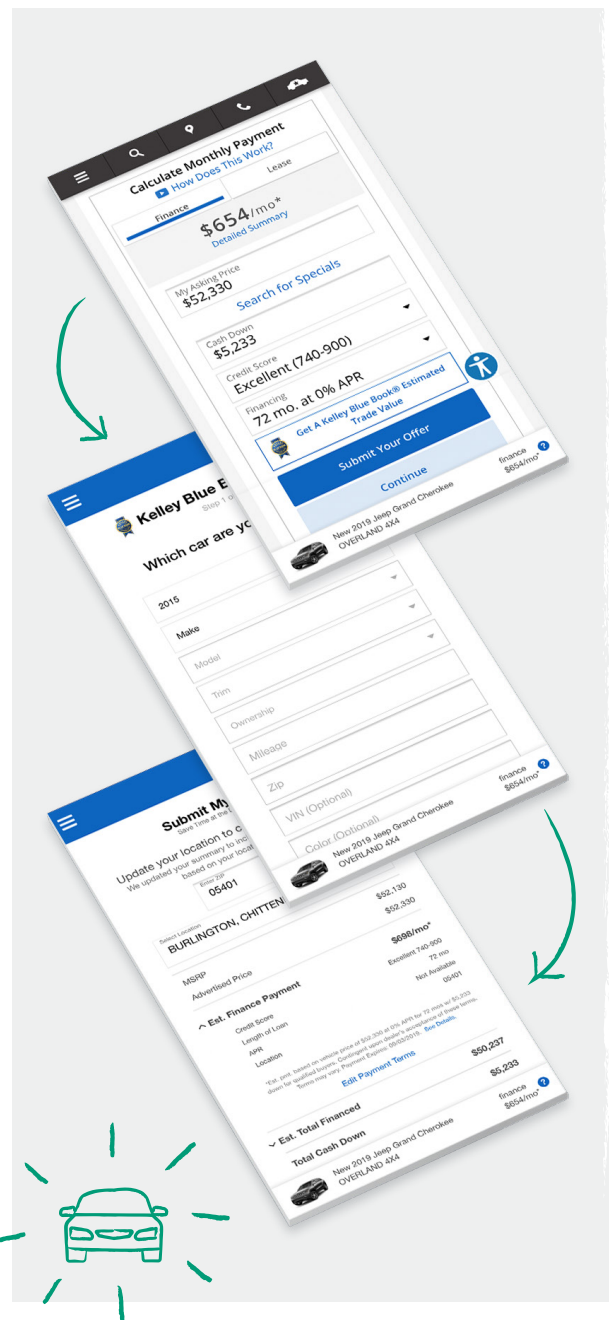
Feature F&I products online and allow consumers to see how these costs impact their monthly payments.

Deal Terms, Vehicle Reservations and Deposit

Display deal terms clearly and enable shoppers to self-close by accepting terms online. Reserve a vehicle with a credit card deposit. Schedule an appointment for a final close and pickup.

Finalize the Deal

Seamlessly finalize the deal structure and credit application through integration with the Dealertrack F&I platform.



Accelerate Digital Retailing

Accelerate Digital Retailing delivers the ultimate virtual showroom experience, creating an uninterrupted and transparent path to purchase. Available across Dealer.com websites, Autotrader, and Kelley Blue Book, Accelerate gives your prospective buyers a seamless online shopping process and powerful transaction model regardless of their digital journey.

Real Monthly Payments

Incentive and rebate data, personalized shopper selections for conditional programs (e.g., military & loyalty cash). Taxes and fees adjusted based on zip code.

Accurate Trade-In Values

Reduce friction of in-store trade-in value negotiations through Kelley Blue Book, the industry's most trusted resource.

Online Finance Applications and Approvals

Capture consumer information and enable pre-qualification options through a quick, easy and secure process.

Reservations

Display deal terms clearly and enable shoppers to self-close by accepting the deal terms online. Reserve the vehicle with a credit card deposit. Schedule an appointment for final close and pickup.

Vehicle Protection

Show F&I products online and give consumers the ability to see how to factor those costs into their monthly payments, so they'll be more open to adding them in.

- **Accelerate Digital Retailing Elite¹**

Features includes: Personalized monthly loan or lease payments, accurate trade-in values through Kelley Blue Book, online finance applications and approvals, online vehicle reservations, and online F&I vehicle protection products.

- **Accelerate Digital Retailing¹**

Features include: Personalized monthly loan or lease payments, accurate trade-in values through Kelley Blue Book, online finance applications and approvals.

- **Accelerate Digital Retailing Vehicle Protection**

- **Digital Retailing FinanceDriver¹**

- **Reserve-It-Now**

¹ Service is available for Dealers without a Dealer.com website for an additional \$100/month.