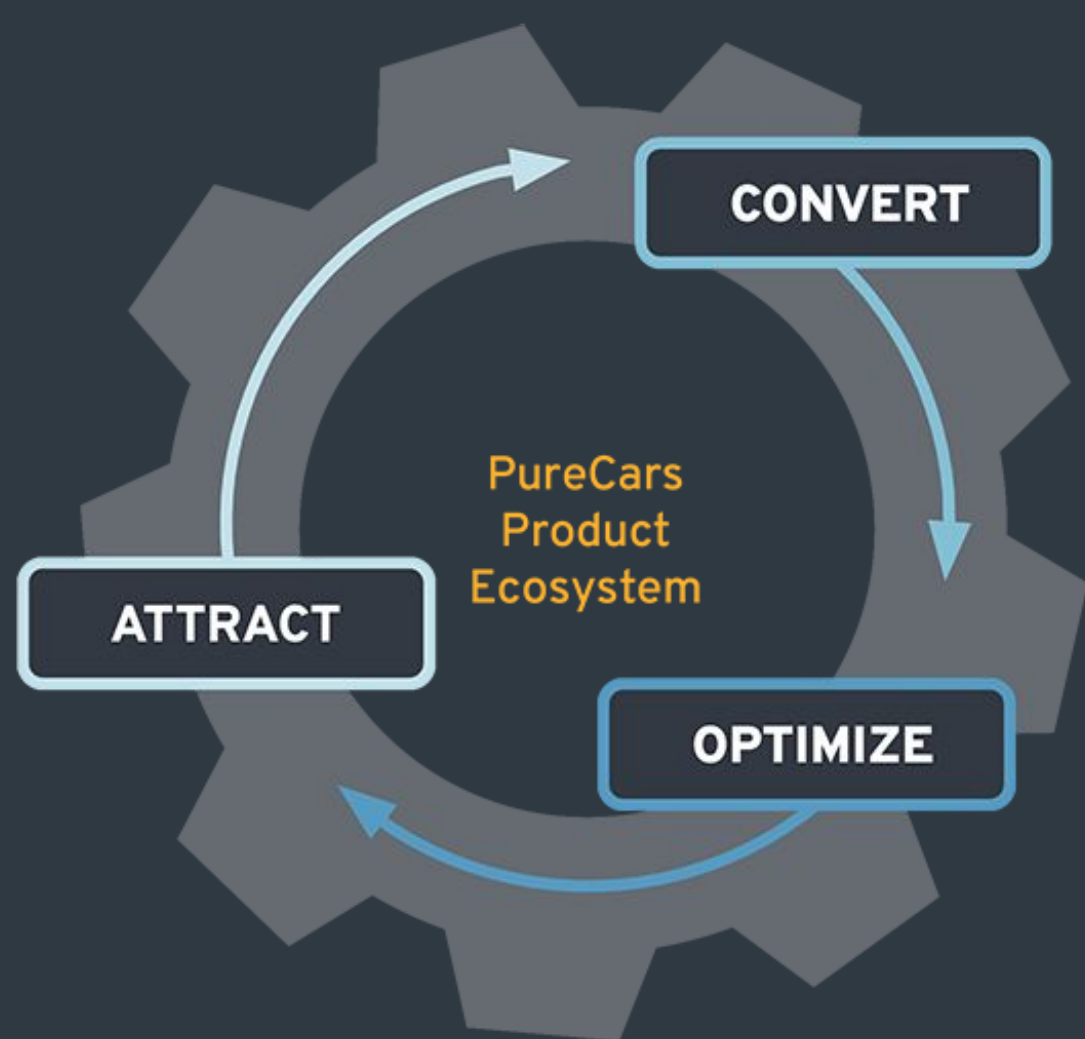


SHIFT YOUR MARKETING OUT OF NEUTRAL

purecars.com/fca | fca@purecars.com



WE'VE BUILT A PLATFORM LIKE NO ONE ELSE

- ✓ **ATTRACT** quality traffic to your website with market-leading digital advertising
- ✓ **CONVERT** high quality leads through digital merchandising
- ✓ **OPTIMIZE** by analyzing results and applying learnings to increase advertising efficiency and grow market share

EVERYTHING IN ONE PLACE

PureCars aligns marketing with inventory and business goals to help you sell more cars, grow your market share, and retain customers

DIGITAL ADVERTISING

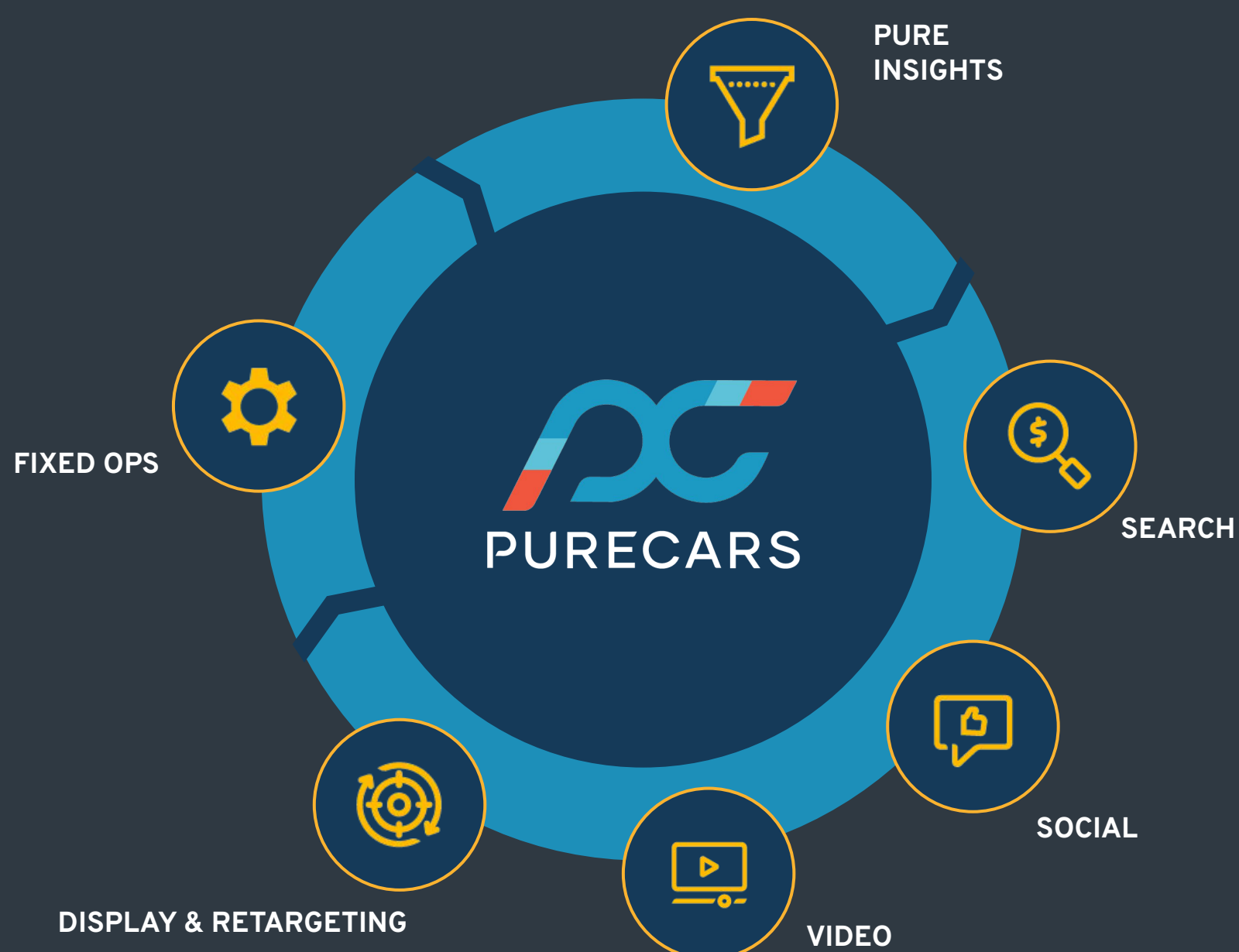
- ✓ **SEARCH** – Google & Bing (Perf Max, AIA included)
- ✓ **SOCIAL** – Facebook & Instagram
- ✓ **VIDEO** – YouTube, Facebook & More
- ✓ **CTV/OTT** – DV360, Amazon & More
- ✓ **DISPLAY & RETARGETING** – Google, Discovery
- ✓ **FIXED OPS** – Multi-Channel + Waze

MERCHANDISING TOOLS

- ✓ **ONSITE OFFERS** – Audience Driven Promotions
- ✓ **TRADE TOOL** – 30-Second Trade Valuation
- ✓ **VALUE INTELLIGENCE** – Used Merchandising
- ✓ **LOCAL ENGAGE** – Local SEO

MARKET INTELLIGENCE

- ✓ **PURE INSIGHTS** – Actionable Business Insights



PURECARS DIGITAL ADVERTISING PLATFORM

Everything in one place, with volume based pricing options to best fit the needs of every dealer.

| STELLANTIS BASE | STELLANTIS CORE | STELLANTIS PREMIUM |
|--|--|--|
| <ul style="list-style-type: none"> ✓ Search ✓ Display/Retargeting <p>Media budget required</p> | <ul style="list-style-type: none"> ✓ Search ✓ Display/Retargeting ✓ Social-OR-Video (No OTT) ✓ PURE™ Insights <p>Media budget required</p> | <ul style="list-style-type: none"> ✓ Search ✓ Display/Retargeting ✓ Social ✓ Video (with OTT) ✓ PURE™ Insights <p>Media budget required</p> |
| \$1,250 /MO | \$1,750 /MO | \$2,250 /MO |

DIGITAL ADVERTISING PACKAGES ALSO INCLUDE

- ✓ Dedicated Digital Strategist
- ✓ Performance Managers
- ✓ Co-op and Compliance
- ✓ PURE Insights
- ✓ Fluid Budget Allocation
- ✓ Keyword Level Call Tracking
- ✓ Cross Channel Incentive Syndication
- ✓ Full Funnel Attribution
- ✓ Actionable Inventory & Market Insights
- ✓ Market Opportunity Analysis

ADD-ONS & A LA CARTE

Add to a package or purchase separately for additional fees and media budget (where applicable).

| SOCIAL | VIDEO | FIXED OPS BASE | FIXED OPS CORE | FIXED OPS PREMIUM |
|---|---|---|---|--|
| <p>Includes: Search Display/Retargeting</p> <p>Media budget required ADD-ON \$500/MONTH</p> | <p>Includes: YouTube (Note: dealers must be in the Premium Package in order to receive OTT)</p> <p>Media budget required ADD-ON \$500/MONTH</p> | <p>Includes: Search Display/Retargeting</p> <p>Media budget required ADD-ON \$250/MONTH</p> | <p>Includes: Search Display/Retargeting</p> <p>Media budget required ADD-ON \$500/MONTH</p> | <p>Includes: Search Display/Retargeting Social • Video</p> <p>Media budget required ADD-ON \$500/MONTH</p> |

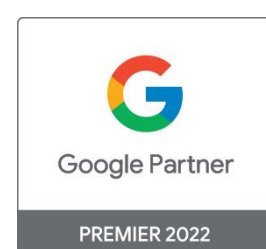


IN PROGRAM CO-OP | OEM PROGRAMS CO-OP GRID

New - 100% (Search, Social, Display, Video)
CPO and Fixed Ops only co-opable if present in less than 25% and 10% of the ad space (respectively)
Fixed Ops - N/A (standalone fixed ops no longer co-opable)
Management Fee - 100%
All Billing for these packages and subs must go through the program.

CUSTOMIZABLE ADVERTISING • MERCHANDISING TOOLS • MARKETING INTELLIGENCE

PURECARS MEDIA PARTNERS



BOOK A DEMO

TURN DIGITAL MARKETING INTO YOUR UNFAIR ADVANTAGE

purecars.com/fca | fca@purecars.com

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Since 2007, PureCars has helped thousands of dealers improve their advertising effectiveness, lower ad costs per unit sold and per repair order. Through our unique combination of advanced advertising solutions, digital merchandising and market analytics, we provide dealers and partners with best-in-class solutions that increase efficiency and profitability. We are a certified digital provider for 17 OEMs in the U.S. and 1 in Canada, compliant with 40+ brands and serve 65 of the top 100 dealer groups in North America. As an industry leader in digital advertising and merchandising solutions, PureCars brings the experience and technology to dealers and dealer groups to market cars and convert leads, at scale. Backed by our proprietary PURE™ Insights, we're committed to empowering dealers through our industry-leading tech which leverages data and insights to make smarter media buys and deliver highly qualified sales opportunities for your dealership.