

ONLINE SHOPPER

TWO WAYS TO FUTURE-PROOF YOUR DEALERSHIP.

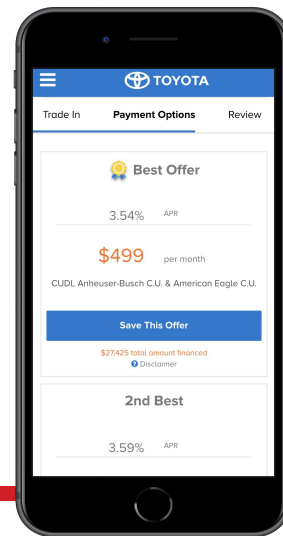
After years of innovating in the digital retailing space, we've seen firsthand that what consumers want and what makes sense for dealers doesn't always align. That's why we've developed not one, but **two digital retailing products** to give every dealers a solution that works for their sales process.

CHOOSE THE SOLUTION THAT'S RIGHT FOR YOUR DEALERSHIP

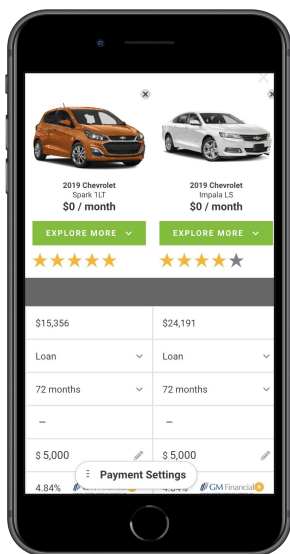
ONLINE SHOPPER REDLINE

This is digital retailing that works automatically.

Online Shopper: Redline™ lets consumers explore payment options with real-time bank offers, estimate trade-ins, and schedule pick-up — and you don't need to change anything. No logins, no training, and it can be added to your website in 24hrs. And once it's live, **Online Shopper: Redline** customers see an average **2-3x** increase in leads.



*Dealers see an 184% avg. increase in leads YOY after turning on Online Shopper: Redline™ (August 2018)



ONLINE SHOPPER ELECTRIC

This is the cutting-edge of digital retailing.

With **Online Shopper: Electric™**, consumers can sign into their own digital garage to quickly compare payment options across multiple vehicles, add aftermarket and F&I products, and check-out in 3 easy steps. Designed for kiosk and iPad, Electric™ seamlessly connects your website to your in-store experience.

TWO WAYS TO FUTURE-PROOF

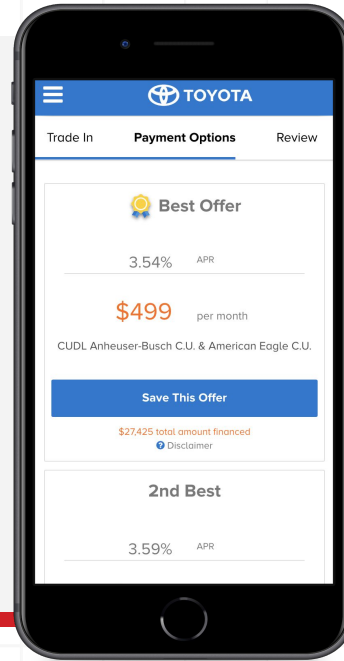
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ONLINE SHOPPER
REDLINE

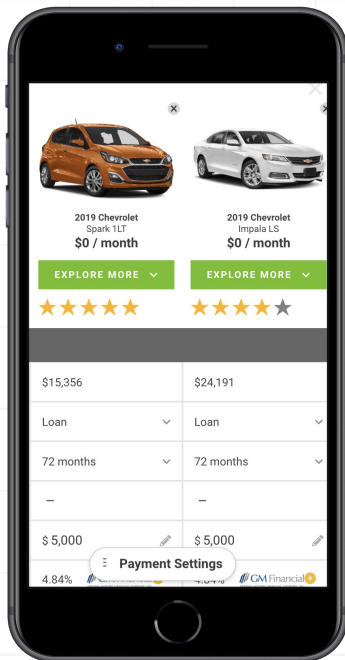
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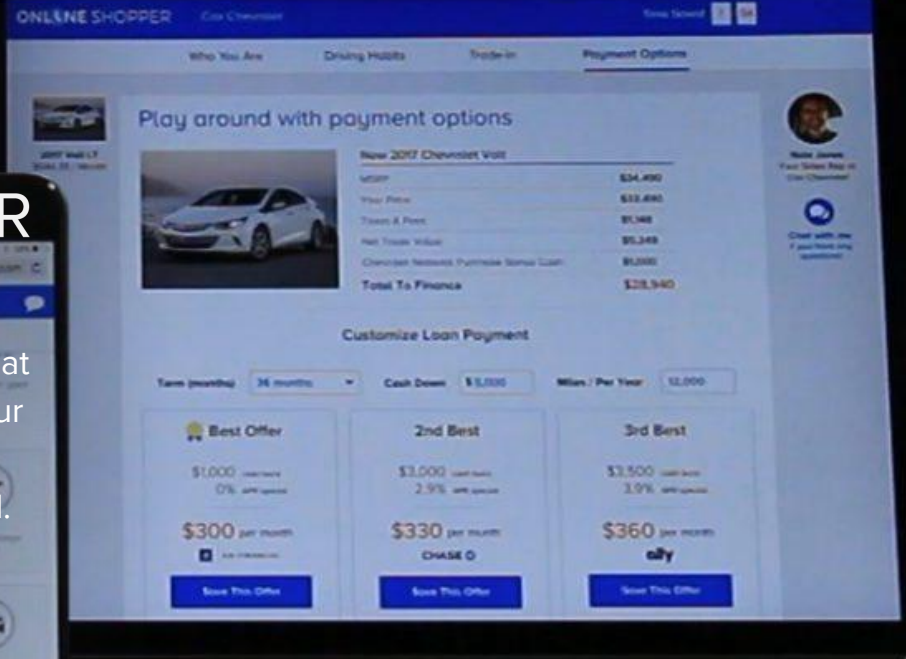
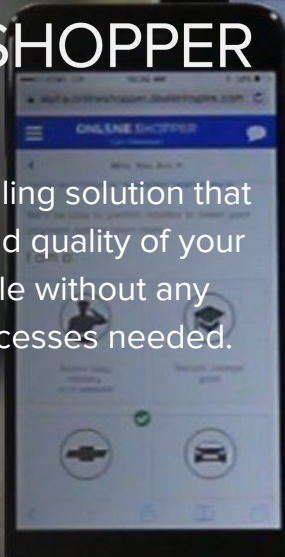
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ONLINE SHOPPER REDLINE

The automatic digital retailing solution that maximizes the quantity and quality of your website leads at full throttle without any new tools, training, or processes needed.

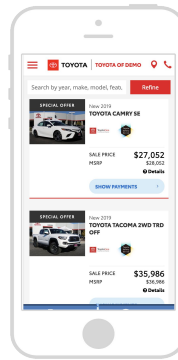


NO TRAINING | NO LOGINS | LIVE IN 24HRS

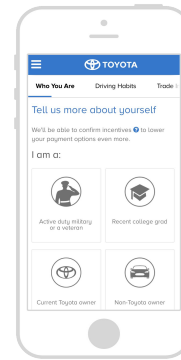
2-3X MORE LEADS AUTOMATICALLY.

Simply by exploring the personalized payment options available to them, shoppers are generating leads and desking their own deals in a fast, seamless experience.

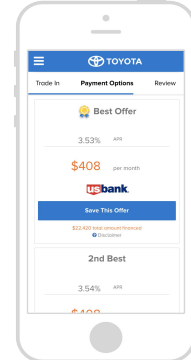
*184% avg increase in leads YOY after turning on Online Shopper



Shoppers explore payment options



Provide details to calculate personalized offers



...then customize & save offer with real-time bank rates!

LEAD INFORMATION

Ted Murphy			
murph33@gmail.com (555) 786-5001			
ZIP: 60540	REBATES QUALIFIED: Military Veteran	MILES/YEAR: 16,000	
CREDIT SCORE: 660	CREDIT APP: Approved	TRADE-IN VEHICLE: 2012 Ford Taurus SE	TRADE-IN ESTIMATE: \$4,328

DEAL PREFERENCE

	2018 Chevy Equinox LT MSRP: \$23,445 PRICE: \$17,529 TAXES: \$1,862 DOWN: \$3,000	TYPE: FINANCE BANK: 2.3% \$232 /60 mo
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...AND THEY'RE NOT REGULAR LEADS.

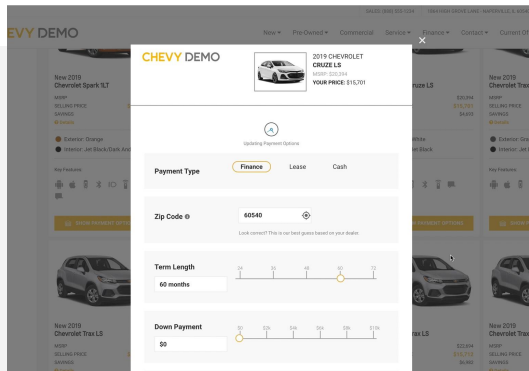
Redline™ delivers all the information that the consumer was exploring straight to your CRM, including trade-in values, down payments, projected monthly payments, possible rebates, and requested appointment slots. These are *super leads*, and they're everything your sales team needs to close quickly.



ONLINE SHOPPER ELECTRIC

The next-gen digital retailing solution that plugs directly into your website and showroom floor, driving convenience and consumer confidence wherever they want to do business.

MULTIPLE VEHICLES | 3-STEP CHECKOUT | SHOWROOM SYNC

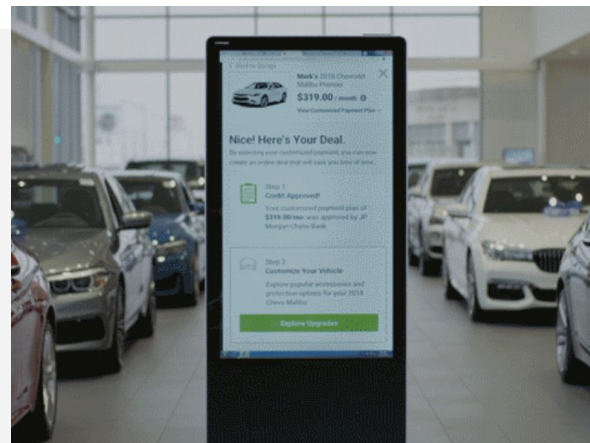


BE THE BEST WAY TO BUY A CAR.

Online Shopper: Electric™ turns *your website* — not a microsite or third party tool — into a space where shoppers can instantly explore, compare, and customize payment options across **multiple vehicles** so they can actually make buying decisions online.

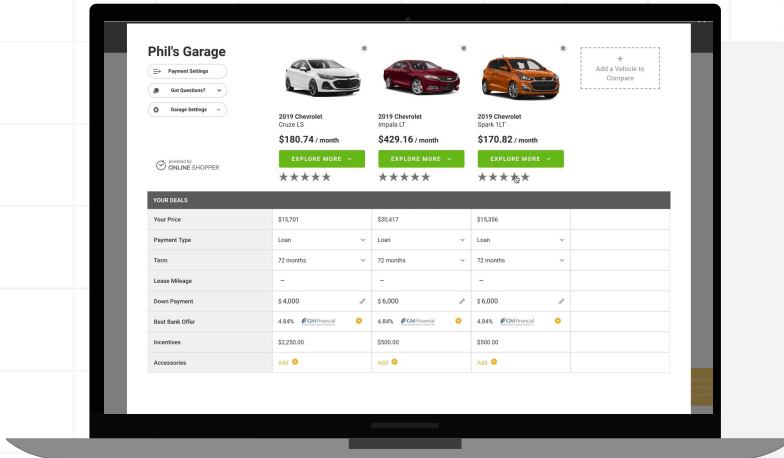
SEAMLESS SHOWROOM EXPERIENCE

Online Shopper: Electric™ is built for a modern in-store experience with iPad and kiosk design. Turning your showroom into a Genius Bar is as easy as pulling up your website and logging shoppers into their saved Garage.



DIGITAL RETAILING THAT GETS BETTER

All of the power of the original Online Shopper's™ automatic super-lead generation gets a major upgrade for both consumers and dealers with **Online Shopper: Electric™** by powering on your accessories, true trade-ins, and multi-vehicle comparisons.

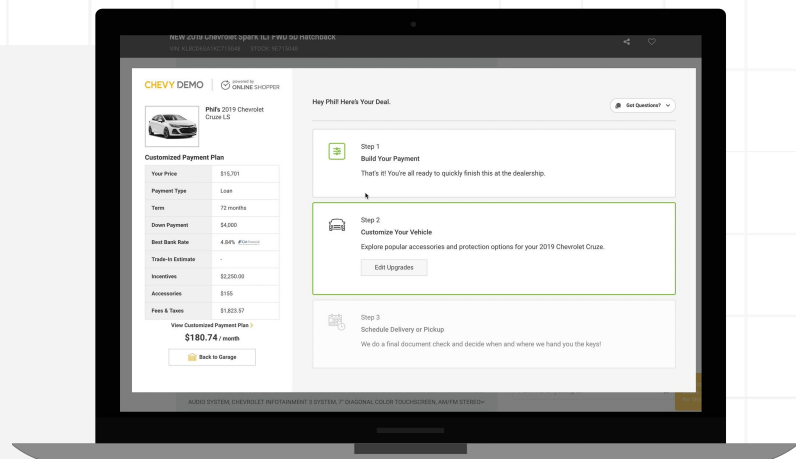


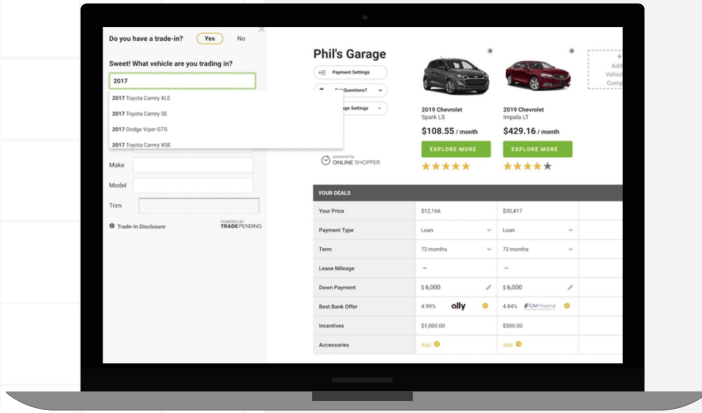
SAVE & COMPARE MULTIPLE VEHICLES

Unlike other retailing solutions, Online Shopper: Electric™ allows consumers to compare multiple vehicles and financing options, giving them freedom to explore and decide what they can buy at their monthly budget.

CAR-BUYING EASY AS 1-2-3

With a simple three-step checkout process, once a consumer knows which car they want, it can be reserved at a dealership in a matter of seconds.





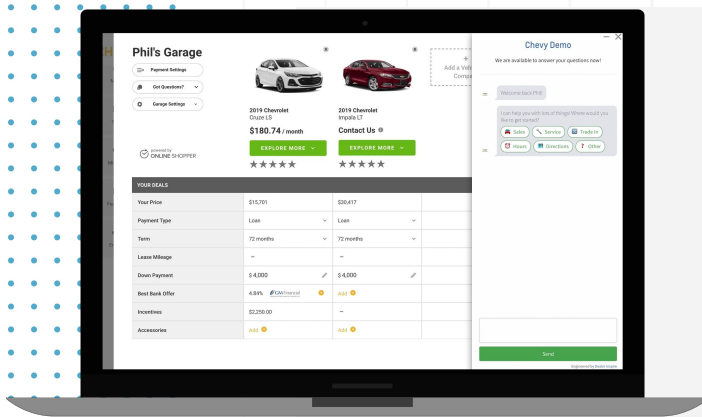
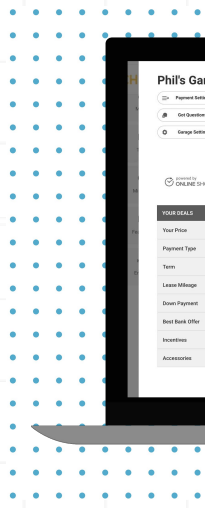
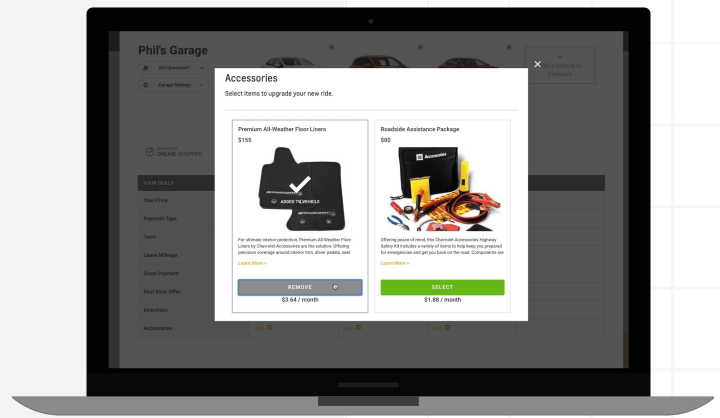
ACCELERATES TRADE-INS

Enable shoppers to get instant trade-in estimate ranges that calculate into their payment options. And because it's all powered by **TradePending™**, you know your customers are getting an accurate quote — and you're protecting your margins.



ADDS AFTERMARKET PRODUCTS

Your vehicle accessories can be easily integrated into the shopping experience, allowing customers to add to their cart with one-click, no-brainer decisions.



HAVE CONVERSATIONS™

Online Shopper: Electric™ also seamlessly integrates with **Conversations™**, so in case a customer needs some help with the process your team can quickly offer a helping hand, keeping deals moving forward.