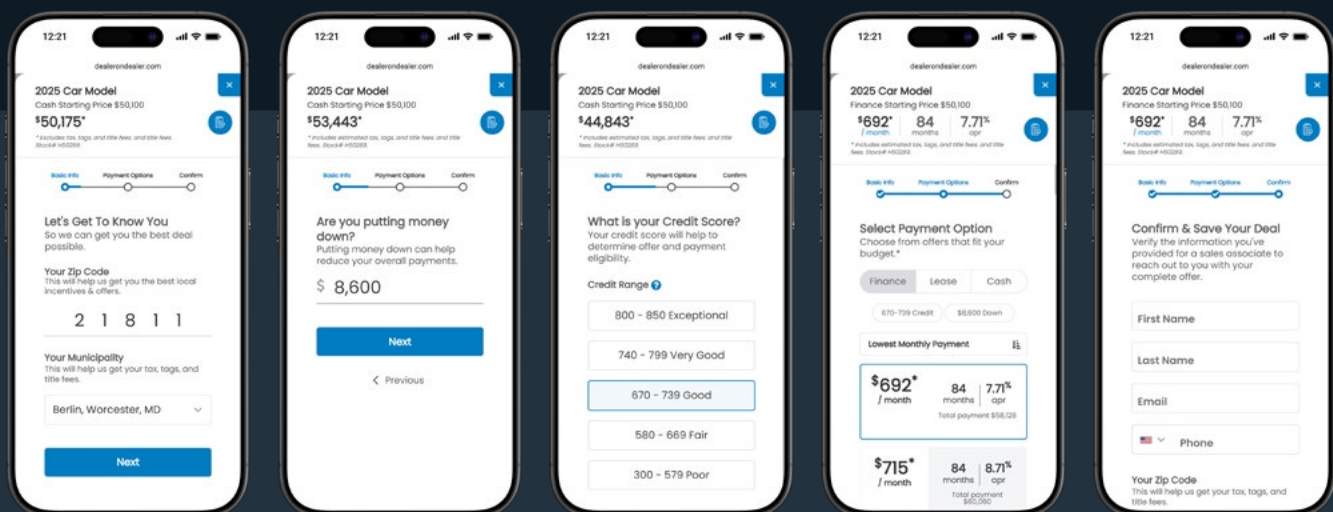


Streamline the Car-Buying Experience with a Comprehensive eCommerce Solution.

Transform your dealership's online presence with DealerOn's Apex Digital Retailing, an eCommerce platform that empowers your customers to design personalized payment plans and begin their car-buying process online. With an intuitive interface and a transparent pricing matrix, Apex expedites the buying process, fosters trust, and seamlessly integrates online and offline shopping. With customizable gating functionality dealers control where to gather customer information, maximizing engagement while increasing leads. Apex helps your dealership stay competitive in the evolving automotive retailing landscape.



Apex Digital Retailing bridges the gap between online and offline shopping, guiding customers through trade valuation, incentive selection, F&I/accessory menus, live credit decisioning, desking integration, and document uploads. By saving time and money, Apex creates a seamless consumer experience and sets your dealership apart from the competition.

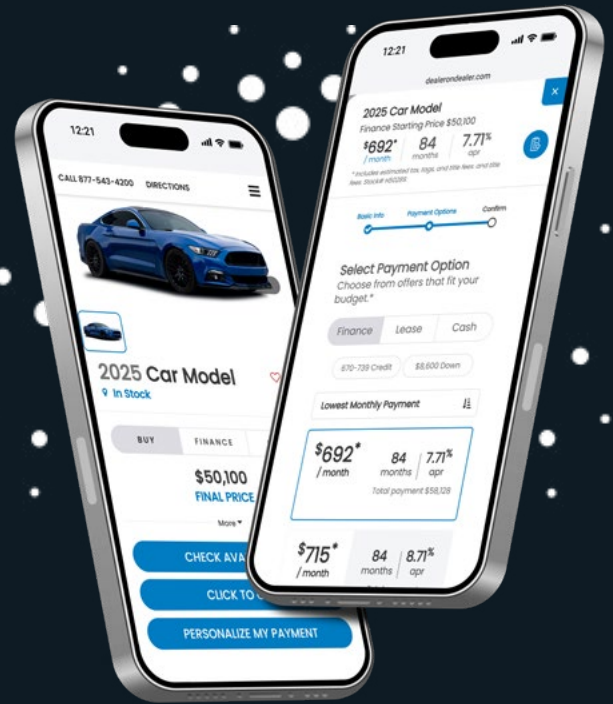
51%

Dealers who use Apex see a 51% increase in VIN-specific leads*



Key Features and Add-Ons:

- ✓ **Finance and Lease Payment Offers**
Providing customers with captive and non-captive finance and lease payment offers as well as up-to-the-minute OEM incentives, Apex ensures shoppers always have access to accurate and competitive pricing.
- ✓ **Trade Valuation**
DealerOn has partnered with Trade Pending and Kelley Blue Book (KBB) to provide customers with accurate, real-time trade-in valuations online.
- ✓ **Operational Efficiencies**
DealerOn integrates with eLead's Quote Cloud application, simplifying the desking process and improving the online shopping experience for both the consumer and dealer.
- ✓ **Accessories Shopping**
Shoppers can browse vehicle accessories, view them on the vehicle using a 3D interface, add to their final selection and see pricing including labor rates.
- ✓ **Live Credit Decisioning**
With DealerTrack integration, Apex facilitates live credit decisioning for customers, mirroring the speed and efficiency of online car-buying services.
- ✓ **F&I Products**
Thanks to DealerOn's collaboration with F&I Express, Apex further streamlines the car-buying process by allowing you to showcase a variety of F&I products.
- ✓ **Shopper Re-engagement Feature**
With an easy link or QR code, customers can maintain their details and effortlessly revisit their configured offers. This increase in transparency and convenience leads directly to conversions.



DealerOn Case Study

In a 2025 case study, the saw the following remarkable results:

113% ▲ Surge in Leads

The dealership experienced a 113% increase in leads, demonstrating Apex's effectiveness in converting online engagement into actionable sales opportunities.

18% ▲ VDP Engagement Increase

There was an 18% rise in users visiting Vehicle Detail Pages (VDPs), indicating heightened customer interest and engagement with the dealership's online inventory.