

ECCENTRIC

Frequently Bought Together

— A Smarter Way to Sell Accessories

Give your website visitors a seamless way to customize their new vehicle right at the point of purchase. From premium floor mats to off-road upgrades and performance, **Eccentric's Frequently Bought Together** tool showcases curated, vehicle-specific accessories that enhance style, utility, and resale value.

Drive more revenue per sale, close more digital leads, and strengthen customer loyalty, all with one easy integration built for franchise dealers.

Get started or schedule a demo today!

Contact Us

hello@eccentricengine.com

STELLANTIS X ECCENTRIC

Designed for **Stellantis Dealerships** | Powered by **Eccentric**

Why Accessories Matter?

Accessories = Influence + Revenue

65%

Consumers who view vehicles with accessories online are more likely to purchase a vehicle from your dealership

45%

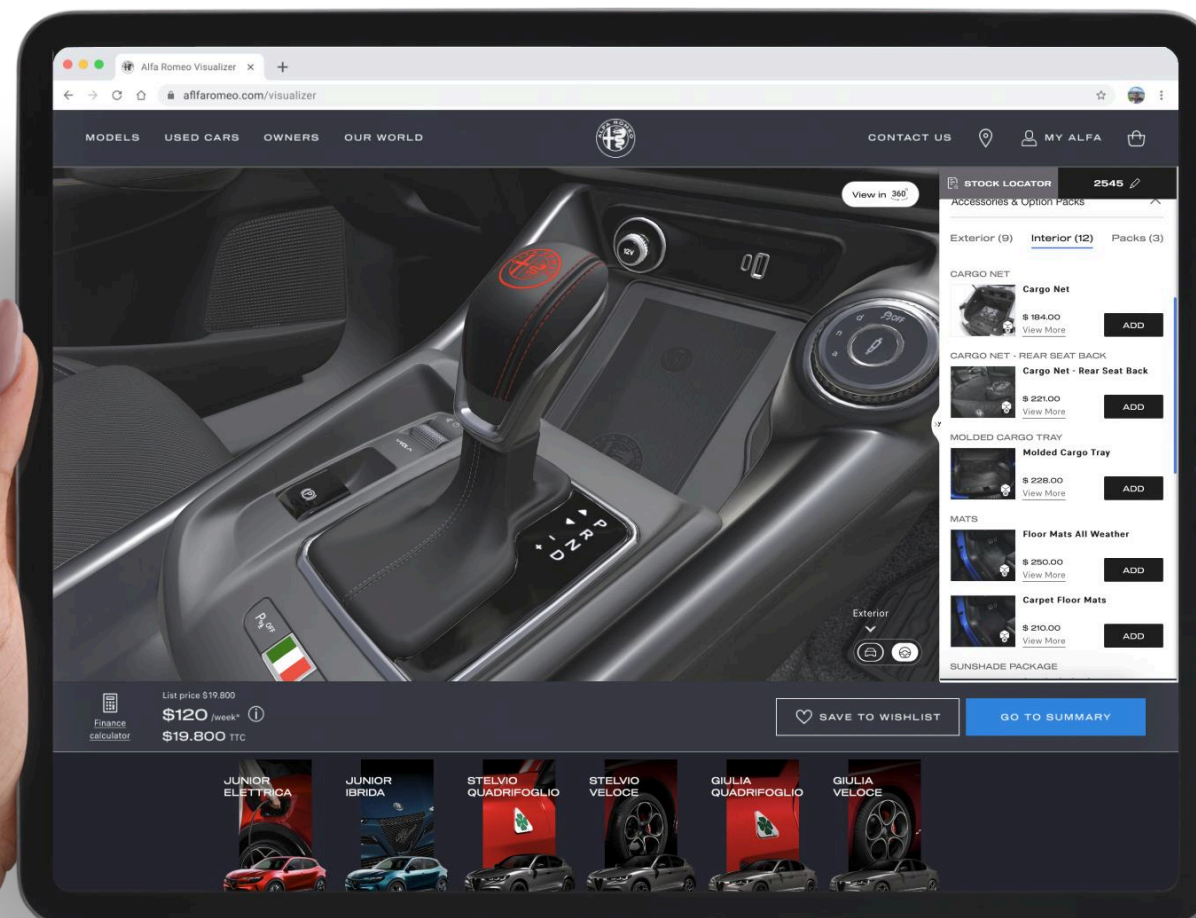
Millennials and GenZ buyers reported that the ability to view and select accessories online made them more likely to purchase a vehicle

25%

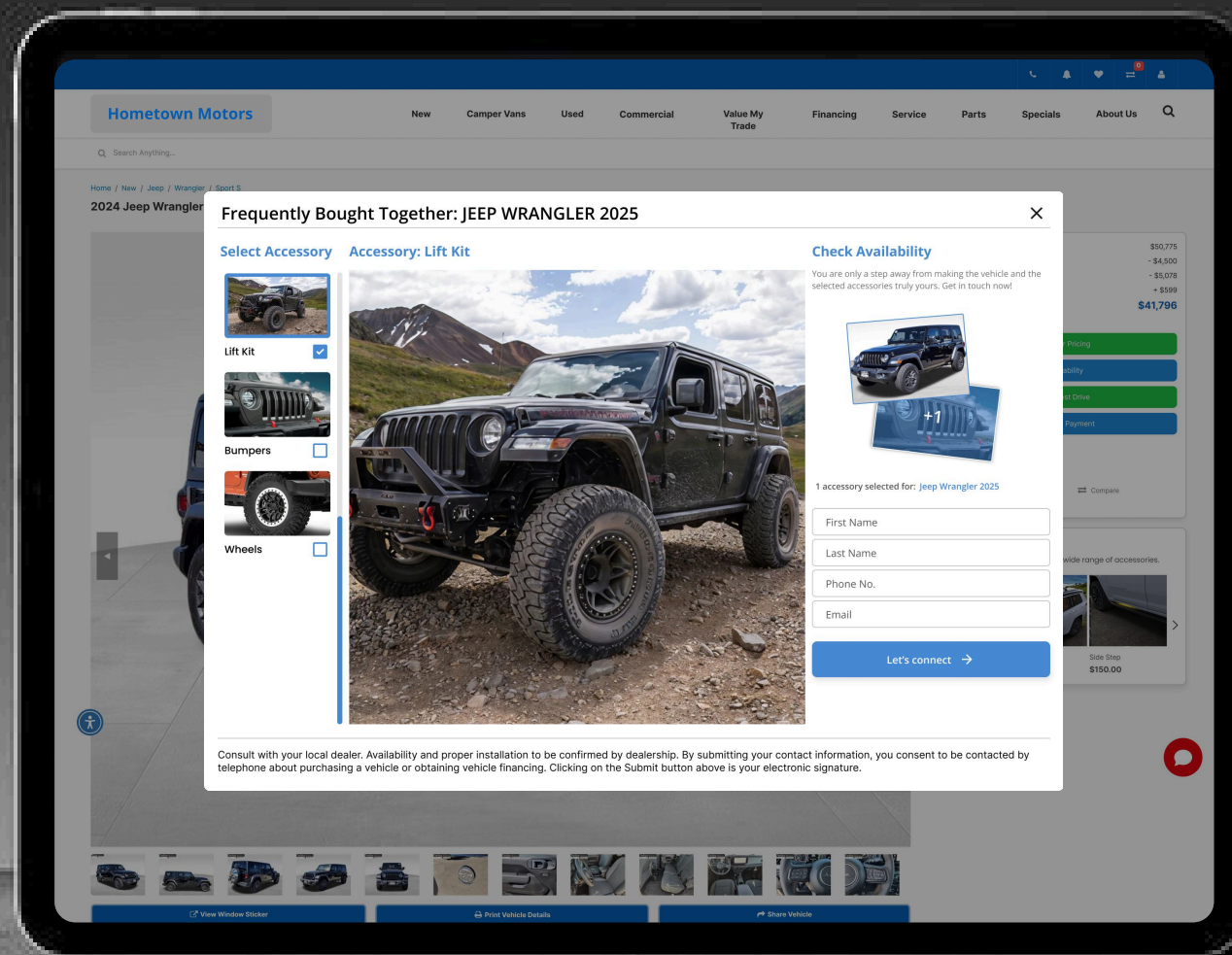
Increase in accessory revenue when customers can visualise and select add-ons online

25%

Buyers who purchase accessories report higher satisfaction with their vehicle purchase



Frequently Bought Together



High Performance

High quality 3D that doesn't impact page load time

Analytics

On demand and monthly report showing accessory engagement and lead reporting

Personalized

You choose which accessories to surface for each make and model

Support

Eccentric 24x7 support available to assist with any questions or to swap out accessories

Lead Generation

Once consumers select their vehicle + accessories, their lead can be submitted and logged in your CRM

How It Works ?

A Seamless Experience for Dealer & Buyer



Step 1

Buyer views inventory,
selects vehicle of interest



Step 2

Buyer is offered frequently
bought together accessories
and clicks the ones of interest



Step 3

Buyer submits contact details
and their chosen vehicle +
accessories gets logged into
your CRM



Step 4

Salesperson follows up and
bundles the deal w/ vehicle +
selected accessories

Our Products

FBT 1.0

Web-based tool that integrates with dealer website VDPs to capture accessory interest during new vehicle lead submission. Includes an admin panel for dealers to edit settings and view analytics. **Uses 2D OEM assets for all accessories.**

FBT 2.0

Web-based tool with enhanced 3D accessory visualization integrated into dealer website VDPs to capture interest at new vehicle lead submission. Includes an admin panel for dealers to manage settings and view analytics. **Uses 3D OEM assets for all accessories.**

Accessory Visualizer

Stand-alone page within a dealer website that allows consumers to **customize and visualize** any new vehicle model with a large subset of accessories, **all in 3D.**

Model Showroom Page Enhancement

3D model pages allow dealers to upgrade from default web provider pages to enhanced 3D versions, featuring **360 spin, interior/exterior views, model highlights, lighting options, and background changes.**