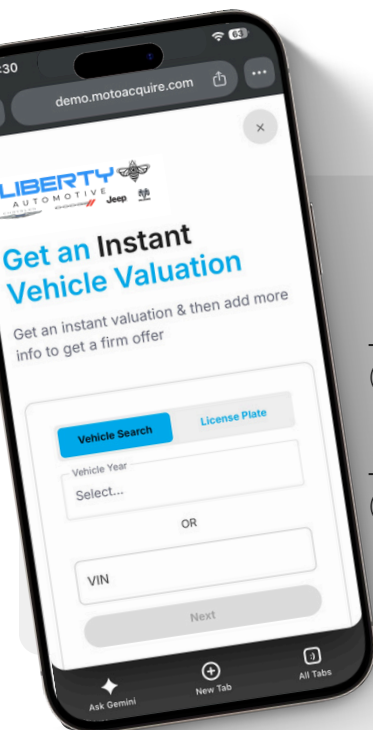


MOTO(acquire) is the most mobile-friendly, highest-converting trade-in tool in automotive. Acquire more inventory and sell more cars with the web traffic you already have!

Plus, additional tools help you acquire more cars from your service drive, retain your current customers, and actively recruit new prospects from your social media profiles and presence.



MOTO(convert)

The most mobile-friendly, highest converting trade-in experience in automotive, plus amazing value-tracking emails.

+ INSTANT VALUATIONS

A real value range, in seconds.

+ FIRM OFFER REQUESTS

Your highest-intent hand raiser.

+ VALUE TRACKING

Email value, every month until they buy.

+ CHECK MY BUYING POWER

Customers enter desired payment to see buying power.

FREE

+ CUSTOM CTAs & Banners

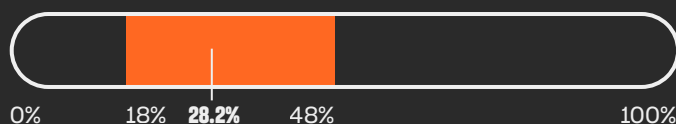
Custom banner designed to your store's branding. Customers tap the banner and the valuation process slides out over the page: no redirect, no new tab, no lost session.

FREE

GET MORE (leads) SELL MORE (cars) RETAIN MORE (customers)

**MOTO(Acquire):
TRADE-IN TOOL
CONVERSION RATE**

28.2%



Stellantis dealers have seen click-to-lead conversion rates near 48% with an average at 28.2%. Results may vary.

MOTO(convert)

ACQUIRE MORE VEHICLES WITH THREE ADD-ON PRODUCTS — ALL FULLY CO-OP ELIGIBLE

MOTO(drive)

AUTOMATED SERVICE DRIVE ACQUISITION.

Within minutes of an RO opening, send your loyal service customers a text showing their car's current valuation range.

- Automated
- Fully Customizable
- Acquire more inventory, sell more cars from customers sitting in your service drive

COMPLETE BUNDLE

MOTO(retain)

AUTOMATED MONTHLY VALUE TRACKING EMAILS.

Automatic monthly emails that remind past customers what their car is worth today.

Why? . . . Because if you're not sending it, someone else is.

- Monthly emails sent automatically
- Shows their car's value today
- Reaches every past customer

CORE BUNDLE

MOTO (social)

HIGH-CONVERTING SOCIAL MEDIA FUNNELS.

A branded landing page for your salesperson's content! Turn social traffic into leads, with proper attribution, delivered straight to your CRM!

- Salespeople get their own page
- Dealership's inventory live on page
- Everything flows into your CRM

CORE BUNDLE

WHAT OUR PARTNERS ARE SAYING

"With MOTO(acquire), every store in our group is seeing results! Our teams are getting more trade-in leads, setting appointments faster, and we're buying and selling more cars with stronger margins!"

-KYLE FALE, SENIOR DIRECTOR OF VARIABLE OPS,
VAN HORN AUTOMOTIVE GROUP [3 CDJR LOCATIONS]



"More leads and the customers actually answer the phone. We ran [legacy trade-in tool] for years, and since switching to MOTO(acquire) we're getting more trade-in leads, our customers actually engage with their values, and they pick up when we call...and the support behind the tool has been amazing."

-TOM EGGERS, MARKETING DIRECTOR, COVERT CDJR



"We've been with MOTO(acquire) for just a few months, and the growth in our trade opportunities has been undeniable. The results were strong enough that we moved every store in our group over to MOTO(acquire), and we've since increased trades taken in by 10%. Paired with the retention tool and new service acquisition capabilities, our acquisition stack has never felt stronger."

-JAMES FREDAL, GENERAL MANAGER, FINDLAY CDJR



+46%

MORE TRADE LEADS IN
THE FIRST 90 DAYS



INTEGRATIONS & LAUNCH FOR MOTO(CONVERT)

+ YOUR WEBSITE

One snippet works on any dealer website platform. We build the banners and handle the placement — no dev work on your end.

+ YOUR CRM

Leads post straight into your CRM with full trade details. Plus ADF and email fallback for any system.

+ YOUR APPRAISAL STACK

Runs alongside the inventory and appraisal tools your team already uses.

INTEGRATIONS & LAUNCH FOR MOTO(DRIVE)

+ YOUR DMS

We work with your DMS provider to pull your dealership's live data.

CDK **TEKION**   **R** **+MORE**

+ TEXT COMPLIANCE

We set up everything so your dealership is fully compliant with texting and policies.

+ TEST & TRAIN YOUR TEAM

We test everything before going live and set up a training with your team so they fully understand how to acquire and sell more out of service.

GET MORE (leads) SELL MORE (cars) RETAIN MORE (customers)



GRAB YOUR ROI REPORT & WATCH A QUICK VIDEO

Scan QR code to Learn More

Mike Crothers | Hello@MotoAcquire.com | MotoAcquire.com

THE MOST POWERFUL ACQUISITION SUITE FOR YOUR DEALERSHIP

Every product works individually, but the more you bundle, the more you save.*

CORE BUNDLE

MOTO(convert)

HIGHEST CONVERTING
MOBILE TRADE TOOL

MOTO(retain)

AUTOMATED MONTHLY VALUE
TRACKING EMAILS

MOTO (social)

HIGH-CONVERTING SOCIAL MEDIA FUNNELS

FREE

COMPLETE BUNDLE

MOTO(convert)

HIGHEST CONVERTING
MOBILE TRADE TOOL

MOTO(drive)

AUTOMATED SERVICE
DRIVE ACQUISITION

MOTO(retain)

AUTOMATED MONTHLY VALUE
TRACKING EMAILS

FREE

MOTO (social)

HIGH-CONVERTING SOCIAL
MEDIA FUNNELS

FREE

MOTO(retain)

Your 2015 Ram 3500 Crew Cab



Your Vehicle's Estimated Value Range

\$23,680 - \$26,880



(Estimate based on 133,800 miles)



Value change -\$500 (-0.19%)

Make Updates for More Accurate

Get a more accurate range.
[Edit My Mileage](#)

MOTO(convert)

COVERT BEE CAVE

A 1997 Jeep Cherokee L

Value Monitor by MotoAcquire

Your 2024 Jeep Grand
Cherokee L



Your Vehicle's Estimated Value
Range

\$33,570 -
\$36,970



(Estimate based on 25,200 miles)

INDIVIDUAL PRODUCTS

MOTO(convert)

MOTO(drive)

MOTO(retain)

MOTO (social)

*All products have a one-time setup fee that matches the cost of the product.



GRAB YOUR ROI REPORT & WATCH A QUICK VIDEO

Scan QR code to Learn More

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