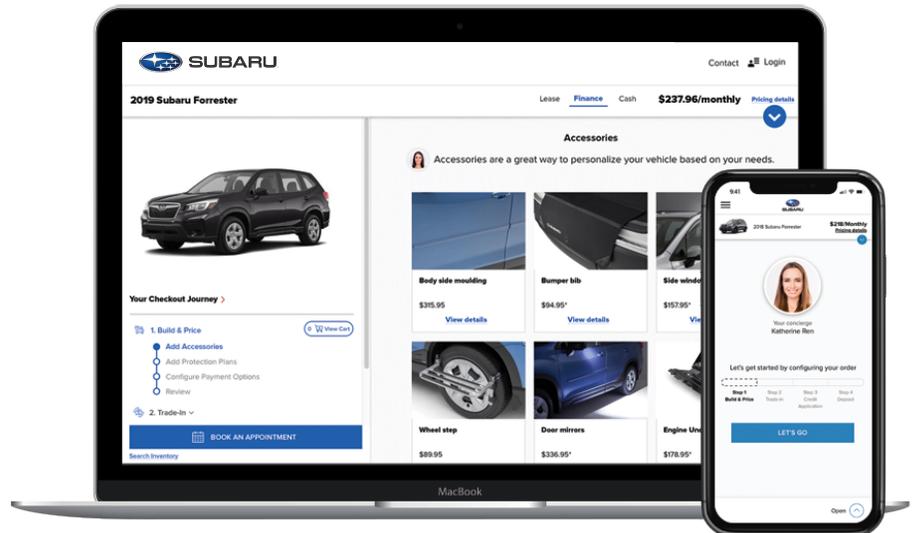


MOTOINSIGHT

Redefining Retail Together

Technology that advances your business

Motoinsight delivers technological innovation that enhances the relationship between OEMs, dealerships and their consumers.



What is MotoCommerce?

MotoCommerce is a dynamic digital retailing platform that allows your consumers to complete the entire purchase journey digitally, in-store or at home.

Features of MotoCommerce

- Penny-accurate transparent pricing
- Light desking with pricing that adjusts as the deal is built
- Customizable aftermarket and F&I catalogue
- Trade-in appraisal with vehicle history form and mobile image upload
- Credit application and approval
- Secure vehicle deposit capture
- Delivery appointment scheduling

How can you use MotoCommerce to benefit you?

Differentiate your outreach

Respond to leads with pre-built dashboards and customized F&I recommendations rather than waiting to engage customers when they visit your store.

Keep your customers engaged

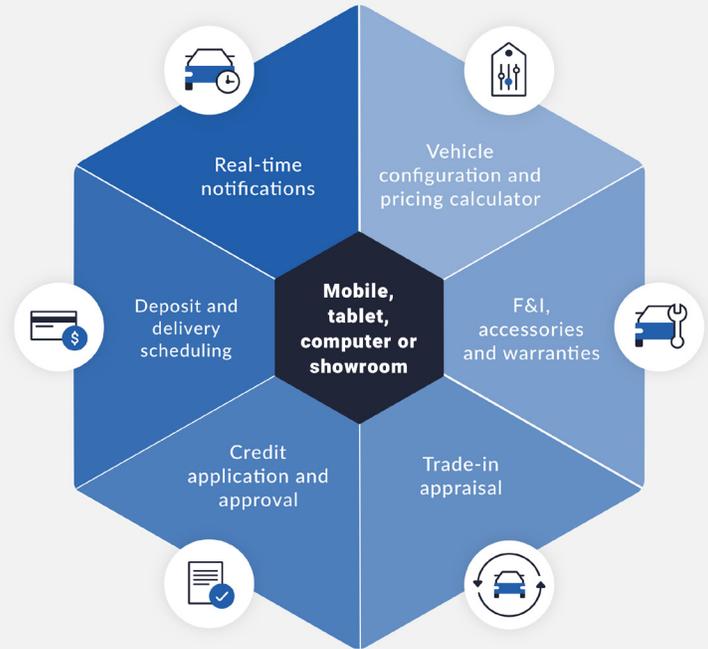
Starting on your VDP or SRP, customers can complete as much of the buying journey online as they'd like. When they're ready, customers can visit your store where you can pick up right where they left off online using their customized digital shopping cart.

Deliver exactly what your customers want

Put the customer experience at the centre of your operation to stand out from the dealership next door.

What is an omni-channel experience?

Omni-channel retailing is an integrated approach to digital commerce that gives shoppers a cohesive experience across online and offline channels. Shoppers can complete each step of the purchase journey from your showroom, or any digital device, at any time. Omni-channel retailing allows you to stay open 24/7/365.



Benefits of MotoCommerce



Conversion

2.8x higher conversion for customers who engaged with MotoCommerce compared to traditional online leads.



F&I Sales

Opportunity to increase F&I gross between \$500 - \$700 per deal compared to the traditional offline F&I process.



Volume

Average 19.5% net increase in lead volumes with the implementation of MotoCommerce by allowing consumers to complete more of their transaction online.



User Adoption

63% of transactions were started online and completed subsequently in-person at the store - via MotoCommerce - where they continue their purchase seamlessly.

One-Time Implementation Fee

Monthly License & Support Fee

Motoinsight Pricing

\$1,295

\$1,295 per rooftop

MOTOINSIGHT

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