



CGI
Powered by eVN

A Car Unseen is a Car Unsold

DEALER DIGITAL SOLUTION



To provide the best products in-market, the GM Canada Dealer Digital Solution is pleased to announce the **GM CGI** product powered by eVN, a leading provider of Computer-Generated Imagery (CGI) services for the automotive industry.

Through the **GM CGI** product, we are committed to empowering you with the tools to effectively merchandise your new GM inventory online. All dealers will receive six images for every new GM & Cadillac unit in their inventory – these images will be provided automatically to your T3 website supplier, in addition to your current real image providers.



21% ↑
in VDP clicks

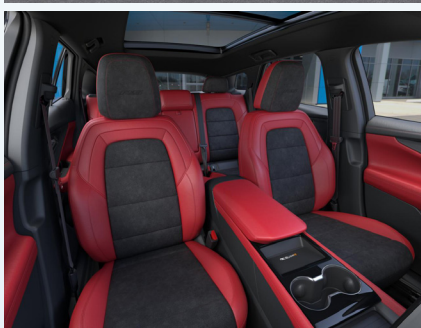


19% ↑
in window sticker looks



11% ↑
in form submissions

eVN's 2023 Digital Merchandising Study analyzed customer shopping behavior on over 5,000 dealer websites.



Merchandise your entire inventory up to 6 weeks earlier than traditional photography.



IMPROVE

Your Speed to Market

Merchandise every vehicle from the moment of invoice 4150 – as soon as the vehicle is serialized, we create and deliver the vehicles images directly to your website.



SHOWCASE

Your Entire Inventory

Make sure your entire new vehicle inventory is online. With GMCGI you can guarantee 100% of your stock is online 100% of the time – not only on delivery but also while in-transit.



SAVE MONEY

vs. Traditional Photography

All-In Costs for Photography can run upwards of \$40/vehicle. GMCGI eliminates the vendor fees and logistical costs of on-site vehicle photography.

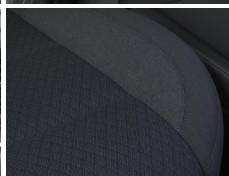
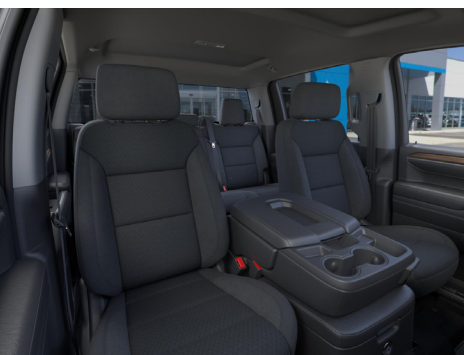
UPGRADE TO GMCGI+ AND TAKE YOUR INVENTORY TO THE NEXT LEVEL



Comprehensive **24 image set** showcases every detail of each vehicle in your inventory.



Full syndication to your inventory provider, including HomeNet, vAuto, MaxDigital, Impel, and many more.



Enhanced Background includes your dealer name and choice of camera angle.

GMCGI+ also integrates directly to dealer website providers, allowing you to seamlessly syndicate with the Inventory Provider of your choice:

- HomeNet
- vAuto
- AutoVerify
- Boost
- cDemo
- DealerCorp
- DealersLink
- eDealer
- Impel
- Inventory Command Center
- MaxDigital
- NetLook
- Nexteppe
- Predian

Don't see your Inventory Provider listed? We can build a custom integration for your needs.

SHOWCASE YOUR UNIQUE DEALERSHIP BRAND WITH A CUSTOM BACKGROUND



Upgrade your subscription to the **GMCGI+** to unlock access to your custom background.



Our team will work with you directly, providing you with a custom site survey and easy to follow instructions to capture your unique dealership brand.



ENROLL YOUR DEALERSHIP TODAY

Follow the links below to enroll, or learn more:

Chevy, Buick, and GMC Dealers Enroll Here:

<https://gmdealerdigital.ca>

Cadillac Dealers Enroll Here:

<https://cadillacdealerdigital.ca>

GMCGI and GMCGI+ Image Service Program Pricing:

GMCGI BASE PACKAGE

- Unlimited Vehicle Images
- Complete Inventory Coverage, including In-Plant, In-Transit, and On-Lot VINs
- Automatic Delivery to your T3 Website Provider

**\$75
Per Month**

GMCGI+ PACKAGE

- Unlimited Vehicle Images
- Complete Inventory Coverage, including In-Plant, In-Transit, and On-Lot VINs
- Automatic Delivery to your T3 Website Provider
- Enhanced Background with Custom Dealer name
- Direct Inventory API Integration
- Custom Background Available for one time \$499 fee*

*Includes Site Survey, Photography Guide, and Professional Retouching Services

Subscription Price Based on your Annual Sales Volume.

1-300 Units:

\$150 per month

300-600 Units:

\$300 per month

600+ Units:

\$500 per month

GMCGI Image Service Comparison

	100% ACCURATE VIN-SPECIFIC IMAGES	MAXIMUM VEHICLES PER MONTH	ALL INVENTORY, AS AVAILABLE: In-Plant, In-Transit, On Lot	MADE AVAILABLE TO YOUR T3 WEBSITE PROVIDER	ENHANCED DEALER BACKGROUND INCLUDED	DIRECT INVENTORY API INTEGRATION	CUSTOM DEALER BACKGROUND OPTION AVAILABLE
 CGI <small>Powered by eVN</small>	✓	UNLIMITED	✓	✓	✗	✗	✗
 CGI+ <small>Powered by eVN</small>	✓	UNLIMITED	✓	✓	✓	✓	✓

If you have any questions, please feel free to reach out to us:

GM Dealer Digital Consultants: info@gmdealerdigital.ca or 800-655-2594

eVN Account Support: gmmailbox@evnusa.com

The GM Canada Dealer Digital Solution offers multiple vehicle imagery-based digital suppliers in addition to eVN. Please note that regardless of any enrollment you have with our other certified suppliers (Pixel Guru, Car Media, or AutoSync) you will be enrolled for the Base Package (\$75/monthly) package with Evn.



MEMBER OF 360.AGENCY