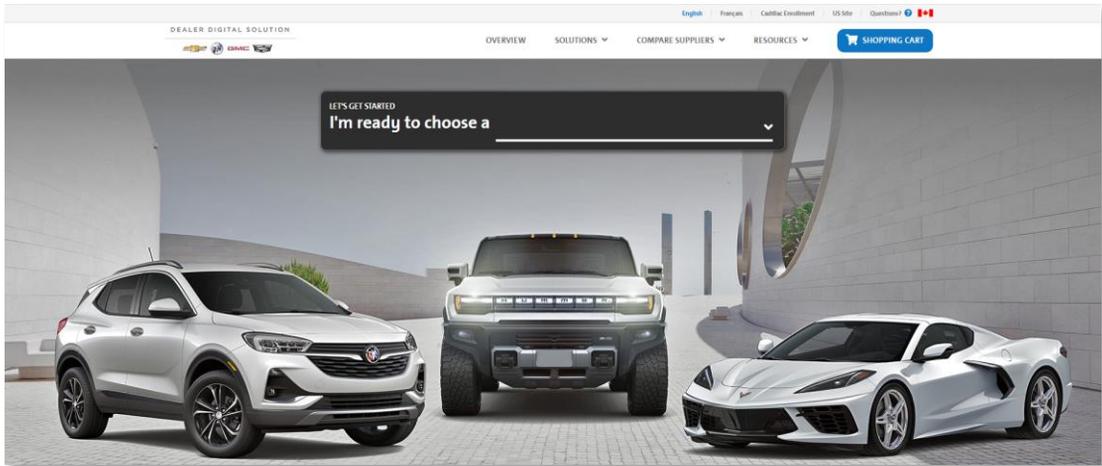


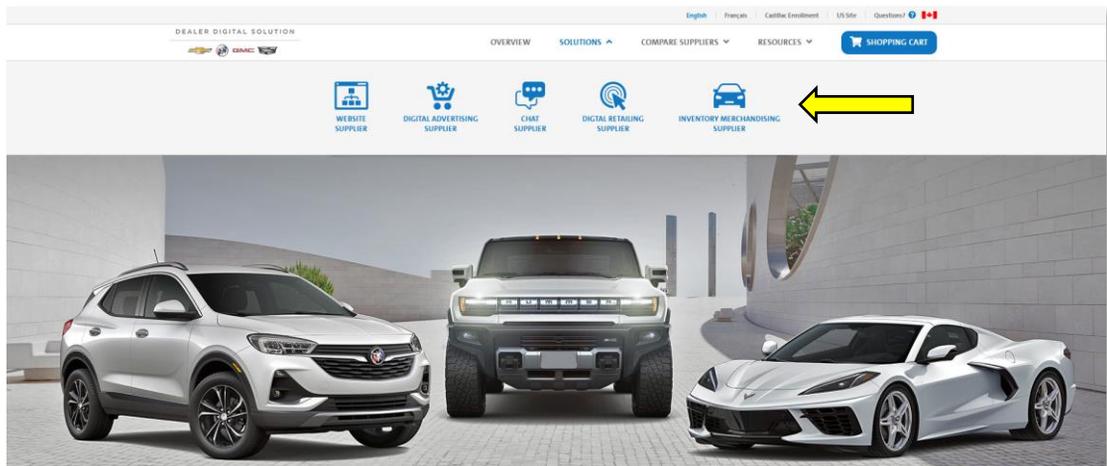


# Dealer Digital Solution Enrollment Process

Step 1: Go to [www.gmdealerdigital.ca](http://www.gmdealerdigital.ca) / [www.cadillacdealerdigital.ca](http://www.cadillacdealerdigital.ca)



Step 2: Select which solution you'd like to enroll in from the "Solution" drop down



Step 3: Click the "Enroll Now" icon

## Dealer.com

Do you know what "Digital Retailing" is? Digital Retailing allows vehicle shoppers to complete parts of the deal on the OEM, regional, or local dealer's website to save time at the dealership. Shoppers can complete as many or as few steps as they are comfortable, in any order and then pick up where they left off in the dealership. **Dealertrack** is the leading provider of Digital Retailing in Canada. Here are some of the tools your dealership can leverage with Dealertrack: PaymentDriver, FinanceDriver, TradeDriver powered by KBB, ProtectionDriver, Reserve It Now.

*Promotion: 50% off for 3 months with a 6-month commitment.*

SM360 requires a \$99 monthly fee for any digital retailing tool (outside of their own offerings) to be installed and adequately maintained on their websites.



## Step 4: Select your plan and click “Update Cart”

### TagRail Digital Retailing - Base Package (Without Fox Website)

- Customer Facing Digital Retailing Platform - Website Add-on
- Integration with Trade Pending for Trade-In Reports
- Ability to check out and sign paperwork from home
- Ability to add Finance Products and Accessories to final payment amount

**\$1299.00/mo**

SELECT PLAN

COMPARE

### TagRail Digital Retailing Upgrade Package (Without Fox Website)

- All of the features from Base Package PLUS:
- Dealer Facing Portal
- Dealer Facing Portal
- Connection/ Integration with Google Analytics
- VIN Analytics to measure engagement
- Customer Communication Portal
- Customer Outreach & Campaign Tools
- Ability to send pricing updates to customers
- Customer Journey Insights Tool

**\$1499.00/mo**

SELECT PLAN

COMPARE

### TagRail Digital and In-store Retailing Package (Without Fox Website)

- All of the Features from the Digital Retailing Upgrade Package PLUS:
- In-Store Application (iPad)
- Vehicle Walk-Around Tools
- Pisteur d'essai routier (temps et distance)/Intégration de Google Map
- Up System for Sales Associates for better process management, insights and reporting
- Comparator tools across vehicles and scenarios
- In Showroom Customer Facing Product Sales Tools

**\$1799.00/mo**

SELECT PLAN

COMPARE

UPDATE CART

## Step 5: When ready to check out, click the “Shopping Car” icon in the top right corner of the website and review your items and proceed to “Checkout”

DEALER DIGITAL SOLUTION
English | Français | Cadillac Enrollment | US Site | Questions?
SHOPPING CART

## Shopping Cart

Your Items	Price	
Digital Retailing Program - Fox Dealer - TagRail Digital and In-store Retailing Package (Without Fox Website)	\$1799.00/mo	<a href="#">REMOVE</a>
<b>Total Enrollment Cost</b>		<b>\$1,799/mo</b>
		<a href="#">CHECKOUT</a>

### Recommended Programs

Website Program	<a href="#">SELECT PROVIDER</a>
Chat Program	<a href="#">SELECT PROVIDER</a>
Digital Advertising	<a href="#">SELECT PROVIDER</a>
Inventory Merchandising	<a href="#">SELECT PROVIDER</a>

## Step 6: Fill out the necessary information and click “Submit”

### Primary Contact

Primary Contact Name

Primary Contact Position

Primary Contact Phone

Primary Contact Email

Which brands does your dealership offer?

### Billing Contacts

Primary Billing Contact Name

Primary Billing Contact Phone

Primary Billing Contact Email

Secondary Billing Contact Name (optional)

Secondary Billing Contact Phone (optional)

Secondary Billing Contact Email (optional)

### Dealer Information

Dealer Name

Dealer Code

Dealer Website URL (optional)\*

Your Items	Price
Digital Retailing Program - Fox Dealer - TagRail Digital and In-store Retailing Package (Without Fox Website)	\$1799.00/mo
<b>Total Enrollment Cost</b>	
<b>\$1,799/mo</b>	

I understand that enrolling in Tagrail Digital Retailing requires a commitment of 3-12 months.

I understand that if I currently utilize an SMO360 website or switch to one in the future, I will be charged a \$99/ mo fee to integrate this Digital Retailing tool with their website platform.

I agree to the End User License Agreement - GM Canada Dealer Digital Solution  
Universal Terms and Conditions of the Use and End User License Agreement - GM Canada Dealer Digital Solution

[EDIT CART](#) [SUBMIT](#)