



CAR MEDIA 2.0
Drive Your Image Forward.

5.0 ★★★★★
Google

New Car 2.0 Partnership Program

FREE
for participating
dealers

auto
TRADER.ca

CarGurus

Facebook Marketplace

CDK
Global

DEALER.COM

ONE-EIGHTY
uncommon. outperform.

Dealer.ca

360/AGENCY

DEALER INSPIRE

DEALERUN

sincro

Strathcom Media

vAuto

HomeNet
AUTOMOTIVE

DC
Media

...



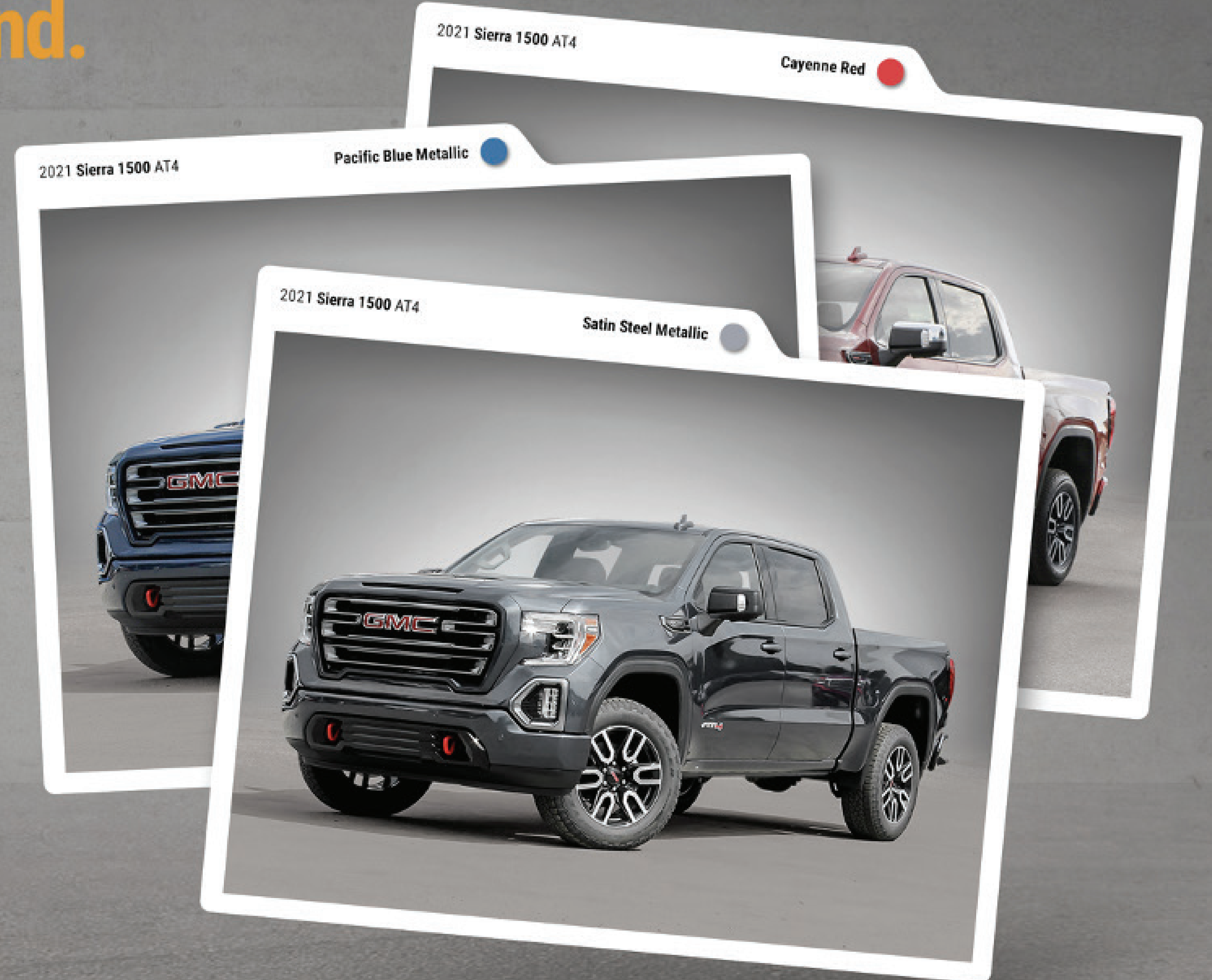
New inventory. **On demand.**

- ▶ Library of 25 Real Photos
- ▶ Branded with your backgrounds & logos
- ▶ 100% seasonally adjusted
- ▶ Online the moment it hits your DMS
- ▶ Year / make / model / trim / color specific

zero logistics coordinating capture
zero seasonal re-shoots
zero lot damage liability
zero added costs for re-conditioning

Starting at

\$338/month



70% OF SHOPPERS DO NOT CLICK THROUGH FROM A VLP TO A VDP ON A LISTING WITH A STOCK PHOTO

*Cobalt Inventory Shopping Experience Study

70%

3.5X

ON AVERAGE 3.5 TIMES MORE CUSTOMER ENGAGEMENT WITH CUSTOM PHOTO VDP'S

*2020 Shift Digital Inventory Merchandising Study

FIND YOUR CHEVROLET

We have 28 of them near you.

The first screenshot shows a black Chevrolet Spark 1LT with a stock photo. The second shows a red Spark 1LT. The third shows a yellow Spark 1LT. The fourth shows a blue Spark 1LT CVT. Each listing includes the model name, year, and a 'View Specifications' link. The fourth listing also shows a 'Lease For: \$133⁺ bi-weekly' offer.

FIND YOUR CHEVROLET

We have 28 of them near you.

The first screenshot shows a black Chevrolet Spark 1LT with a custom photo. The second shows a red Spark 1LT. The third shows a yellow Spark 1LT. The fourth shows a blue Spark 1LT CVT. Each listing includes the model name, year, and a 'View Specifications' link. The first listing also shows a 'Lease For: \$18,493⁺' offer. The fourth listing shows a 'Lease For: \$133⁺ bi-weekly' offer.

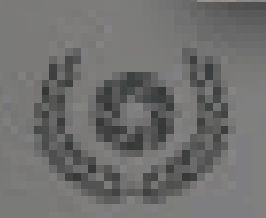


Wait, I get New Car 2.0 for my entire New Car Inventory
FOR FREE?









FAQs

What if you leave the Partnership Program?

We understand the partnership is a lot of work and it's not for everyone. If at any time you decide to cancel the partnership, please note that you will have to remove the images from your feed within 10 business days of cancellation. We will also stop sending images to your feed.

Alternatively, if you like our photography services but just couldn't keep up with the partnership, you can subscribe to New Car 2.0 and become a paying customer.

What if our lot attendants/detailers have staff changes, get sick etc?

Just let us know! We're very easy going and just need to be kept in the know of what's happening on your end and we're happy to work something out. If we don't get a response for a while, we may be forced to cancel the partnership – but we don't want to, so please keep in touch.

How do I get started?

Send us an email or call!

We will send you the agreement and can get the onboarding process started right away!

BONUS: The moment you start, you will already have access to the existing library (and any cars captured to keep on top of new models are on an ongoing basis).



Get the **NEW CAR 2.0** Library for FREE!

Receive all the benefits of New Car 2.0...

- ▶ Library of 25 Real Photos
- ▶ Branded with your backgrounds & logos
- ▶ 100% seasonally adjusted
- ▶ Online the moment it hits your DMS
- ▶ Year / make / model / trim / color specific
- ▶ We identify on average 5 vehicles / week in your inventory
- ▶ We capture the vehicles
- ▶ Partner stores get all inventory FREE
- ▶ Everyone else pays

...for FREE!

* Subject to partnership eligibility, based on the following criteria:

- Location
- Inventory volume
- Inventory diversity

