

THE DIGITAL RETAILING JOURNEY


Convert Shoppers into Buyers



Once a consumer has completed their research, and is ready to buy, they can start their transaction on any VDP on your website

- If customers want to minimize face-to-face interaction, you can allow them to complete much of their new or used vehicle purchase online
- Finance/Lease Payments are powered by the defaults set in your Dealertrack Admin settings
- Guide them to the “Calculate Payment” button on your VDP to open the tools
- If you’re a RAPID RTC chat customer, you can use this function to guide them through the experience

| | |
|---|----------------------|
| MSRP | \$41,663 |
| OEM Incentives | -\$1,750 |
| Wilson Niblett Price | \$39,913 |
| | + HST and Lic * |
| Book Appointment | |
| Request Virtual Walk Around | |
| Request More Info | |
| Finance ? | \$291 /2 wks. |
| Calculate Payment | |

Online

Any sales questions? Chat with us now!

[Send](#)

PaymentDriver

- Uses industry leading technology and **dynamic GMCC and lender rates, incentives, and logic** to produce accurate payments in real-time
- Provides accurate payment calculations for new and used vehicles
- Supports finance & lease
- Payment terms, frequency, and down payment can be adjusted by the consumer
- Customer cannot create a payment for themselves that does not fit GMCC or lender program criteria

1 Personalize My Payment

2 Add Accessories & Protection Products
OPTIONAL

3 Evaluate My Trade-in
OPTIONAL

4 Apply For Credit

Skip these steps and
[BOOK AN APPOINTMENT](#)
[RESERVE THIS VEHICLE](#)

Structure Your Deal

Finance Lease Cash

Finance Options ⓘ
60 months @ 3.49% APR

All Payment Options ▾

Payment Frequency ⓘ
Monthly

Down Payment ⓘ
\$ 0.00

Rebates & Incentives
☒ \$3,000.00 Retail Consumer Cash 202QEA005 See Details
☐ \$2,500.00 Ontario Medical Association (OMA)/Ontario Dental Association (ODA) Bonus Cash Pr See Details

2020 Chevrolet Equinox
Selling Price: \$56,239.00

Estimated Payment
FINANCE FOR
\$1,095.28 Monthly
for 60 Months @ 3.49% APR
Payment Details ▾

3.49% APR purchase financing for up to 60 months on approved credit. Selling Price of \$56,239.00 with a \$0.00 down payment, financed at 3.49% APR for 60 months with a cost of borrowing of \$5,494.58 and a total obligation of \$61,733.58. In ON/BC/SASK/ALTA/MAN and QC, total obligation includes freight, A/C, OMVIC/AMVIC fee, tire levy, administration charges and all other retailer charges and excludes taxes, licence, insurance, and new Obligations and other representation details.

Estimated Payment
FINANCE FOR
\$1,095.28 Monthly
for 60 Months @ 3.49% APR
Payment Details ▾

| | |
|--|-------------|
| Selling Price | \$56,239.00 |
| Down Payment | \$0.00 |
| Trade-In ▾ | \$0.00 |
| Protection Products | \$0.00 |
| Net Selling Price | \$56,239.00 |
| Rebates & Incentives | \$3,000.00 |
| Taxes | \$6,921.07 |
| <input type="checkbox"/> Exclude Taxes | |
| Amount Financed | \$60,222.22 |
| Registration Fee | \$62.15 |
| APR* ⓘ | 3.49% |
| Term | 60 Months |

All Payment Options ▾

Finance Options

Lease Options

☐ \$1,763.84 Monthly
36 months @ 3.49% APR

☐ \$1,345.86 Monthly
48 months @ 3.49% APR

☒ \$1,095.28 Monthly
60 months @ 3.49% APR

☐ \$928.40 Monthly
72 months @ 3.49% APR

☐ \$809.35 Monthly
84 months @ 3.49% APR

☐ \$720.08 Monthly
96 months @ 3.49% APR

☐ \$1,518.10 Monthly
24 months @ 3.99% APR

☐ \$1,413.81 Monthly
27 months @ 3.99% APR

☐ \$1,239.51 Monthly
36 months @ 4.99% APR

☐ \$1,189.95 Monthly
39 months @ 4.99% APR

☐ \$1,093.70 Monthly
48 months @ 5.49% APR

☐ \$1,052.70 Monthly
51 months @ 5.49% APR

☐ \$979.90 Monthly
60 months @ 5.99% APR

CONTINUE TO STEP 2 ➔

CONFIDENTIAL

ProtectionDriver – F&I presentation

- Showcase information on **aftermarket products and accessories** available
- Enables the consumer to educate themselves about the **product information** without the pressure during the F&I process
- **Manage the content** and pricing that is presented to your customers in your admin settings in Dealertrack

- 1 Personalize My Payment
✓ DONE
- 2 Add Accessories & Protection Products
OPTIONAL
- 3 Evaluate My Trade-in
OPTIONAL
- 4 Apply For Credit

Skip these steps and

[BOOK AN APPOINTMENT](#)

[RESERVE THIS VEHICLE](#)

Our Protection Plans

Protection Products

Lease Care

Avoid unexpected wear and tear charges at the end of your lease. [Learn more...](#)

Contact us for pricing

☐ [I would like more information.](#)

Service Contract

A Vehicle Service Contract can save you thousands of dollars on auto repairs. [Learn more...](#)

☐ [Include for \\$41.10 Monthly](#)

Replacement Warranty

Covers your new or used vehicle replacement costs in the case

2020 Chevrolet Equinox

Selling Price: \$56,239.00



Estimated Payment

FINANCE FOR

\$1,095.28 Monthly

for 60 Months @ 3.49% APR

[Payment Details](#) ▾

3.49% APR purchase financing for up to 60 months on approved credit. Selling Price of \$56,239.00 with a \$0.00 down payment, financed at 3.49% APR for 60 months with a cost of borrowing of \$5,494.58 and a total obligation of \$61,733.58. In ON/BC/SASK/ALTA/MAN and QC, total obligation includes freight, A/C, OMVIC/AMVIC fee, tire levy, administration charges and all other retailer charges and excludes taxes, licence, insurance, and new tire duties (in QC). In the Maritimes and the Territories, "Total Obligation" may NOT include freight (\$1,895.00), A/C, tire levy, administration and other dealer charges, taxes, licence and insurance. Financing details are representative of what you may have to pay. See your retailer for complete details. Offers are subject to change without notice.

KBB TradeDriver

- **Instant and accurate** trade-in values
- Complete workflow for seamless experience
- Available to be **embedded anywhere** on the website as a standalone lead capture tool
- Evaluation is **integrated into** their payment calculation

- 1 Personalize My Payment
✓ DONE
- 2 Add Accessories & Protection Products
✓ DONE OPTIONAL
- 3 Evaluate My Trade-in
OPTIONAL
- 4 Apply For Credit

Skip these steps and
[BOOK AN APPOINTMENT](#)
[RESERVE THIS VEHICLE](#)

Trade-In Estimate

Find out how much your trade-in vehicle is worth. Our trade-in estimate tool uses data from industry leading Kelley Blue Book, giving you relevant and robust car valuations.



2020 Chevrolet Equinox

Selling Price: \$56,239.00



1 Vehicle Description

Make... Model... Year...

2 Vehicle Colour

3 Condition & Odometer

Estimated Payment

FINANCE FOR

\$1 095.28 Monthly

Your Estimated Trade-In Value ⓘ

\$683

Trade-In Range
\$581 - \$784

Trade-In Value
\$683



ⓘ Pricing Definitions

✓ Vehicle Description

Edit

2010 Chevrolet Cobalt 2dr Cpe LT w/1SA

✓ Vehicle Colour

Edit

Victory Red ●

3 Condition & Odometer

What is the condition of your Chevrolet?
Selecting an accurate condition will give you a more accurate estimate.

Fair

11% of estimates
we provide.

Good

49% of estimates
we provide.

Very Good

33% of estimates
we provide.

Excellent

3% of estimates
we provide.

Odometer reading?

230000

kms

Get my trade-in estimate

← BACK TO STEP 2

CONTINUE TO STEP 4 →

Trade-In Owning ⓘ

\$ 0.00

FinanceDriver – Financial Application and Approval

- Digital Retailing with the **integrated Dealertrack credit application** is optimized for the deal workflow as an easy and secure way to receive your customer's credit
- The entire **consumer deal structure** is submitted with the credit application and sent to the Dealertrack Portal
- Reference number matches up with the Reference number in “My Leads” in Dealertrack
- Messaging returned to the consumer is customizable in your Admin Settings in Dealertrack

1 Personalize My Payment
✓ DONE

2 Add Accessories & Protection Products
✓ DONE OPTIONAL

3 Evaluate My Trade-in
✓ DONE OPTIONAL

4 Apply For Credit

Skip these steps and
BOOK AN APPOINTMENT
RESERVE THIS VEHICLE

\$ Apply For Credit

Worried about your credit? [Get Pre-qualified](#)

Basic Information Personal Housing, Income and Employment Review & Submit

Basic Information

Title *
Phone *

First Name *
Email *

Middle Initial
Confirm Email *

Last Name *

Book an Appointment

Select a date and time that works best for you. Please note that operating hours may be limited on Sundays.

Preferred Date
MM/DD/YYYY

Preferred Time
Anytime

☐ I have read and agree to the Privacy Notice. [View Privacy Notice](#)

☐ I consent to receive Commercial Electronic Messages. [View CEM Consent](#)

CONTINUE TO PERSONAL INFORMATION

2020 Chevrolet Equinox

Selling Price: \$56,239.00



Estimated Payment
FINANCE FOR
\$1,095.28 Monthly

Congratulations! Your deal has been sent to us!


In the next few hours, a representative from Chevrolet Buick GMC Corvette will be in touch with you to verify your information and book your test drive. Should you prefer to visit us in-person, please check-in at reception and quote the reference number below.

Reference Number: GCB-1102112

Dealership Contact Details Appear Here

Reserve It Now

- Provides consumers with the ability to **reserve the vehicle** with a deposit via credit card
- Manage the amount of the **deposit & amount of time the vehicle is reserved for**
- **Immediate** charge vs. **deferred** charge
- Must have Stripe Account set-up
- Stripe Account must be configured in your admin settings in Dealertrack
- A reservation can be completed at any point in the shopping journey

 Reserve this Vehicle ×

Secure this vehicle under your name for the next 4 days with a \$ 500 deposit. Cancel your reservation at any time with no obligation.

First Name *

Phone *

Last Name *

Email *

Card Info *

Card number

MM / YY CVC

Total Deposit: \$ 500

☐ * I have read and agree to the Privacy Notice. [View Privacy Notice](#)

Complete My Reservation

Once you've completed the form below, come in to meet our team and take this vehicle for a test drive. If you have any questions, please call us at 123-123-1230.

Done

Identifying a Digital Retailing Customer in the Dealertrack Portal

Dealertrack 

Switch **Admin** Français | Online Support | Reference
1-866-360-3861

Home | Status | Aftermarket **Leads**

My Leads | Link Administration

| | | | | Ref. Number | Applicant | Asset | Source | Type | Modified | Assigned | |
|--|--|---|--|-------------|--------------|--------------------|-----------------|------------|----------------|----------------------|--|
| | | | | KBB-1078127 | Jerry Gentry | 2003 Acura CL | Kelly Blue Book | Basic Lead | 4 Week(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1078128 | Jerry Gentry | 2003 Acura CL | Kelly Blue Book | Basic Lead | 4 Week(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1078131 | test test | 2003 Acura CL | Kelly Blue Book | Basic Lead | 4 Week(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1068851 | Marco Sousa | 2009 Buick Allure | Kelly Blue Book | Basic Lead | 1 Month(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1072065 | Test Tester | 2009 Hyundai Azera | Kelly Blue Book | Basic Lead | 1 Month(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1072066 | test test | 2009 Hyundai Azera | Kelly Blue Book | Basic Lead | 1 Month(s) ago | Venkateshwar Ranjana | |
| | | | | KBB-1072073 | Klassy Girl | 2009 Hyundai Azera | Kelly Blue Book | Basic Lead | 1 Month(s) ago | Venkateshwar Ranjana | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | < | | | | | | | | | |

Converting a Deal to a Live Credit Application in Dealertrack

Lead View

Assign to ▼

Export to

Remove ▼

Print

Convert

Edit

Close

Source: Dealer.com

Assigned To: Attanayake Kaushalya

Modified: 04/17/2020 09:35 AM

Web Ref. #: DDC-1074316

Application #:

Created: 04/17/2020 09:35 AM

kiran kk

Convert

You are about to convert this lead to a credit application. Once the lead is converted, it is no longer editable.

Asset *

Auto ▼

Lender *

TD Auto Finance ▼

Product *

Loan ▼

Primary Applicant Type *

Consumer ▼

Cancel

Convert

Sending a Deal to Your DMS, CRM, or other 3rd party

Lead View

Assign to ▾

Export to

Remove ▾

Print

Convert

Edit

Close

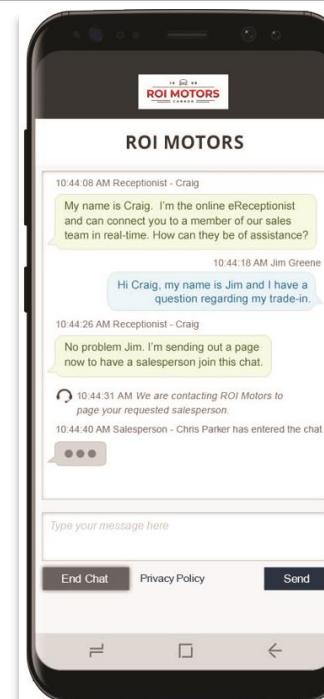
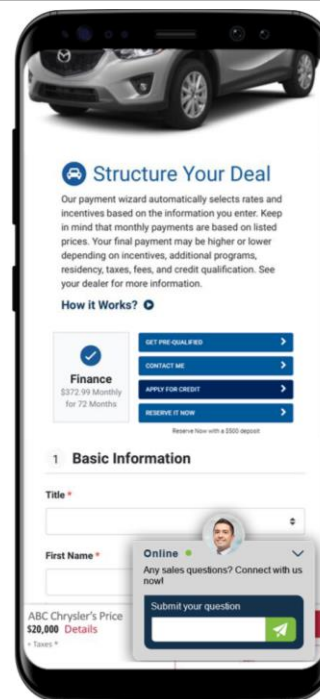
| | | |
|-------------------------|-----------------------------------|-------------------------------|
| Source: Dealer.com | Assigned To: Attanayake Kaushalya | Modified: 04/17/2020 09:35 AM |
| Web Ref. #: DDC-1074316 | Application #: | Created: 04/17/2020 09:35 AM |

| | | |
|----------|--------------|-----------------|
| kiran kk | Co-Applicant | Payment & Asset |
|----------|--------------|-----------------|

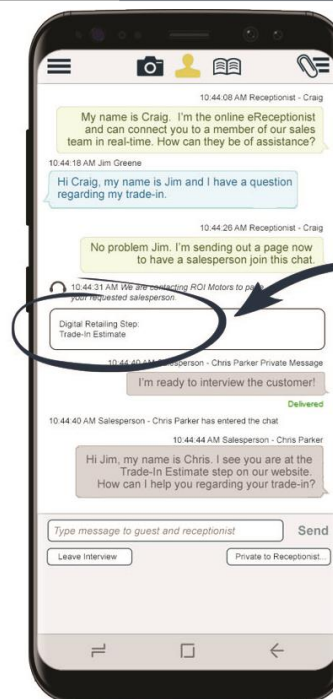
Online to In-Store Experience

Provide a seamless online to in-store experience with RAPID RTC Chat integration

- Consumer can connect with a live salesperson at the dealership while engaging in the DR experience
- Unique integration tells the salesperson exactly where the consumer is in their online journey
- Consumers can be guided through the experience online and have all questions answered by the salesperson in real-time from home
- Begins the trusted relationship between the dealership and consumer online, and continues when the consumer meets the same salesperson they were chatting with in-store
- Requires DDC website

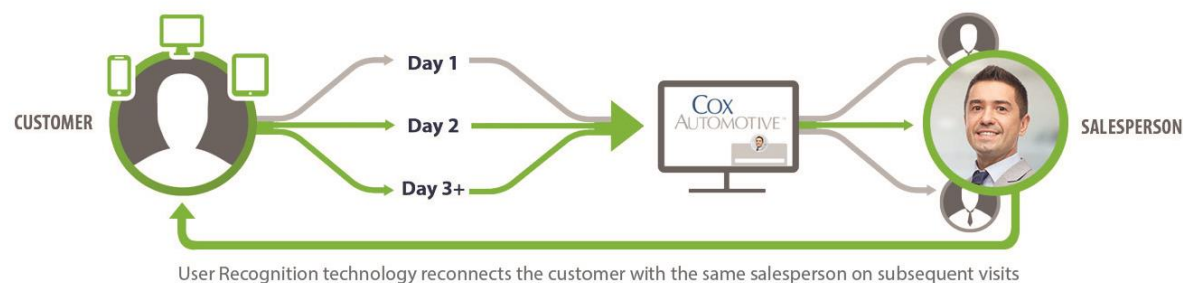


Customer View



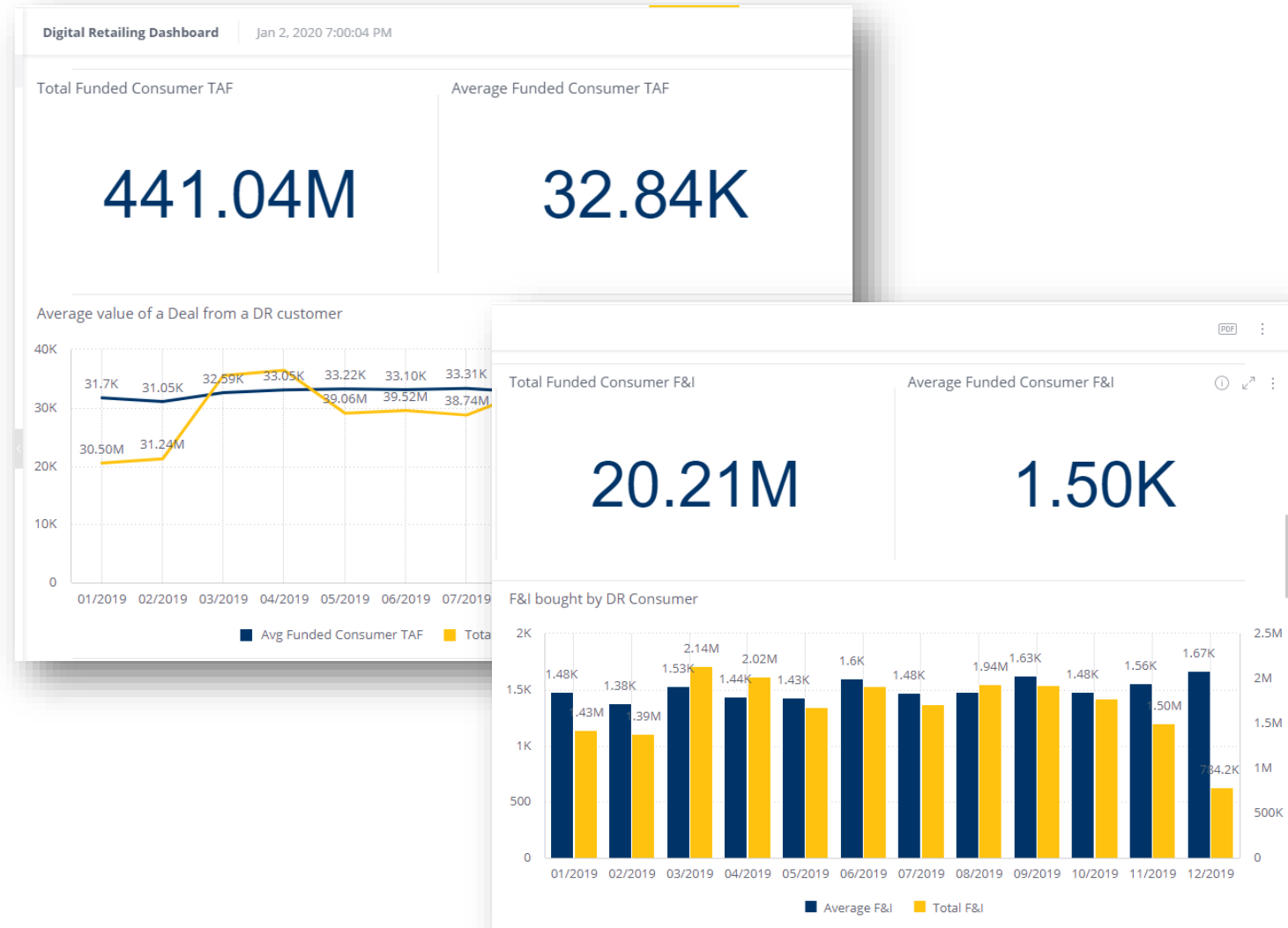
Salesperson View

HOW USER RECOGNITION WORKS.



Reporting Dashboard and Performance Management

- **Measure** engagement and **true ROI** by following the consumer's journey end-to-end
- **Standard & custom reporting** can be provided for both individual dealerships and OEM
- Our **performance management team** will review reports and KPIs, make best practice recommendations, and provide ongoing training



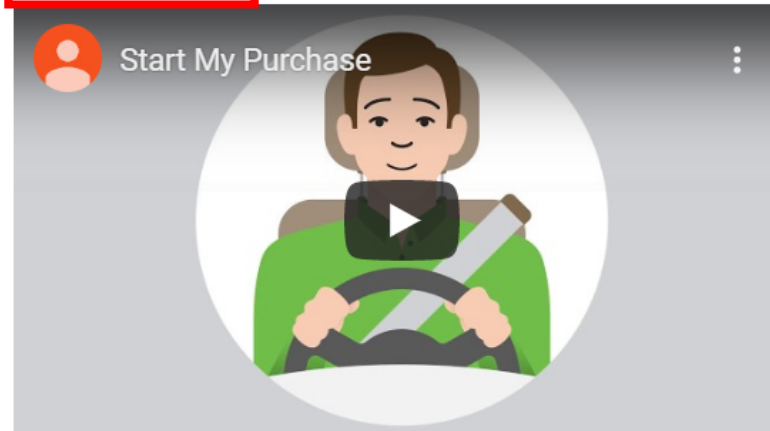
Dealer Support and Consumer Education

- "How it Works?" Educational video for consumers
- Creative content package for dealers to help educate your customers:
 - Website banners
 - Landing page content

Structure Your Deal

Our payment wizard automatically selects rates and incentives based on the information you enter. Keep in mind that monthly payments are based on listed prices. Your final payment may be higher or lower depending on incentives, additional programs, residency, taxes, fees, and credit qualification. See your dealer for more information.

[How it Works?](#) 



Finance

\$239.43 Weekly for 72 Months



Lease


\$241.62 Weekly for 48 Months



Cash

\$67,346.87

Estimated Payment

| | |
|--|-------------|
| Selling Price | \$64,599.00 |
| Down Payment | \$0.00 |
| Trade-In Value | \$0.00 |
| Trade-In Owing | \$0.00 |
| Estimated Net Trade-In Value | \$0.00 |
| Net Selling Price | \$64,599.00 |
| Rebates & Incentives | \$4,000.00 |
| Protection Products | \$0.00 |
| Taxes | \$7,877.87 |
| <input type="checkbox"/> Exclude Taxes | |
| Amount Financed | \$68,548.06 |
| APR*  | 2.90% |
| Term | 72 Months |
| Total Estimated Payment | \$239.43 |
| | Weekly |

Payment is \$9.06 lower since your last visit!
Previously \$762.94 monthly for 84 months @ 8.23% APR

[My Recent Deals](#) **3**

How are we Different?

- **Integration with the Dealertrack Portal** to facilitate the financing application and approval securely in real-time
- Ability to provide **accurate** payments on both new and used vehicles
- **Canadian-based** agile DR development team in Mississauga, Ontario
- Ability to provide **robust reporting**, allowing you to measure true end-to-end ROI with detailed deal information & analytics
- **Integrations with CRM and DMS partners** to reduce data re-entry and improve efficiency
- Customizable UI (CSS)
- RAPID RTC Chat integration

Contacts in your Market

- **Atlantic:**
 - Pako Tshiamala: pako.tshiamala@coxautoinc.com
- **Ontario:**
 - Shane Herbert (Ontario East): shane.herbert@coxautoinc.com
 - Katelynn Ross (Ontario West): katelynn.ross@coxautoinc.com
 - Sheryl Basa (Dealer Groups in Ontario & Atlantic Canada): sheryl.basa@coxautoinc.com
- **Alberta:**
 - Mustafa Oweida (Alberta & Dealer Groups in Western Canada): mustafa.oweida@coxautoinc.com
- **BC:**
 - EJ Ward: ej.ward@coxautoinc.com
- **Manitoba/Saskatchewan:**
 - Rick Elliott: rick.elliott@coxautoinc.com
- **Quebec:**
 - Maryse Cantin (Eastern Quebec): maryse.cantin@coxautoinc.com
 - Julie Desjardins (Montreal & Western Quebec): julie.desjardins@coxautoinc.com