

FOX DEALER | TAGRAIL

FROM THEIR LIVING ROOM
TO YOUR SHOWROOM

PREPARED FOR:

GMCC
MAY 2020

ADDRESS:

150 South Arroyo Parkway
Pasadena, CA 91105

CONTACT:

1-866-391-1718

sales@FoxDealer.com

www.FoxDealer.com

AGENDA

About TagRail

TagRail DEMO

TagRail Differentiators



ABOUT US

TAGRAIL

Founded: 2014

CLIENTS



Downtown Hyundai
Avenue Nissan
Nissan Downtown

Downtown Toyota
Downtown Ford
Infiniti Downtown

Lexus Downtown
Downtown Lincoln
Downtown Chrysler



MOTOR WERKS AUTO GROUP



BRANDS



OUR MISSION

TAGRAIL

To deliver a world-class, seamless customer experience that bridges the gap between the living room and the showroom, without disrupting how a dealer does business.



PRODUCT SUITE

TAGRAIL



Seamless, Custom Experience



Back-End Tools



In-Store Purchasing

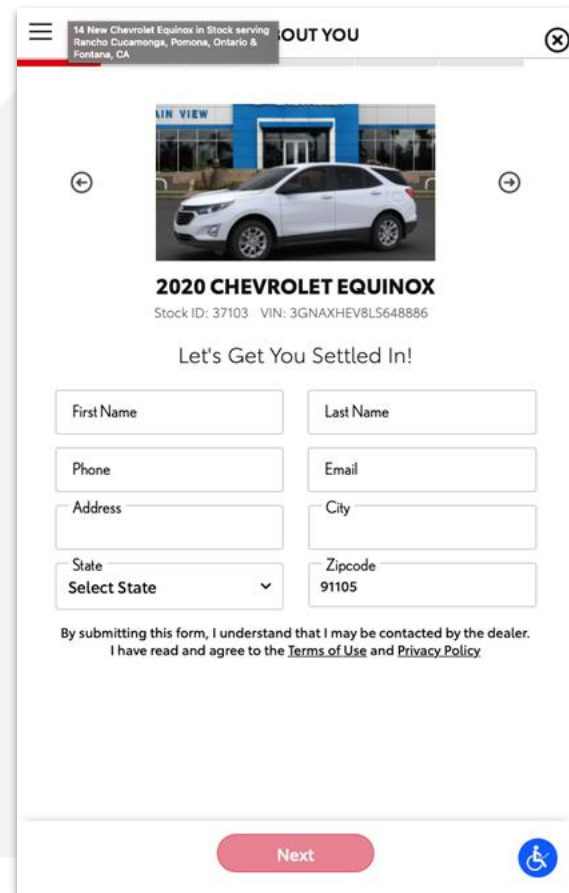
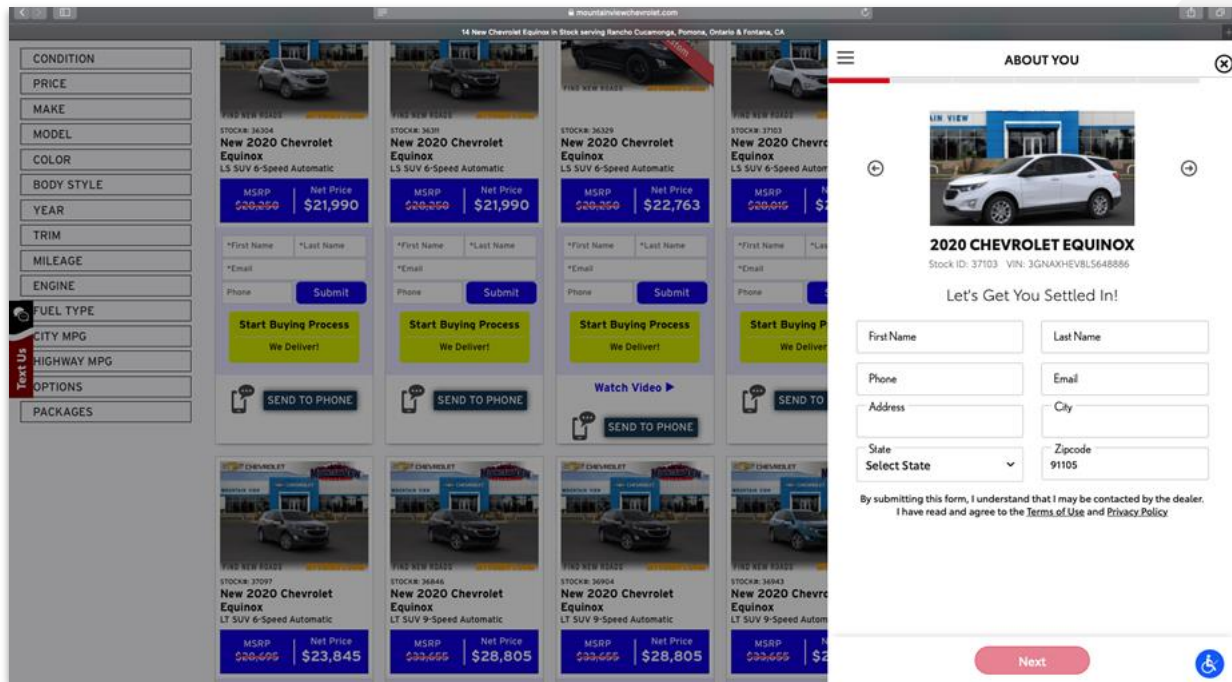


ONLINE PURCHASING

TAGRAIL DEMO

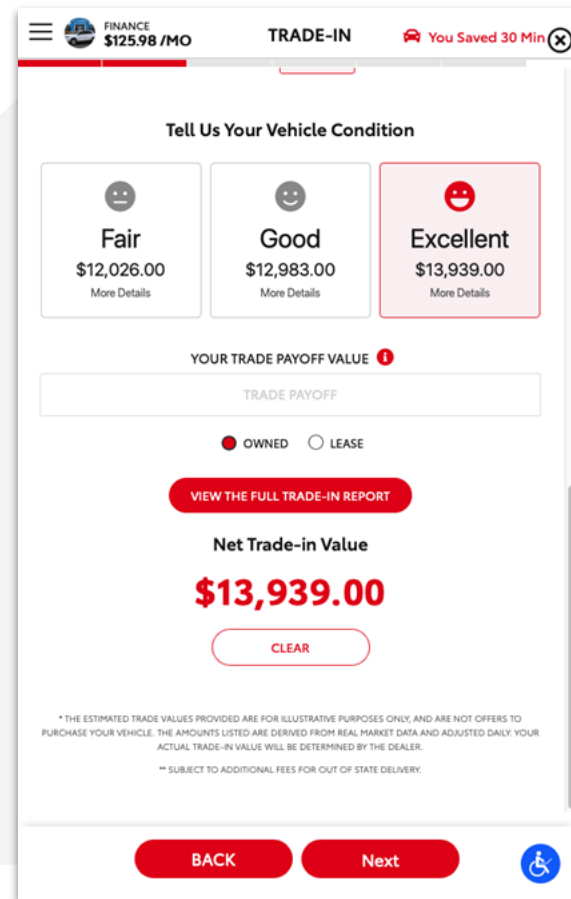
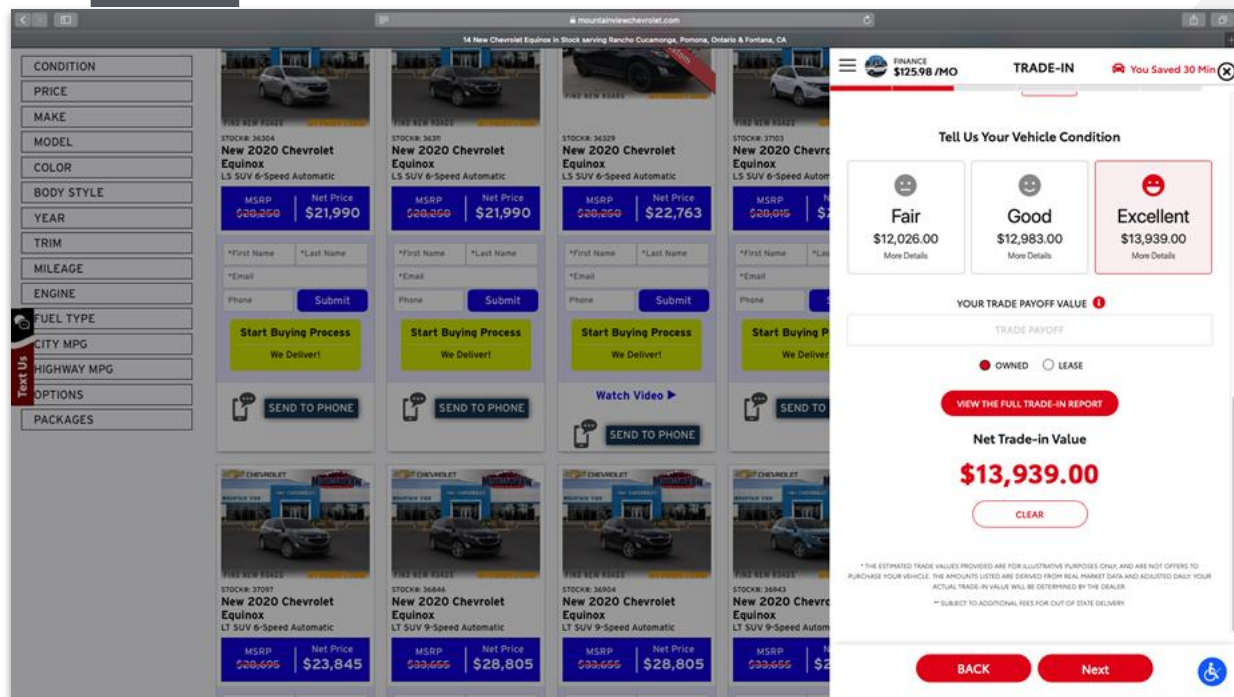
STEP 1 - CAR INFO, PROVIDE CUSTOMER INFO

DIGITAL RETAILING - ONLINE PURCHASE



STEP 2 - TRADE IN

DIGITAL RETAILING - ONLINE PURCHASE



STEP 3 - CUSTOMIZE YOUR DEAL (ADJUST FINANCE, LEASE, ETC)

DIGITAL RETAILING - ONLINE PURCHASE

14 New Chevrolet Equinox in Stock serving Rancho Cucamonga, Romona, Ontario & Fontana, CA

FINANCE \$125.98 /MO PAYMENT You Saved 40 Min

We Have The Following Monthly Payment Options Available For You

☐ FINANCE ☒ LEASE ☐ CASH

Credit Score EXCELLENT(720+)

Lease Contact Dealer \$11,844.75

Cash \$11,844.75

Edit Lease Payment

BACK Next

FINANCE \$125.98 /MO PAYMENT You Saved 40 Min

We Have The Following Monthly Payment Options Available For You

☐ FINANCE ☒ LEASE ☐ CASH

Credit Score EXCELLENT(720+)

Lease Contact Dealer \$11,844.75

Cash \$11,844.75

Edit Lease Payment

BACK Next

STEP 4 - ACCESSORIES AND F&I PRODUCTS

DIGITAL RETAILING - ONLINE PURCHASE

14 New Chevrolet Equinox in Stock serving Branches: Cummagong, Remond, Ontario & Fontaine, CA

STOCK#	Model	MSRP	Net Price
36304	New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic	\$20,950	\$21,990
36311	New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic	\$20,950	\$21,990
36329	New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic	\$20,950	\$22,763
3703	New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic	\$20,010	\$21,010
37097	New 2020 Chevrolet Equinox LT SUV 6-Speed Automatic	\$20,695	\$23,845
36446	New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic	\$33,655	\$28,805
36447	New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic	\$33,655	\$28,805
36448	New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic	\$33,655	\$28,805

FINANCE \$125.98 /MO PROTECTION You Saved 70 Min

We Have Following Protections Available For You

- Replacement
 - I'm interested
- Eckbond
 - I'm interested

Total Protection Applied \$0.00

BACK Next

FINANCE \$125.98 /MO PROTECTION You Saved 70 Min

We Have Following Protections Available For You

- Replacement
 - I'm interested
- Eckbond
 - I'm interested

Total Protection Applied \$0.00

BACK Next

STEP 5 - COMPLETE YOUR CONTRACT

DIGITAL RETAILING - ONLINE PURCHASE

< >
MountainViewChevrolet.com
Home

14 New Chevrolet Equinox In Stock serving Rancho Cucamonga, Pomona, Ontario & Fontana, CA

CONDITION	PRICE	MAKE	MODEL	COLOR	BODY STYLE	YEAR	TRIM	MILEAGE	ENGINE	FUEL TYPE	CITY MPG	HIGHWAY MPG	OPTIONS	PACKAGES
	\$21,990	Chevrolet	New 2020 Chevrolet Equinox	LS SUV 6-Speed Automatic	MSRP \$20,250 Net Price \$21,990	*First Name *Last Name *Email Phone Submit	Start Buying Process We Deliver!	SEND TO PHONE	Watch Video ▶ SEND TO PHONE					
	\$23,845	Chevrolet	New 2020 Chevrolet Equinox	LT SUV 9-Speed Automatic	MSRP \$20,695 Net Price \$23,845	*First Name *Last Name *Email Phone Submit	Start Buying Process We Deliver!	SEND TO PHONE						
	\$28,805	Chevrolet	New 2020 Chevrolet Equinox	LTZ SUV 9-Speed Automatic	MSRP \$23,695 Net Price \$28,805	*First Name *Last Name *Email Phone Submit	Start Buying Process We Deliver!	SEND TO PHONE						
	\$28,805	Chevrolet	New 2020 Chevrolet Equinox	LTZ SUV 9-Speed Automatic	MSRP \$23,695 Net Price \$28,805	*First Name *Last Name *Email Phone Submit	Start Buying Process We Deliver!	SEND TO PHONE						

FINANCE


\$125.98/MO **CHECKOUT** You Saved 100 Min

DISCLAIMER: SUBJECT TO ERRORS AND OMISSIONS. WE RESERVE THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN COLORS, MATERIAL, EQUIPMENT, SPECIFICATIONS AND MODELS. WE RESERVE THE RIGHT TO END AUCTION EARLY DUE TO SHOWROOM PURCHASES.

FINANCE			
MSRP	\$28,015.00	\$125.98	Estimated Monthly Payment
SELLING PRICE	\$23,165.00		
Trade-in	\$13,939.00		
Deal Type	FINANCE	\$4,000.00	72 Months 4.9% APR
Term	72 Months	Down payment	
APR	4.9%	Selling Price	\$23,165.00

Sales Price		Payment	
Total	\$28,015.00	Monthly	\$125.98
Selling Price	\$23,165.00	Selling Price	\$23,165.00
Tax	\$2,208.75	Trade Allow	\$13,939.00
Documentation Fee	\$85.00	Cash Down	\$4,000.00
Registration Fee	\$325.00	Down Payment	\$4,000.00
Additional Fees	See Dealer	First Due Date	2020-06-17
Total Fee	\$410.00	Term	72 Months


BACK
Next Steps




FINANCE

\$125.98 /MO

CHECKOUT



You Saved 100 Min



DISCLAIMER: SUBJECT TO ERRORS AND OMISSIONS. WE RESERVE THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN COLORS, MATERIAL, EQUIPMENT, SPECIFICATIONS AND MODELS.

WE RESERVE THE RIGHT TO END AUCTION EARLY DUE TO SHOWROOM PURCHASES.

FINANCE

MSRP	\$28,015.00
SELLING PRICE	\$23,165.00
Trade-in	\$13,939.00
Deal Type	FINANCE
Term	72 Months
APR	4.9 %

\$125.98

Estimated Monthly Payment

\$4,000.00	72	4.9 %
Down payment	Months	APR

Selling Price

\$23,165.00

Sales Price


Total	\$28,015.00
Selling Price	\$23,165.00
Tax	\$2,208.75
Documentation Fee	\$85.00
Registration Fee	\$325.00
Additional Fees	See Dealer
Total Fee	\$410.00

Payment

Monthly	\$125.98
Selling Price	\$23,165.00
Trade Allow	\$13,939.00
Cash Down	\$4,000.00
Down Payment	\$4,000.00
First Due Date	2020-06-17
Term	72 Months

BACK

Next Steps



STEP 6: CONFIRMATION

DIGITAL RETAILING - ONLINE PURCHASE

14 New Chevrolet Equinox in Stock serving Rancho Cucamonga, Pomona, Ontario & Fontana, CA

CONDITION
PRICE
MAKE
MODEL
COLOR
BODY STYLE
YEAR
TRIM
MILEAGE
ENGINE
FUEL TYPE
CITY MPG
HIGHWAY MPG
OPTIONS
PACKAGES

STOCK# 36304 New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic MSRP \$28,850 Net Price \$21,990

STOCK# 36305 New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic MSRP \$28,850 Net Price \$21,990

STOCK# 36309 New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic MSRP \$28,850 Net Price \$22,763

STOCK# 37003 New 2020 Chevrolet Equinox LS SUV 6-Speed Automatic MSRP \$28,850 Net Price \$21,990

STOCK# 37007 New 2020 Chevrolet Equinox LT SUV 6-Speed Automatic MSRP \$28,850 Net Price \$23,845

STOCK# 36846 New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic MSRP \$28,850 Net Price \$28,805

STOCK# 36906 New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic MSRP \$28,850 Net Price \$28,805

STOCK# 36843 New 2020 Chevrolet Equinox LT SUV 9-Speed Automatic MSRP \$28,850 Net Price \$28,805

CONGRATS!

You just saved roughly 1h 50m by starting your business process online

We have emailed you all the details of the deal at test@tagrail.com

SHOW ORDER DETAILS

Make an appointment

If you change your mind you can always schedule an appointment and we will meet you at the store.

Schedule Appointment



BACK-END TOOLS

TAGRAIL DEMO



CUSTOMER MANAGEMENT

LEXUS

EXPERIENCE AMAZING

HOME

EXISTING DEALS

DESKING SETTINGS

DESKING TEMPLATES

TAB ORDER

ANALYTICS

Search Customer or Vehicle

🔍

🔗

80

TOTAL LEADS

61

ALL ORDERS

45

OPEN ORDERS

32

COMPLETED

LAST 7 DAYS

📅

🟢 COMPLETED

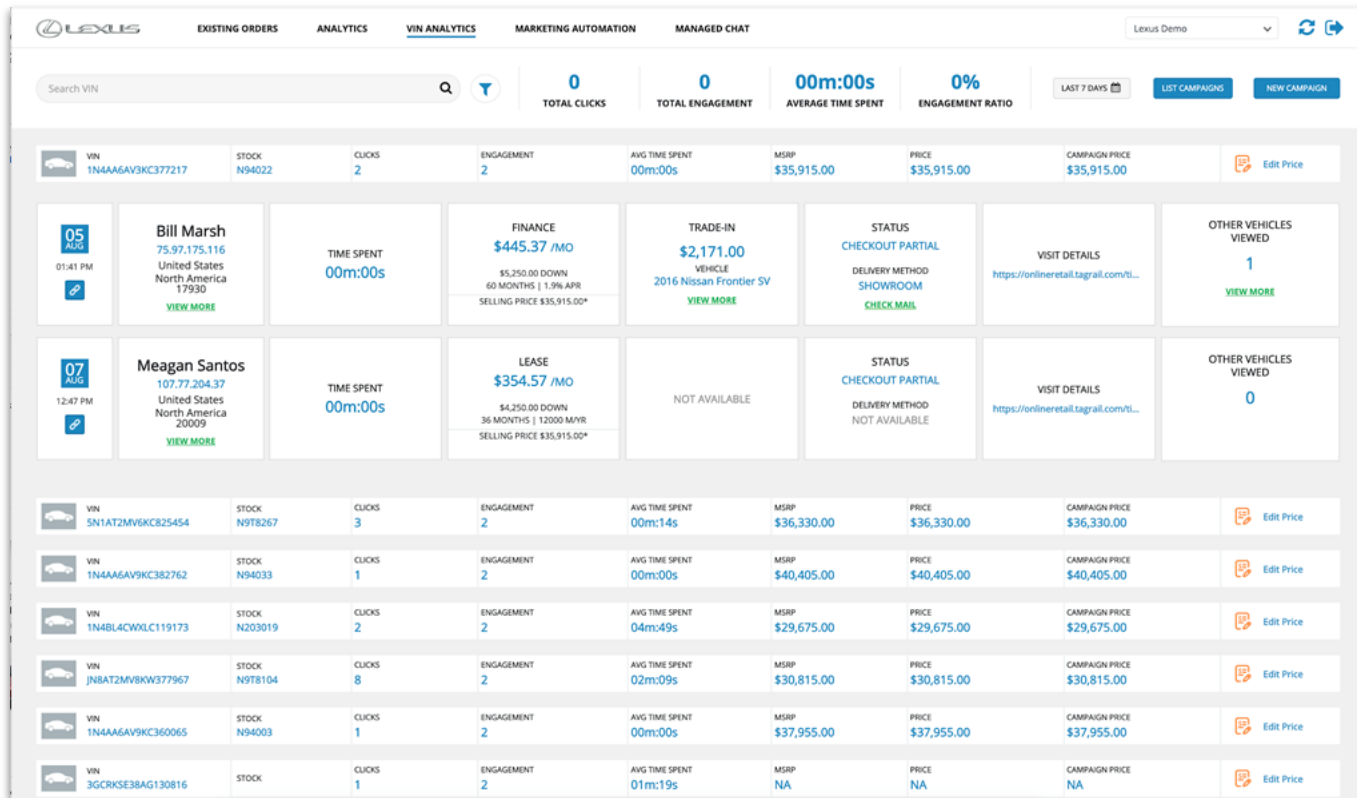
🟡 PARTIAL

🔴 NOT CHOSEN

👁 VISITED

09 SEP		# 16105 JOHN DOE		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
<div>JOHN DOE john@doe.com 123-456-7890 SALES AGENT DAVID</div> <div></div>		<div>STOCK # J2193746</div> <div>VIN 4T1BK1E87GU22527</div>		<div>LEASE</div> <div>\$335.49/MO</div> <div>\$5000.00 DOWN 36 MONTHS 10000 MI/YR</div> <div>SELLING PRICE \$37,628.00*</div>		<div>\$4500</div> <div>VEHICLE LEXUS NX 2010</div> <div>CONDITION GOOD</div> <div>VIEW MORE</div>		<div>\$1500</div> <div>• LFS Lease cash • Military Reward</div> <div>VIEW MORE</div>		<div>\$300</div> <div>• Guaranteed Auto Protection</div> <div>VIEW MORE</div>		<div>\$1,275</div> <div>• Chrome Wheels • All Weather mate</div> <div>VIEW MORE</div>		<div>STATUS</div> <div>Waiting for Credit Approval</div> <div> CHECK EMAIL</div>	
10 SEP		# 16106 DON		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
11 SEP		# 16107 KIRAN		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
11 SEP		# 16108 MARK		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	PROTECTION	<div>✓ ACCESSORIES</div>	CHECKOUT						
12 SEP		# 16109 JAYESH		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
10 SEP		# 16106 DON		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
11 SEP		# 16107 KIRAN		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						
11 SEP		# 16108 MARK		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	PROTECTION	<div>✓ ACCESSORIES</div>	CHECKOUT						
12 SEP		# 16109 JAYESH		<div>✓ PAYMENT</div>	<div>✓ TRADE-IN</div>	<div>✓ REBATES</div>	<div>✓ PROTECTION</div>	<div>✓ ACCESSORIES</div>	CHECKOUT						

ANALYTICS



DESKING

GUEST

tagrail test

test@tagrail.com
247 3rd Ave New York NY 10010

PRICE DETAILS

LEASE		
	\$568.05 /MO	
\$5,000.00 Down payment	48 Months	12000 Miles /Year
MSRP \$47610.00	DISCOUNTED PRICE \$47134.00	YOU SAVED \$476.00

VEHICLE DETAILS



2020 LEXUS RX 350
Stock: 48602VIN: 2T2AZMDA9LC225334

FINANCE

☒ CASH

Down Payment	\$2000	\$3000	\$4000
48 Months	\$1,076.13 190% APR	\$1,054.46 190% APR	\$1,032.79 190% APR
60 Months	\$868.99 190% APR	\$851.50 190% APR	\$834.00 190% APR
72 Months	\$753.25 290% APR	\$738.08 290% APR	\$722.92 290% APR

LEASE

Down Payment	\$2000	\$3000	\$5000
36 Months	\$666.21 12000 MI	\$634.15 12000 MI	\$575.62 12000 MI
39 Months	\$678.36 12000 MI	\$648.13 12000 MI	\$592.76 12000 MI
48 Months	\$638.58 12000 MI	\$613.92 12000 MI	\$568.05 12000 MI Primary

CREDIT SCORE

EXCELLENT(720+)

TRADE IN

REBATE

<input type="radio"/> College Graduate Rebate Program	\$1,000.00
<input type="radio"/> Military Reward Program	\$1,000.00
<input type="radio"/> LFS Lease Cash	\$2,000.00

ACCESSORIES

<input type="radio"/> Body Side Moulding	\$6.56/MO
Total Price \$315.00	
<input type="radio"/> all-weather floor mats	\$2.27/MO
Total Price \$109.00	
<input type="radio"/> rear spoiler	\$8.33/MO

PROTECTION

<input type="radio"/> Lexus Financial Services TIRE & WHEEL PROTECTION	\$16.56/MO
Term 60 MO~	
Total Price \$795.00	

<input type="radio"/> Lexus Financial Services Excess Wear & Use Protection Plan	\$10.40/MO
Term 12 MO~	
Total Price \$499.00	

PRICE DETAILS

LEASE	
MSRP	\$47,610.00
Selling Price	\$47,134
Deal Type	LEASE
Term	48 Months
Mileage	12000
Payment	
Selling Price	\$47,134.00
Cash Down	\$5,000.00
Down Payment	\$5,000.00
First Due Date	2020-04-04
Due On Delivery	5000
Total Payments	48 Months
Total Cash Cost	\$47,928.00

CUSTOMER MANAGEMENT

jam smal

Thursday, March 5, 2020 04:31 PM

8555 College Blvd
Oceanside CA 92056

jam@gmail.com

619-288-1223

2020 NISSAN VERSA
5
JN1CM8V2L802044
New

Selling Price
\$15,995.00

Stock #
716224

Mileage
12000

Selected Payment
Lease

Cash Down
\$2,000.00

Monthly Payment
\$326.37

Selected Term
36

Selected Vehicle

Payment 1
04:31 PM

Confirmed Order

Lease

Cash Down
\$4,000.00

Payments/MO
\$223.96

Selected Term
39

Money Factor
0.00228

Provided By
NMAC

Rebates Applied
Bonus Cash \$500.00

Credit Score: EXCEPTIONAL(760+)

Mileage: 10000

Confirmed Order

Lease

Cash Down
\$4,000.00

Payments/MO
\$269.80

Selected Term
36

Money Factor
0.00454

Provided By
NMAC

Rebates Applied
Bonus Cash \$500.00

Credit Score: EXCEL(720-849)

Mileage: 10000

Payment 2
04:33 PM

Customer Selection

Lease

Cash Down
\$2,000.00

Payments/MO
\$342.43

Selected Term
36

Money Factor
0.00454

Provided By
NMAC

Payment 3
04:33 PM



TAGRAIL Differentiators

TAGRAIL PLATFORM DIFFERENTIATORS

- ✓ WEBSITE RETAILING
- ✓ CUSTOMER JOURNEY INSIGHTS
- ✓ UNIQUE CUSTOMER ACQUISITION
- ✓ DESKING IN-STORE TOOLS
- ✓ CUSTOMER CAMPAIGNS
- ✓ INDUSTRY LEADING CONVERSION RATE
- ✓ DIGITAL DEAL JACKET
- ✓ PRICE ALERTS
- ✓ GA INTEGRATION
- ✓ SEAMLESS R-ONE INTEGRATION

TECHNOLOGY

MARKETING

SALES



Average Dealer Results

INCREMENTAL CUSTOMER CONTACTS



Average Monthly Contacts

Average count of times a customer interacted with the tool and began to construct a deal on a vehicle for Lexus and Toyota.



Unique Customers

The number of TagRail contacts that are incremental to standard website leads.

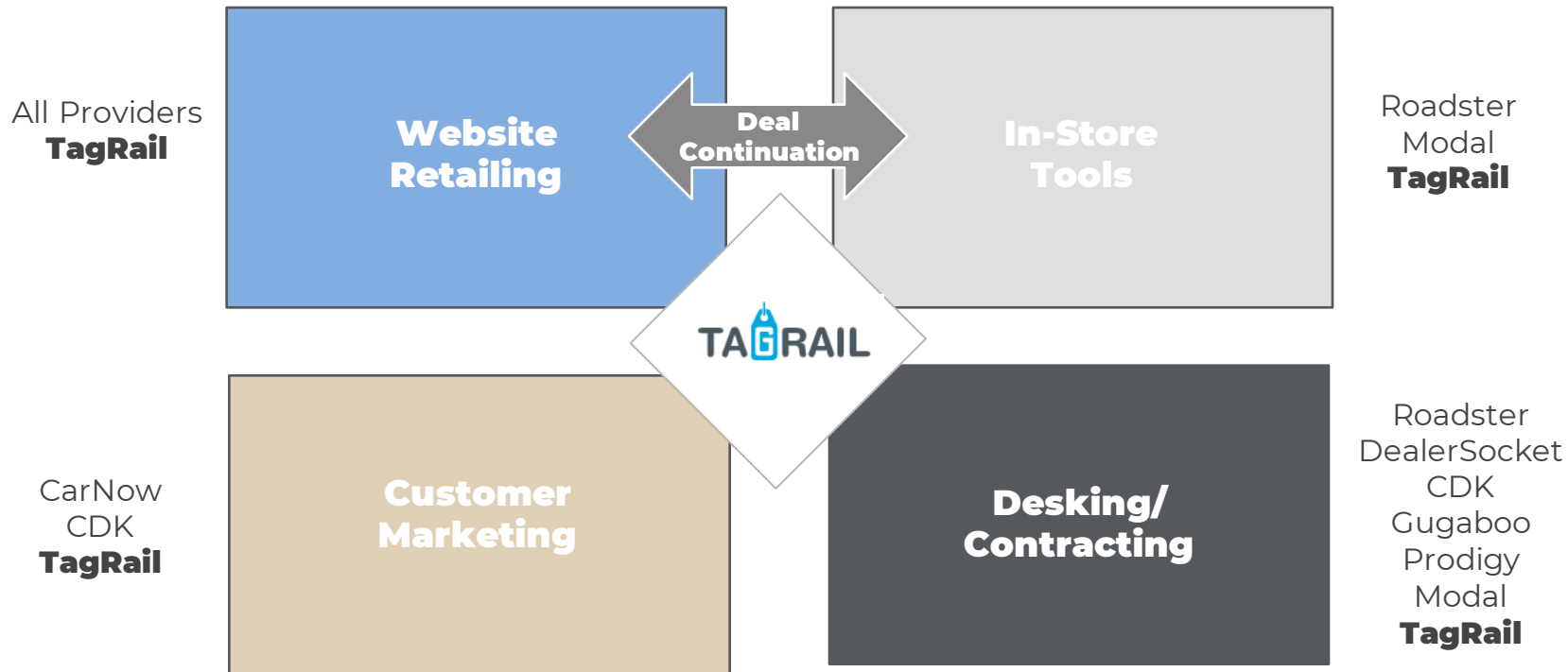


Average Completion Rate

Average percentage of deals that are finished by the customer and sent to the dealer for final sale

WHERE WE PLAY

21



THE TAGRAIL DIFFERENCE

UNIFIED PLATFORM



FLEXIBLE

- Flexible and easy for the dealer to use/adjusts to dealer process.



SEAMLESS EXPERIENCE

- Seamless experience / pricing consistency for the customer (unlike Roadster).



INTEGRATIONS

- Integrates with multiple tools/data providers e.g. We can accommodate whatever trade tool you are using to sync with your dealership.
- Bidirectional integration with CRM.

IN-PERSON APP

ADD LEAD

PRICING

LEAD INFO

TEST DRIVE

DRIVE ROUTE

SEARCH

RESET

First Name

Last Name

Email ID

Phone number

2020 - X178623 - ALTIMA...

LICENSE FRONT

LICENSE BACK

NOTE

SAVE

COMPLETE LEAD

COMPLETE SALE

USER TAGRAIL
MANAGER

9876543210

support@tagrail.com

NISSAN ALTIMA 2020

2.5 SR

Stock ID : X178623

VIN Number : 1N4BL4CV3LC178623

Type : New

Odometer : 4

MSRP : \$28720

Selling Price : **\$27220**

Savings : \$1500

LEASE

Miles : 12000

RETAIL

APR : 4.45%

\$253.26 / 36 / \$5000

\$382.81 / 72 / \$5000

Cash Down: \$5000. Total rebates available: \$1075. Expires on 01-31-2020.

Cash Down: \$5000. Total rebates available: \$1500. Expires on 01-31-2020.

GALLERY

ENGINE

2020 - X178623 - ALTIMA (1N4BL4CV3LC178623)

NEW CA... L/CERTIF... USED C... OTHER

2020 NISSAN ALTIMA

VIN Number 1N4BL4CV8LC178536

Stock ID X178536

Selling Price 26660

Odometer 5

Color Super Black

TRIM 2.5 SR

LEASE \$244.83 MO | RETAIL \$373.53 MO

2020 NISSAN ALTIMA

VIN Number 1N4BL4CV8LC178536

Stock ID X178536

Selling Price 26660

Odometer 5

Color Super Black

TRIM 2.5 SR

LEASE \$244.83 MO | RETAIL \$373.53 MO

2020 NISSAN ALTIMA

VIN Number 1N4BL4CV8LC178536

Stock ID X178536

Selling Price 26660

Odometer 5

Color Super Black

TRIM 2.5 SR

LEASE \$244.83 MO | RETAIL \$373.53 MO

2020 NISSAN ALTIMA

VIN Number 1N4BL4CV8LC178536

Stock ID X178536

KIOSK

The kiosk interface displays a search bar at the top with the text "Search for make, model or bodystyle". Below the search bar, there are tabs for "NEW", "CERTIFIED", "USED", and "ALL". The main content area is divided into two columns. The left column lists various Mazda models with their starting prices and the number of cars available:

- MAZDA MAZDA6**: From \$25469, 8 Cars
- MAZDA CX-3**: From \$27638, 8 Cars
- MAZDA MAZDA3**: From \$29120, 24 Cars
- MAZDA CX-5**: From \$30488, 51 Cars
- MAZDA MIATA RF**: From \$34531, 2 Cars

The right column features a detailed view of the **MAZDA6 GRAND TOURING RESERVE™**. It includes a large image of the car, the MSRP of \$32,595.00, and the price of \$31,069.00. The interface also shows a "MONTHLY PAYMENT" slider set to \$0, a "SORT BY" dropdown set to "Low to High", and a "CUSTOMER ASSESSMENT" button. A circular inset image shows a car dealership interior with several cars parked.

QUESTIONS



1 PRICE ESTIMATE 2 TERMS 3 COMPARE / DETAILS 4 CREDIT 5 SUMMARY

Apply for a credit check to finalize your deal.

By clicking on the below sections for Quick Screen and Credit check, you are confirming you have read and understand the privacy policy and electronic signature disclosure, and you are authorizing the dealership under all applicable federal and state laws, including the Fair Credit Reporting Act, to obtain information from your personal credit profile. Also, you are confirming you understand that any pre-approval is subject to review and acceptance of credit information.

PERSONAL	CONTACT	EMPLOYMENT
<div>INDIVIDUAL</div> <div>CO-APPLICANT</div>	<div>Address</div> <div>City</div> <div>23111</div> <div>test@tagrail.com</div> <div>Phone Number</div> <div>Virginia</div>	<div>Employment Stat.</div> <div>Employer</div> <div>Occupation</div> <div>Length of Employment</div> <div>Years Months</div> <div>Employer Phone</div> <div>Monthly Income</div> <div>Other Income</div>

VIDEO
DEMO PERMIT
CUSTOMER INTERVIEW
PHOTO TAG
PRIVACY POLICY
DEAL DETAILS
DEAL SETTINGS
QUOTE

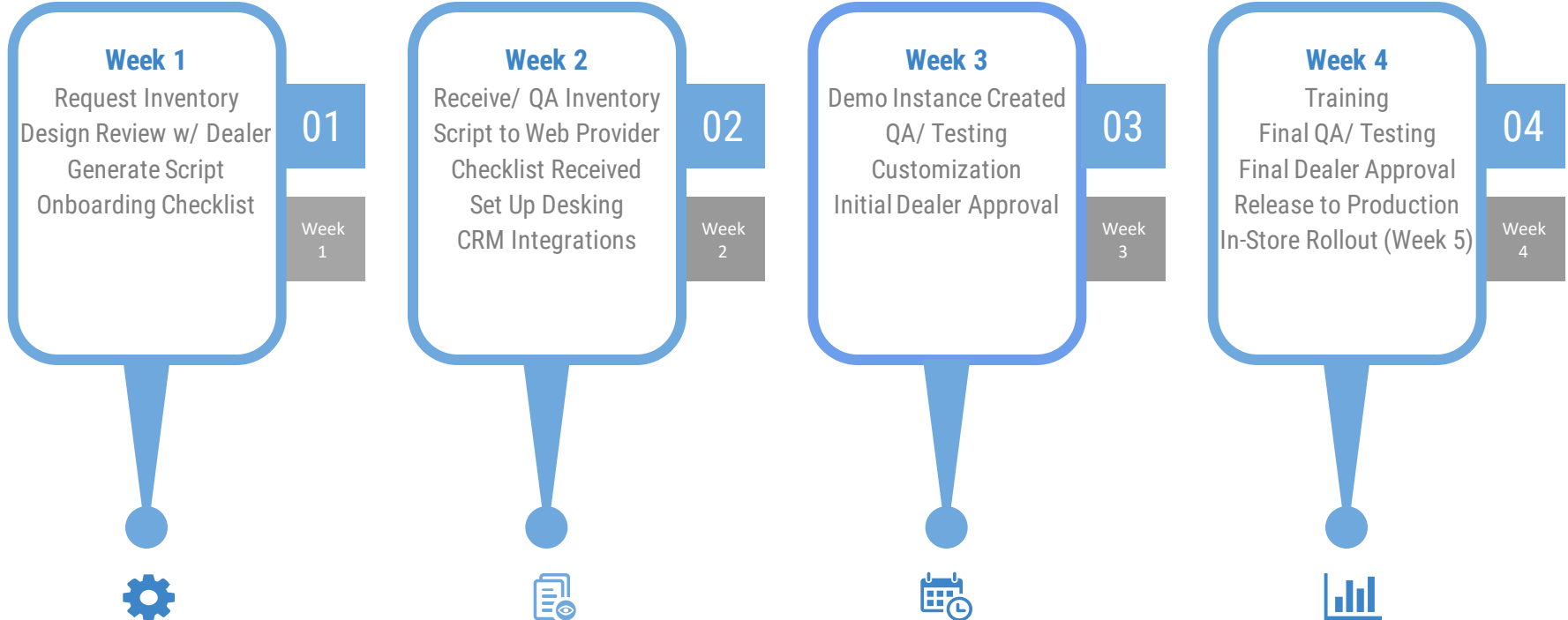
NEW STOCK # X178623
2020 ALTIMA NISSAN
4D Sedan
DEAL NUMBER : 775
SELLING PRICE \$27,220.00
CASH DOWN \$4,000.00
DEAL TYPE LEASE
48 MONTHLY PAYMENTS \$301.66



IN-STORE PURCHASING

TAGRAIL

ONBOARDING & IMPLEMENTATION



CONTACT

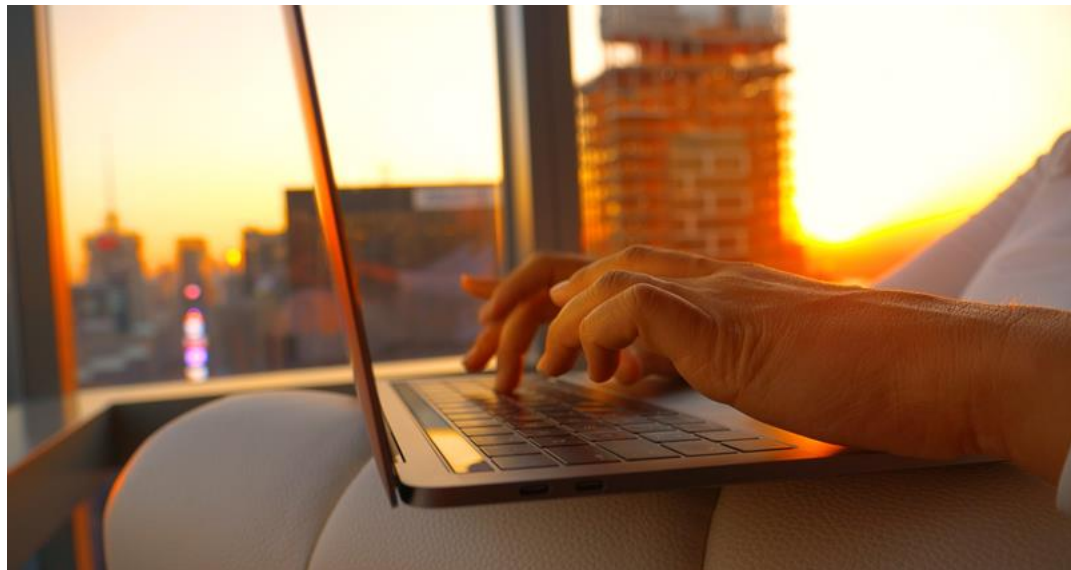
(866) 391-1718

SALES: Sales@FoxDealer.com

SUPPORT: Support@Foxdealer.com

MARKETING: Marketing@FoxDealer.com

FOX DEALER
150 SOUTH ARROYO PARKWAY
2ND FLOOR
PASADENA, CALIFORNIA 91105



Additional Slides

REPORTING

