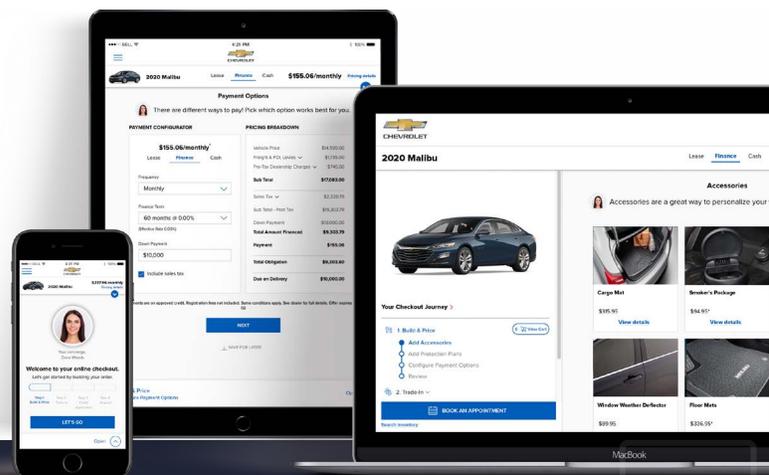


MOTOINSIGHT

Redefining Retail Together

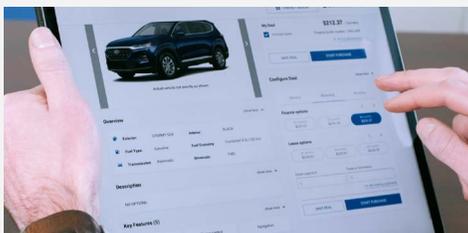
Commerce solutions that advance your dealership

We deliver a groundbreaking, digitally driven purchase experience for leading automakers across the world. That's how Motoinsight redefines the car buying process through the MotoCommerce digital retailing platform.



What is MotoCommerce

MotoCommerce brings a single, dynamic shopping experience to every customer. Whether they want to shop online, in-store, or a combination of the two, MotoCommerce is your most effective tool to guide their purchase.



1. Robust Online Experience

Your customers are starting online, which is why we've built the best online purchase funnel in the business. MotoCommerce gives your online shoppers an intuitive, transparent way to go deeper into the sale from a computer or mobile device.



2. In-Store and Online Connectivity

Your dealership is still the heart of your process, and MotoCommerce takes that strength to a new level. Online and in-store aren't two different pathways; with MotoCommerce in-store and online, it's all part of one unique and powerful purchase experience.

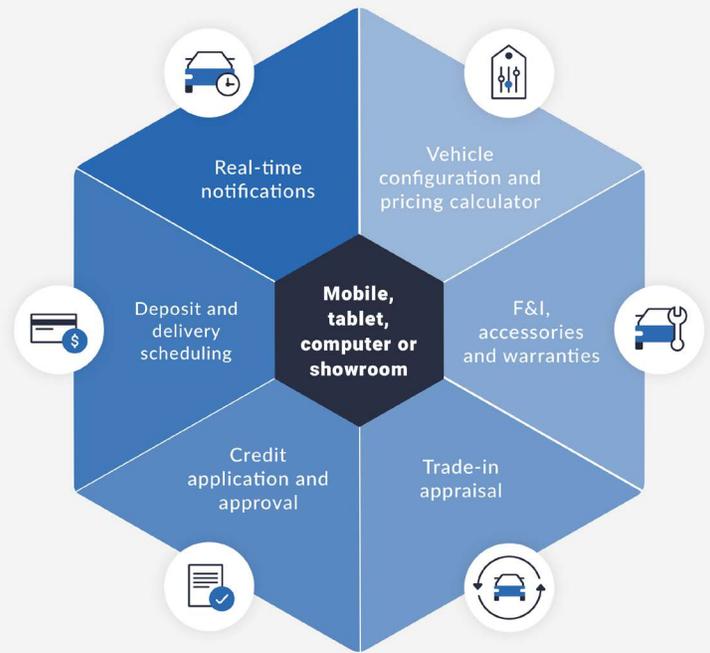


3. Seamless Path to Close

Technology should make things easier, not more complicated. The power of MotoCommerce is in how easy it is to use for your customers and team members alike. Save time while providing a sales process that's just as engaging for your team as it is for your customers.

What is an omni-channel experience?

Omni-channel retailing is an integrated approach to digital commerce that gives shoppers a cohesive experience across online and offline channels. Shoppers can complete each step of the purchase journey from your showroom, or any digital device, at any time. Omni-channel retailing allows you to stay open 24/7/365.



Here's what MotoCommerce is about to bring to your dealership



Increase Your CSI

Our customers are **extremely satisfied with the convenience** of shopping with MotoCommerce... the trust, the excitement, and the enthusiasm to buy are all there. I just have to bring it home.



John Agnew
Sales Consultant Newroads GM



Drive More Profit

Our customers are happier and more primed to buy when they walk through our doors, and they're closing at higher rates... with an **average increase of \$100 in F&I per-vehicle-sold**.



John Fraser
General Manager Cavalcade Ford



Sell More Cars

We're selling more cars with MotoCommerce, but most importantly, our customer satisfaction has never been higher. We've seen a **48% increase in closing**.



Joshua Woods
Sales Manager Windsor Hyundai

| | One-Time Implementation Fee | Monthly License & Support Fee |
|--|-----------------------------|---------------------------------------|
| Small Store | Waived | \$1,100 per rooftop |
| Large Store | Waived | \$1,300 per rooftop |
| MotoCommerce Second Retailer (Cadillac) | Waived | \$500 for Additional Cadillac website |