

A Winning Retail Platform

Do you have a plan to engage today's buyer?

Today's consumers have certain expectations when they shop online. Data shows personalized, meaningful engagement with speed and ease to deliver insights and answers they need are the keys to winning. Dealers who take advantage of the right tech will meet and exceed the demands of today's buyers. Those who don't will fall behind.



Convert more, sell better

- › Engage website visitors
- › Keep live leads alive
- › Drive more kept appointments
- › Speed up the sales process
- › Increase the number of lifelong customers
- › Prioritize human connection

71%

of customers say they want an omnichannel experience*

41%

of Mazda digital retail leads are submitted with a trade-in.

20%

Of Mazda DR leads include a soft credit pull.

A connected retail platform

CarNow is a dealer retail platform with tools that generate high-converting leads through personalized engagement. Our technology enables shoppers to move quickly and comfortably through the sales process.

CONVERT LEADS

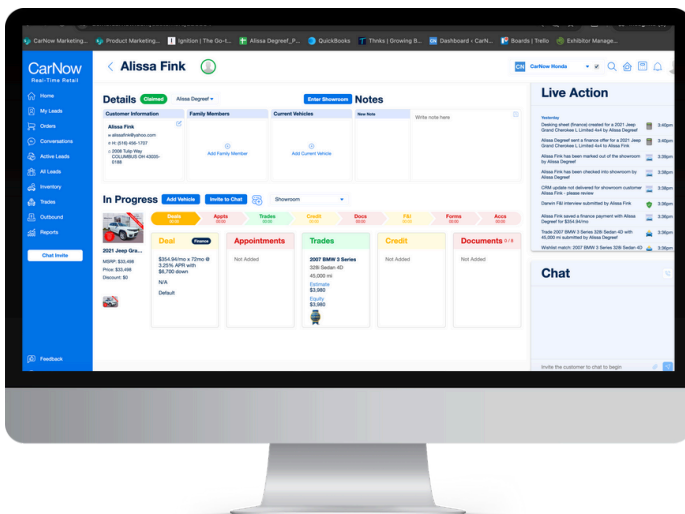
Digital Retail

Our digital retail platform connects your virtual and in-store showroom like never before. Our tools enable your website to easily bring shoppers deeper into the sales funnel with non-intrusive tools that value a trade, pull credit, schedule an appointment, start a digital retailing session, and more.

CLOSE DEALS FAST

Showroom

Empower your team to pick up a sale form anywhere in the process to pencil and close at the dealership. This powerful tool puts you in lockstep with all your buyers. Adding digital sophistication to your process decreases time to sale, boosts customer satisfaction, and drives more sales



All this, and more!

- › Transparent Metrics
- › Robust Reporting
- › Dedicated Account Staff
- › Product & Training Experts
- › Trade Partner Integrations
- › On-Demand Lessons Inventory Integration
- › Soft and Hard Credit pull options
- › F&I Merchandising & Accessories
- › DMS Integrations

DIGITAL RETAIL + SHOWROOM

\$1199

FULL CARNOW SUITE

\$2499