



# J.D. POWER DARWIN

REAL PAYMENTS + TRANSPARENCY =  
**CUSTOMER TRUST**

*THAT'S THE DARWIN DIFFERENCE!*



## HELPING RETAILERS SIMPLIFY & STREAMLINE THE DIGITAL RETAIL EXPERIENCE

The Darwin Digital Retail solution provides online and showroom capabilities with finance and manager tools to help retailers implement the car-buying experience that is right for them and their customers.

### DIGITAL RETAIL SOLUTION FEATURES

- Full Service Desking
- National & OEM Incentives
- Inventory Integration
- DMS Integrations
- Forms & E-Contracting
- Multiple Trade Vehicles
- Vehicle Comparison
- & much more!

#### MULTIPLE ENTRY OPTIONS

Customizable buttons and widgets (deep links) to drive the customer into the online process to generate a higher quality lower funnel lead that converts.



#### REAL TIME NOTIFICATIONS

Access to real-time customer actions, deal changes, vehicle comparisons; while providing dealers with full visibility and resources for a better negotiation.



#### SEAMLESS ONLINE & IN PERSON

Support the customers buyer journey and meet them where they are with a frictionless end to end solution.



 **21%**

Avg. Lead Capture Rate

 **5x**

More Likely to Purchase

 **188%**

Over Nat'l Avg. for F&I Rate

 **76%**

Retailer Efficiency

Request a live demo at [sales@darwinautomotive.com](mailto:sales@darwinautomotive.com) or call 732-781-9010

# Additional Key Features

## »»» Shop By Payment

The majority of vehicle buyers are still payment shoppers yet most digital retailing tools don't allow a customer to shop by payment - Ours does!

## »»» Free Marketing Assets

Create awareness with your shoppers using customized marketing assets we offer during setup, such as a landing page, hero images, video and so much more!

## »»» Tailored Interview

Integrating the "interview" into your digital retailing solution allows for a personalized presentation resulting in more products accepted.

## »»» Rates & Residuals

Every lender and every program, every rebate – every parameter, policy and factor that can influence an automobile lease or retail finance transaction.

## »»» Integrated Soft Pulls

Our soft-pull solution through 700 credit places soft inquiry on the consumers file, that does not require a consumer's SSN or DOB. Dealers receive live FICO, available revolving credit, recent inquiries + more!

## »»» Predictive Analytics

Not just a buzz word! This is what makes Darwin not just another Digital Retailing platform.

## »»» Prescriptive Selling

The ultimate selling method! Prescriptive Selling matches your products and services to individual customers needs. Helps increase sales and reduce buyers remorse.

## »»» F&I Sales Tools

We have many tricks and tools to help ensure your F&I profit is maximized when retailing a car online. Third party tools from Edmunds.com help explain why F&I protection can be a very valuable option for the consumer.



## Dedicated Account Managers with Dealership Experience

Work with your dedicated Digital Retail Account Manager to optimize your marketing strategy and lead management process while receiving performance reviews and tool insights. Their firm understanding of the dealership environment ensures your stores success.

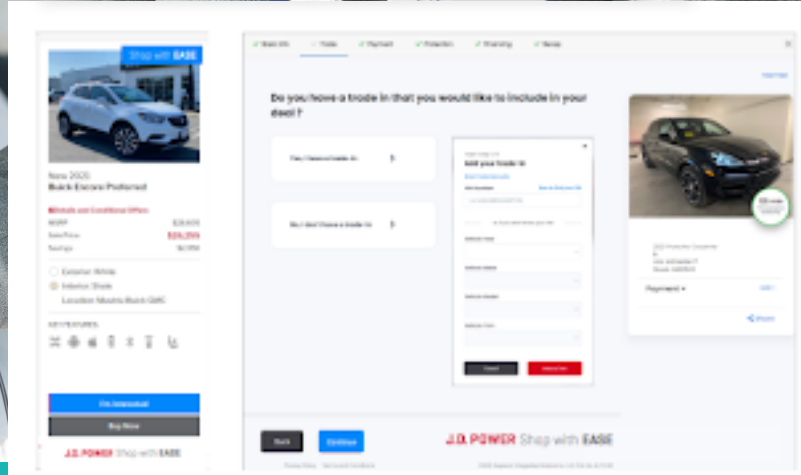
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*It's what I've envisioned for the future of digital retailing and our customers love it. It produced my favorite review of the year when one customer stated, "This dealership was really easy to work with and the best part of the process was the Fastlane software on their website. My deal was built out before even getting to the dealership which meant I didn't have to be there for five hours negotiating and haggling. The team knew what I wanted and made it a seamless process. It's like having the online flexibility of Carvana at your local dealership where you can and go see the car before you buy it."*

Vincent Mastria | Marketing Manager, Mastria Auto Group

We are the DMS and F&I specialists that understand how a deal comes together. Presenting your customers a consistent payment and deal structure throughout their purchasing process is paramount when it comes to building credibility and trust.

*Let us help you **WOW** your customers!*



## DIGITAL RETAIL PACKAGE - \$995

Our package includes the following features; (including new enhancements released quarterly):

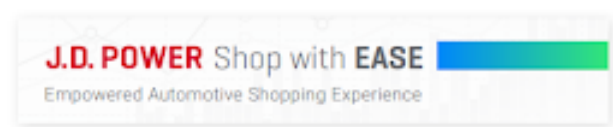
- Dedicated Account Manager
- Full Service Desking
- National & OEM Incentives
- Inventory Integration
- DMS Integrations
- Forms & E-Contracting
- Multiple Trade Vehicles
- Vehicle Comparison
- Real Payments
- Trade-In Evaluation
- Shop By Payment
- OEM Accessory Presentation
- F&I Tool with Prescriptive Selling
- Free Marketing Assets
- Driver Needs Analysis
- Multi-Vehicle Comparison
- Electronic Contracting , Signing & Submission
- Virtual Desking
- Buy It Now
- Showroom
- & much more!

## Additional Package Add-Ons (Price/mo)

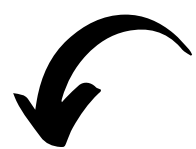
- All Lenders (Finance & Lease) - \$99
- KBB Trade Values - \$69
- OnSite Training - \$995/per day

## Additional Setup Fee Required (one-time)

- Platform Setup Fee - \$495



Any dealership enrolled in the J.D. Power Darwin Digital Retailing solution can utilize the Shop with EASE branding and included marketing video to promote on your dealership website!



## Schedule Your Demo Today!

Learn more at [darwinautomotive.com](http://darwinautomotive.com)