



MAZDA DIGITAL SHOWROOM



DEALER.COM

ACCELERATE MY DEAL

FLEXIBLE RETAILING EXPERIENCES THAT DRIVE BUSINESS.

Technology leaders like Apple have shown how award-winning design and intuitive user experiences make it easier for users to engage with their products. Accelerate My Deal applies these same principles, giving consumers the critical information and flexible workflow they need to confidently start deals online.

Cox Automotive's next generation retailing experience provides a seamless, user-centric workflow for shoppers and dealers that saves time. Through guided navigation, Accelerate My Deal results in faster deal-making and higher profits. With dedicated expertise and support, dealers are set up for success from day one and can easily incorporate these tools into their sales process.

Benefits

Next Generation Design. While the flexibility and conveniences of modern retailing are clear, smart design and a customer-first approach guide the overall experience, resulting in time savings for both the consumer and the dealer. Accelerate My Deal lets the shopper drive—and builds confidence and trust throughout the experience, delivering more transparency and control over the entire process.

Dealer Control and Customization. Easy-to-use management tools let you control every point of the deal to align with your in-store operations, while improving efficiency.

- **Higher Quality Visits:** Website Visitors who start their deal online are 5x more likely to submit a lead, and they view 1.5 more VDPs and 5.5 more pages during their visit.¹
- **Stronger Lead Conversion:** Accelerate My Deal leads convert 46.4% more than other lead sources across dealer websites, Autotrader, and Kelley Blue Book combined.²
- **More Profit Per Deal:** Compared to other lead sources, Accelerate My Deal leads produce 24.8% higher gross profit per deal.³

Higher Engagement, Conversion, and Profits. Trusted by more than 7,000 franchise and independent dealers, and endorsed by more than 30 manufacturers, Accelerate My Deal provides shoppers with personalized shopping options that deliver high-quality engagements and lead to higher profits. To fuel those profits, you need an intuitive, seamless experience that caters to all types of shoppers. The new workflow does just that, boosting lead conversion rates by 26%, resulting in an 88% increase in leads submitted per dealer, compared to dealers using the legacy experience.³

1. Comparison of visits with vs. without digital retailing activities, Dealer.com hosted websites. Sessions with digital retailing activity, on average, visit 1.5 more VDP, 5.5 more pages, and are 5 times more likely to submit a form than sessions that view a VDP but to no have any any retailing activity. Data from June through Dec 31, 2020. 2. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Accelerate My Deal leads saw 46.4% higher conversion than non-Accelerate My Deal leads across Autotrader Listings or Kelley Blue Book combined. Data from Jan 1–Dec 1, 2020. Analysis performed Jan 2021. 3. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data for period beginning January 1 through Dec 1, 2020. Analysis performed Jan 2021. 4. Conversion Rate, Lead Per Conversion Rate, Lead Performance, and Lead Quality were studied across 120 participating dealerships during four 90-day Beta Testing Periods beginning May 4, 2020 and ending Oct 8, 2020. Performance differences were averaged and compared to all Accelerate My Deal subscribers using the legacy experience during the same time period.



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Product Features

Start driving more qualified leads and sales that produce higher margins by building a transparent relationship with your customers at the start of their car buying process.

Real-time Credit Decisions. Car shoppers can apply for credit and get real-time status update right from the Accelerate My Deal workflow.

Actual Monthly Loan and Lease Payments. Feature incentive and rebate data. Shoppers self-select conditional programs (e.g. military and loyalty cash), and taxes and fees are adjusted based on zip code.

Self-Penciling Deal Terms. Quotes can be customized using OEM and dealer incentives, as well as applicable taxes and fees.

Trade Valuation. Capture trade-in details, provide trade-in price, and reduce friction of in-store trade negotiations with Kelley Blue Book, the industry's most trusted resource.

Price Offers. Give shoppers a sense of control by allowing them to send price offers based on actual monthly payments.

Online Finance Applications and Approvals. Capture consumer information and enable pre-qualification through a quick, easy, and secure process.

Deal Terms, Vehicle Reservations and Deposit. Display deal terms clearly and enable shoppers to self-close by accepting terms online. Reserve a vehicle with a credit card deposit. Schedule an appointment for a final close and pickup.

Remote Communication Tools. Assist shoppers through deals and boost your virtual car sales from anywhere via Text, Email, Video Chat or Cobrowsing capabilities.

Shopper Document Uploads. Help your customers securely submit personal documents from any device. Once a deal has been submitted, customers can quickly upload necessary paperwork including Driver's License, Proof of Insurance, W2 and Paystubs.

F&I Offers. Feature F&I products online and allow consumers to see how these costs impact their monthly payments.

Finalize the Deal. Finalize the deal structure and credit application through integration with the Dealertrack F&I platform.

Dedicated, Strategic Support. Get up and running faster to ensure success with virtual trainings and check-ins with your Performance Manager. They'll work with you on deal-making strategies that help drive more sales including:

- How to integrate Accelerate My Deal into your sales process and set new goals.
- Building out marketing strategies to get the word out.
- Working best practices into your workflow to increase profits.

VinSolutions Connect CRM and Desking Integration

Say goodbye to manual data entry and duplicate leads—Accelerate My Deal and VinSolutions Connect CRM & Connect Desking together eliminate repetitive tasks and smooth the way for faster deal-making.

- **Deal Visibility:** Follow exactly what a customer did online with a clean, simple view of the customer record in your CRM.
- **One Lead Per Shopper:** Eliminate confusion and double-date entry with one record per customer and real-time alerts every time a customer changes a deal structure
- **VinSolutions Desking Integration:** Pick up in-store exactly where a customer left off online by working a deal directly from your VinSolutions Desking tool.
- **VinSolutions Automotive Intelligence:** Leverage key shopping behaviors and insights to increase deal personalization and closing.
- **Digital Deals:** Create digital deals for every deal right in Connect CRM that can be easily edited, and quickly shared with customers through Connect Desking.

For more information about the Mazda Digital Showroom program, please contact MazdaSales@coxautoinc.com.

Or visit us online at <https://www.dealer.com/products/digital-retailing/make-deals>

VinSolutions Connect CRM and a Dealer.com website are required and sold separately.



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Digital Retailing Package Overview

Actual Finance/Lease Payments with Incentives, Taxes, and Fees	•
Enhanced Deal Dashboard (Send Deal, Save Deal, Share Deal)	•
Structure Finance, Lease, and Cash deals with Price Offers	•
Manufacturer and Conditional Incentives	•
Shop by Payment on Dealer.com Websites	•
Dealer Configurable Branding (dealer branded image, video)	•
Text Messaging, ActivEngage Chat, Cobrowse, Video Chat, Call Tracking by Source	•
Test Drive and At-Home Delivery Scheduling	•
KBB Trade Valuation®, powered by KBB.com or ICO ¹	•
Shopper Document Uploads (Driver's License, Proof of Insurance, W2, Paystubs)	•
Vehicle Protection Product with Monthly Payments	•
Credit Application integrated with Dealertrack uniFI or RouteOne	•
VinSolutions CRM Integration (Review a Deal, No Duplicate Leads, Start a Deal)	•
VinSolutions Desking Integration	•
Review a Deal for Third-Party CRMs	•
Log-In to Continue Deal	•
nVision Reporting	•
Reservations w/Credit Card Deposit (Worldpay®) and Deal Certificate	à la carte
Virtual Performance Management	•
Launch call to set up online configuration	•
Training within three weeks of launch call	•
Assessment/goal-setting/goal achievement with store leadership	•
Retraining and process improvement every 60 days	•
Consultations/retraining 60 days post-launch	•

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1. Requires separate contract with Kelley Blue Book Instant Cash Offer. VinSolutions Connect CRM and a Dealer.com website are required and sold separately.



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ACCELERATE MY DEAL INTEGRATION WITH VINSOLUTIONS

Included with Accelerate My Deal Digital Retailing as part of Mazda Digital Showroom



Today's consumers have high expectations when it comes to purchasing a new vehicle. Shoppers are more tech savvy and want dealerships to adopt a digital first strategy that offers a flexible, convenient, and transparent experience. In order to stay competitive, dealers need to offer a white-glove customer experience throughout every stage of the car buying process that is personalized to each shopper whether they are online, in-store, or a combination of both.

VinSolutions' seamless integration with Accelerate My Deal enables dealers to offer their customers the ability to start the deal process from anywhere, anytime. This powerful integration between systems brings online lead and deal information directly into the CRM, eliminating manual entry of customer data and minimizes duplicate leads, creating a complete view of your leads and their shopper behavior right in your CRM.

48%
higher close rate than
other lead sources¹



Showroom

Create and modify digital deals with a single deal record that is connected across the dealership and accessible from any device, anywhere, at any time. Salespeople can quickly and easily guide customers throughout the entire deal making process at the dealership, or anywhere from their mobile device. Deal updates are captured in real-time for most accurate information for both dealers and their customers.



Single Record of Real-Time Shopper Activity

Real-time activity updates to the customer record each time the shopper revises the deal, so you can see all their activity in one place. Shopper updates are shown chronologically, so you always have the most current deal information.



Real-time Shopper Alerts

Get alerts when shoppers submit deals, upload documents, show interest in multiple vehicles, or retrieve trade-in valuations right from your CRM.



Enhanced Deal Review Format

A simplified and easy-to-read deal view lets you quickly understand your customer's entire Accelerate My Deal journey. You and the customer see the same view of their activity so you can see what they've done, help coach them through the process, answer questions and keep the deal on track.

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1. Data sourced from VinSolutions CRM dealers from July 1, 2021 to July 1, 2022. Analysis performed September 2022.
2. Mazda Digital Showroom—Accelerate My Deal Pricing = \$1499