



Do Business Here



what we do

AutoMotion **captures and converts** missing mobile sales and service opportunities.



we **add 4 deals**
monthly from
app shoppers

we **win 2** monthly
competitive deals
from app shoppers

we **add 10**
monthly ROs from
app shoppers

what we do: ROI



we put **15+ new app shoppers**
on the lot each month



25%
closing ratio



4 new deals from app
shoppers
\$4,576 per month*



we bring back **3+ deals** each
month **from competitors**



67%
conversion ratio



2 won competitive deals
from app shoppers
\$2,288 per month*



we create **10+ ROs**
each month



\$316
average gross RO



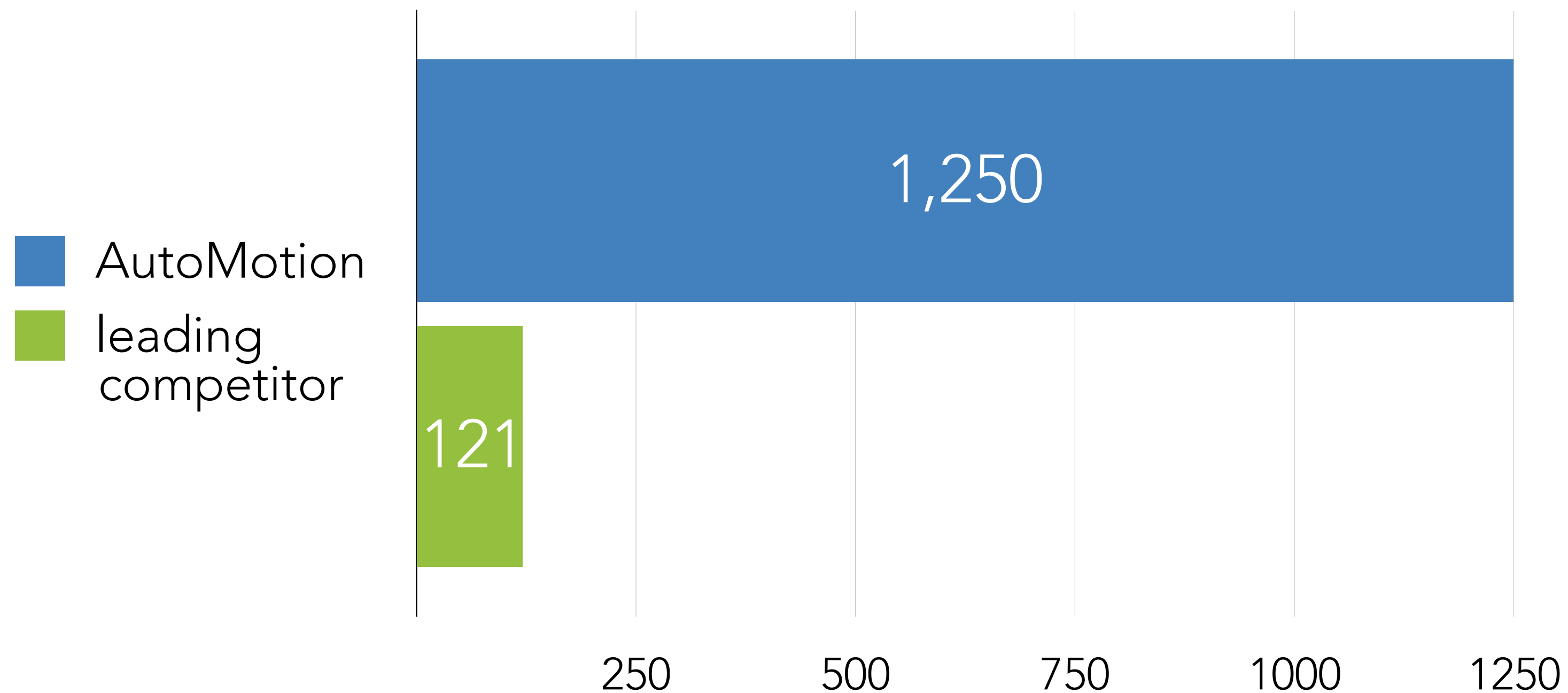
10 service ROs from app
shoppers
\$3,160 per month

*new car gross only. excludes f&i

we drive results

the AutoMotion platform drives **engaged, low-funnel app shoppers** to the dealership

average downloads per store per year



how we do it: technology and data



Proprietary "App Option" code drives app installs organically from retail websites



Deep links and app links permit app SEO quality - driving organic downloads via search



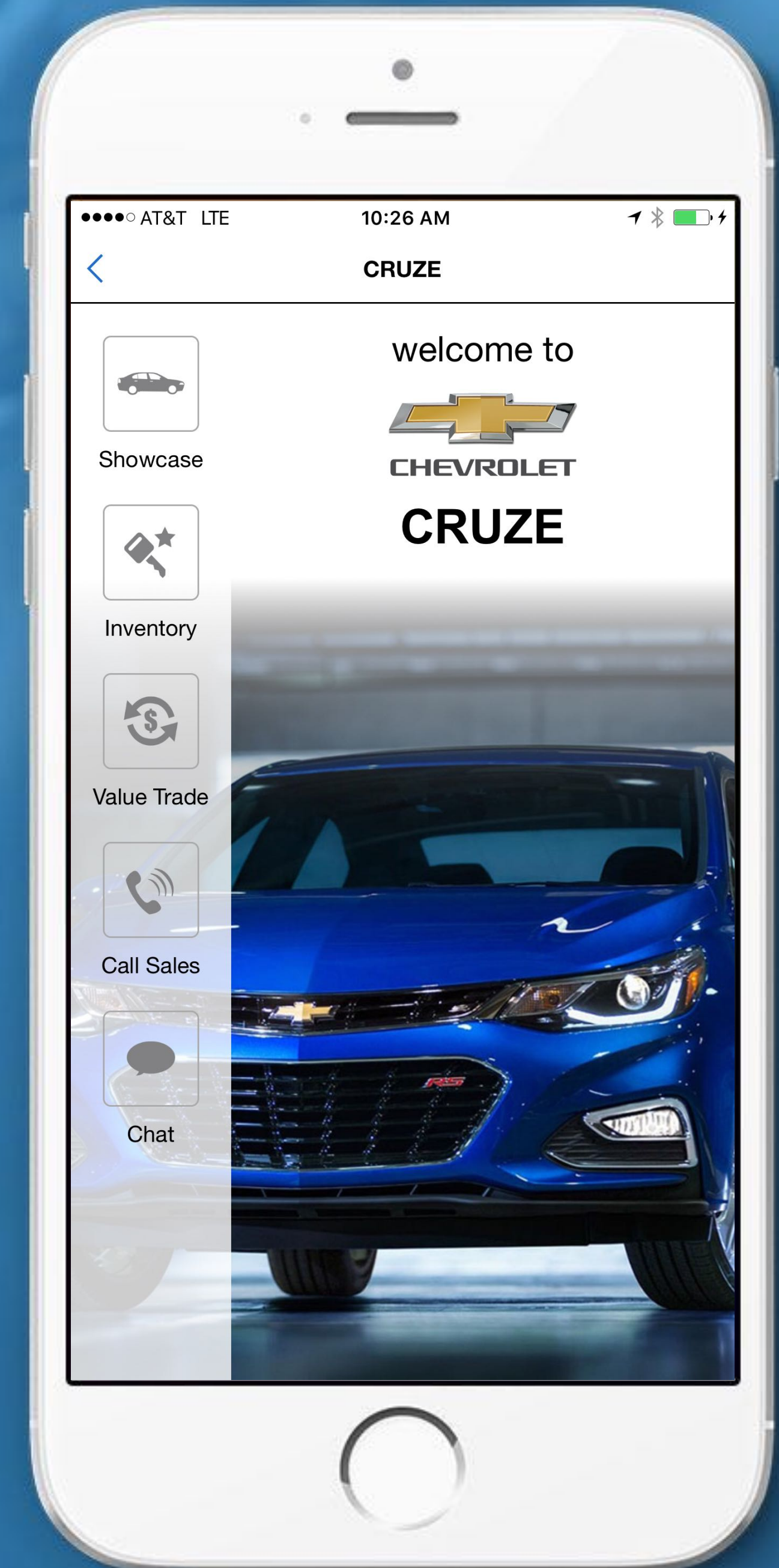
Captive portal and device detection drive app installs on the lot and the showroom



Exclusive partner integrations, such as xtime drive high usage and engagement

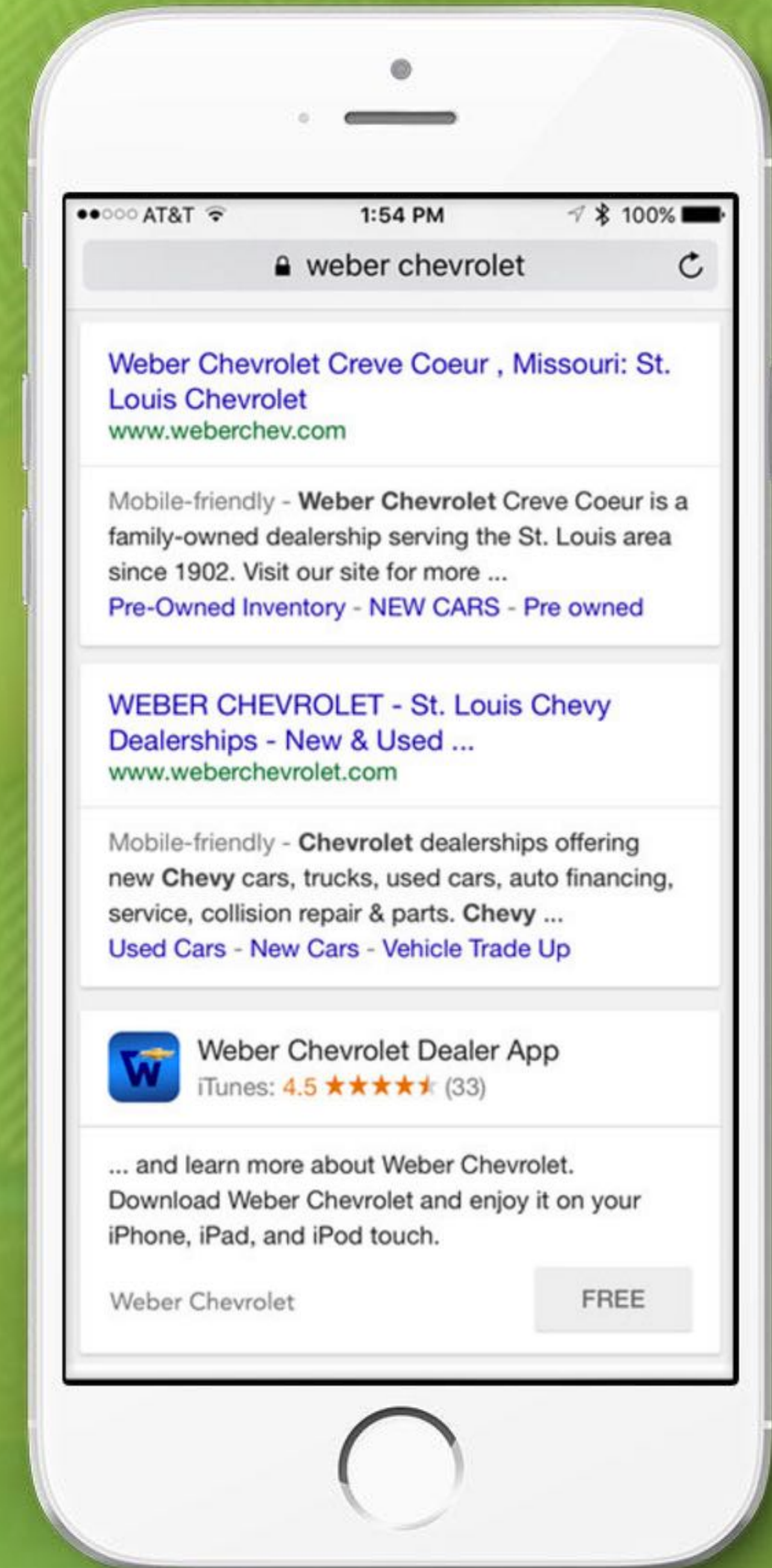
1. APP SHOPPERS: We help drive opportunities from the smartphone shoppers

Generate additional on-the-lot-shoppers through an app. **App installs** are low funnel, opt-in shoppers, ready to buy.



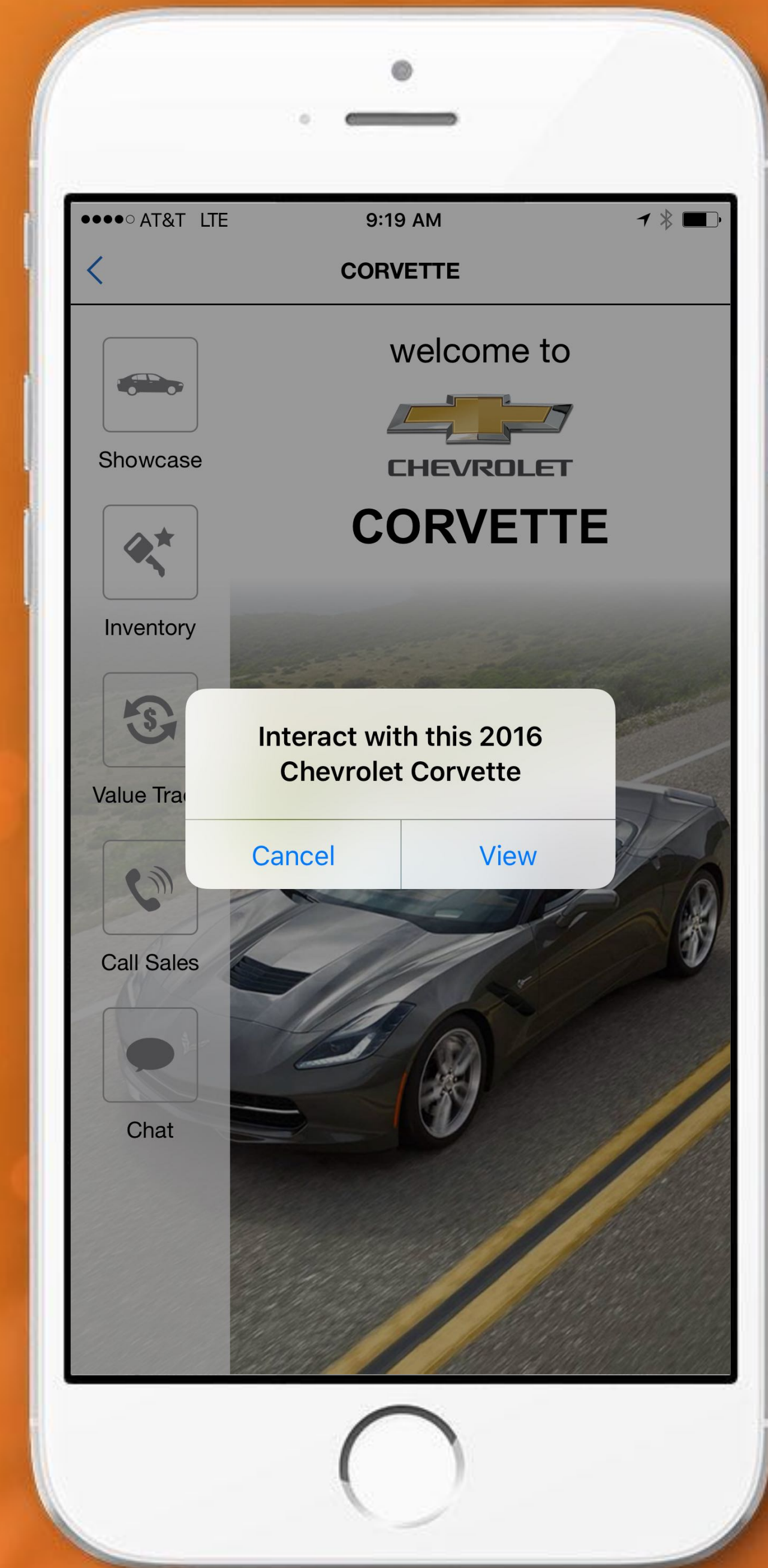
2. DISCOVERY: We help mobile exposure here

Build awareness among mobile shoppers through a mobile app. **App SEO** allows the dealership to be found by smartphone customers. 33% of mobile shoppers now use a dealer's app for shopping.



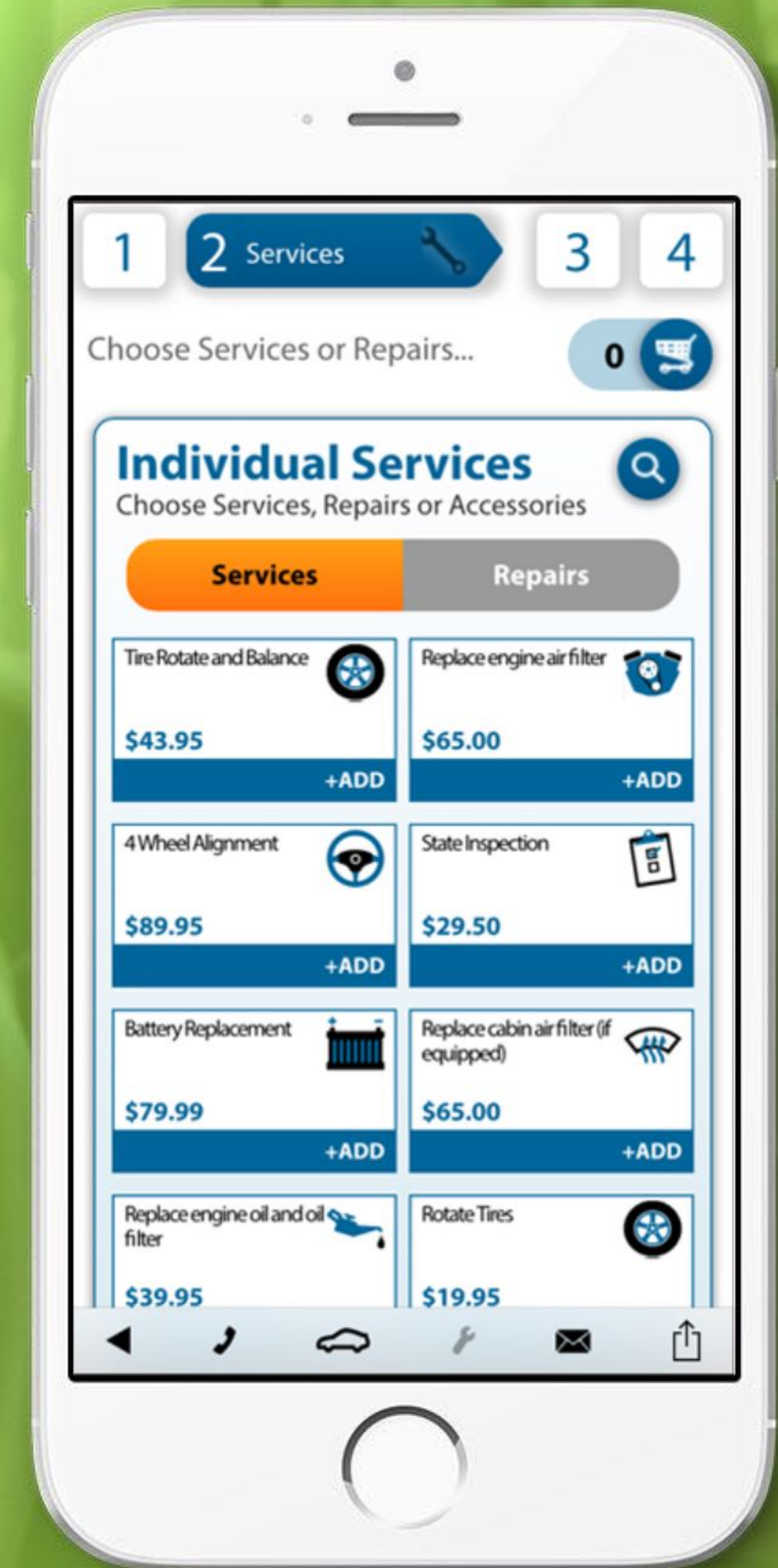
3. SHOWROOM: We help sell more here

Close more mobile only shoppers with a smartphone enabled shopping experience. **AutoMotion Beacons** allow customers to interact with each vehicle while on the lot and in the showroom.



4. SERVICE LANE: We help drive more appointments here

Generate additional service ROs and increase scheduled appointments. **Real-time app scheduling** gives your customers the easiest way to book their next service and creates a long-term service revenue channel.



5. TARGETING: We help win competitive deals

Communicate with a customer with relevant, intelligent messages. **Location Targeting** unlocks a customer's smartphone and provides intelligent communication by utilizing location data, beacons, and geo-fence technology. The result is high engagement and a superior customer brand experience.



1 million+ Mobile Shoppers

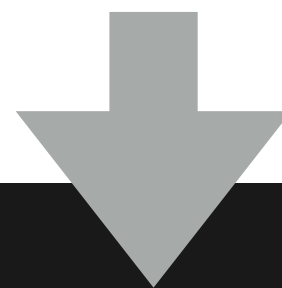
The leading dealer end-to-end mobile solution



Install AutoMotion

Add on-the-lot Customers

Add Sales & Service Revenue



INSTALL AUTOMOTION

ADD ON THE LOT CUSTOMERS