

# Your Dealership Goes Mobile



# download your app

**STEP 1** Visit your mobile website on an Apple device

**STEP 2** Click 'Use App'

# why mobile matters

today's customer is shopping  
your store with their smartphone

OVER

**175** MILLION

Americans now own a smartphone



# why mobile matters

More people would rather lose their **wallet** than their **smartphone**.



of all US citizens have  
their mobile device within reach **24/7**

**millennials** will account for **75%**  
of all **vehicles** purchased by **2025**

MORE THAN

**1/2**

of people exclusively shop  
through mobile



Q: How many times a day does the average person look at their smartphone?





TIMES A DAY

- Google, Flurry Analytics

# your mobile app



service scheduling



new, used inventory



click-to-call



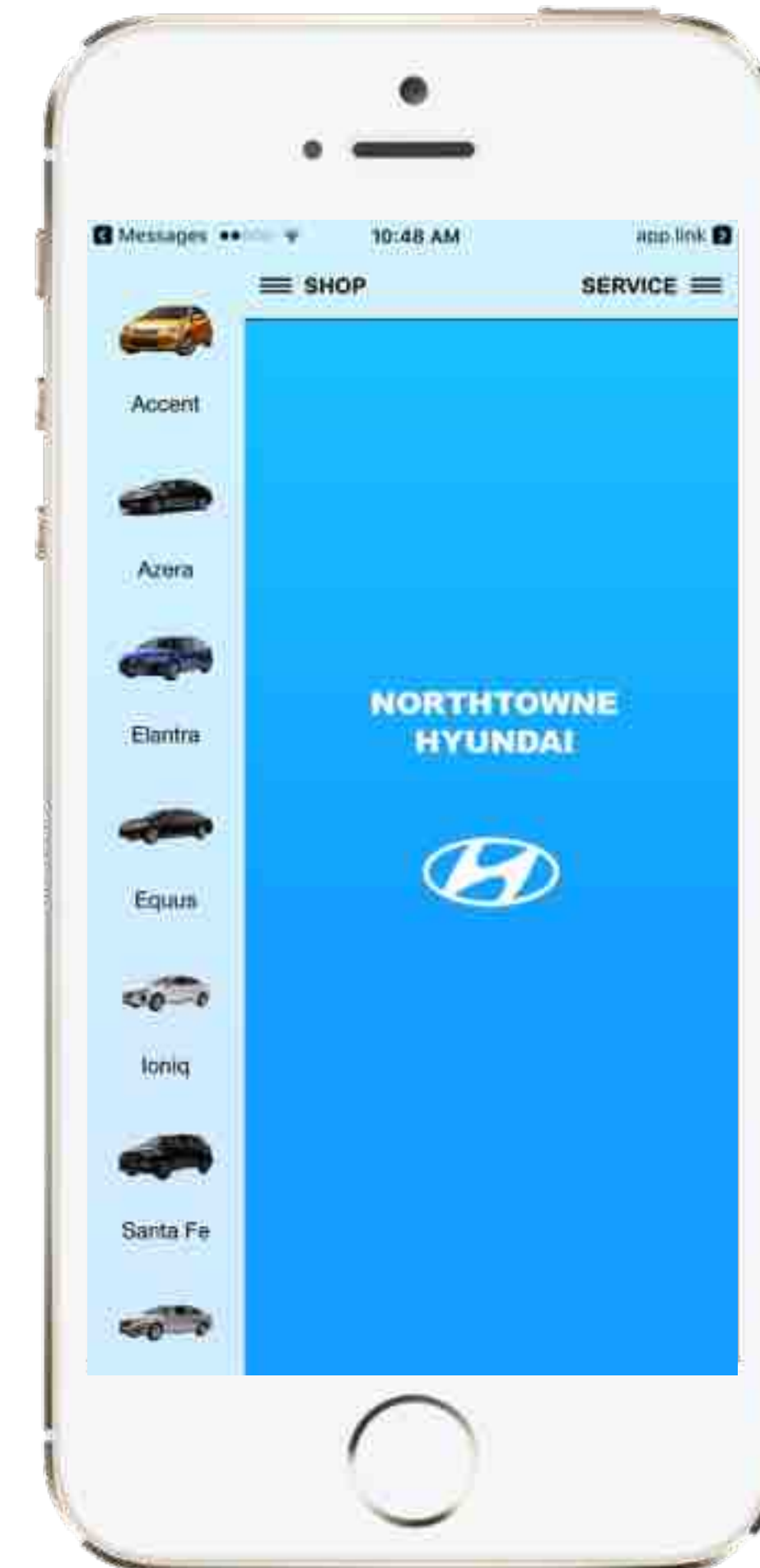
sales, service specials



hours, map, directions



social media integration



# service



schedule more **service appointments**  
from customers on the go





# why you should care

- 33%** of mobile shoppers now use an app for shopping.
- 72%** of customers who "showroom" will visit another dealership.
- 67%** of customers who come back to the dealership will close.
- 55%** incremental mobile service appointment traffic with an app.



**total estimated monthly gross: \$7K - \$16K**

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# Q & A

