

Your Dealership Goes Mobile



download your app

STEP 1 go to app store



STEP 2 enter name of dealership

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?













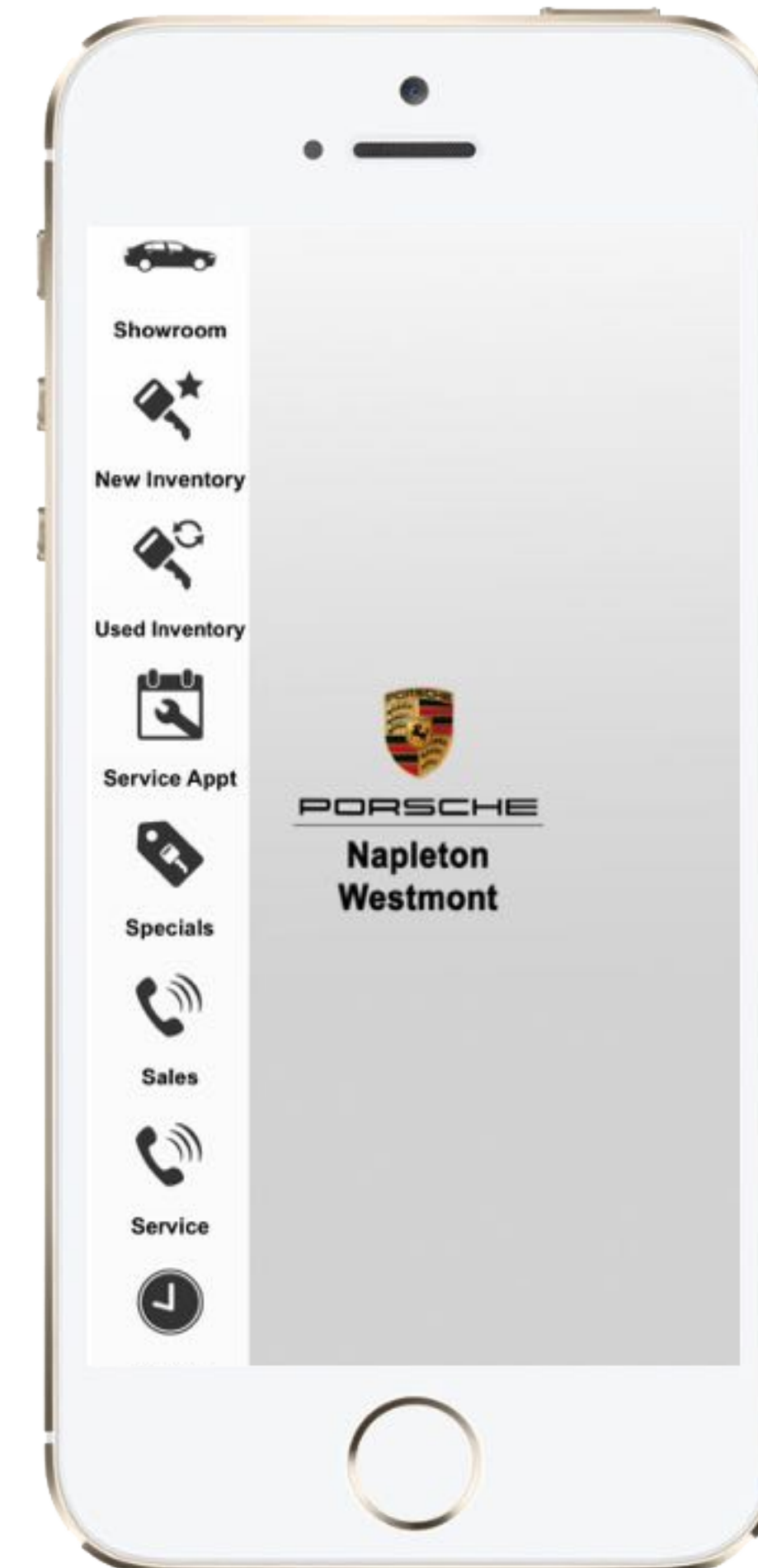


TIMES A DAY

- Google, Flurry Analytics

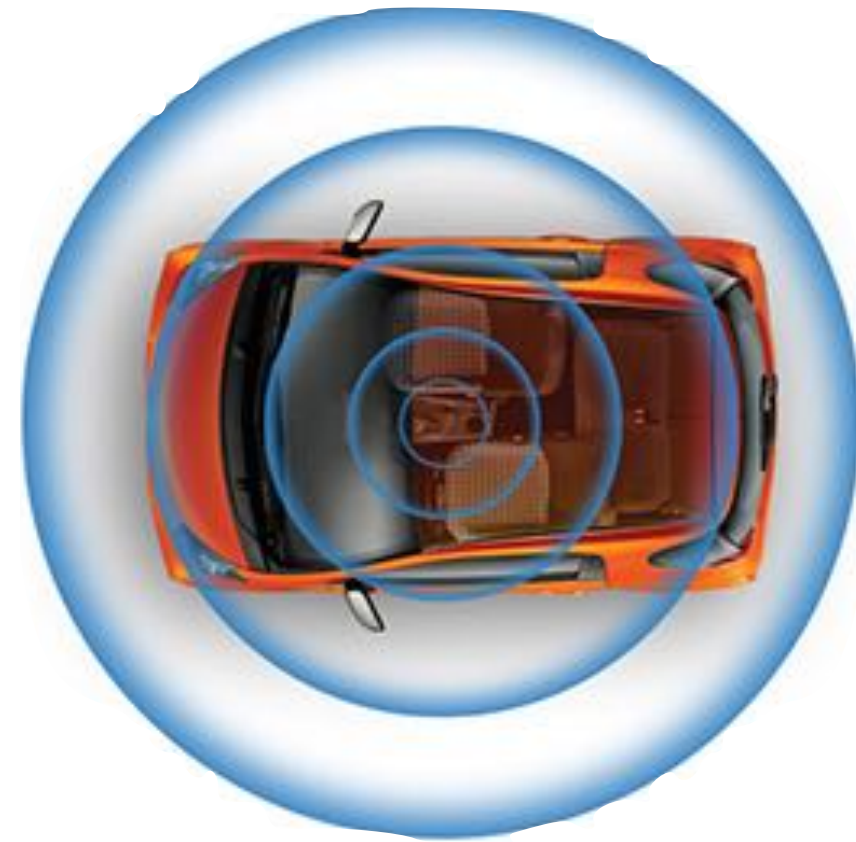
your mobile app

	location targeting
	beacons
	service scheduling
	new, used inventory
	click-to-call
	interactive showroom
	push notifications
	sales, service specials
	hours, map, directions
	social media integration



location targeting

((BEACONS))



beacons provide a smartphone enabled shopping experience

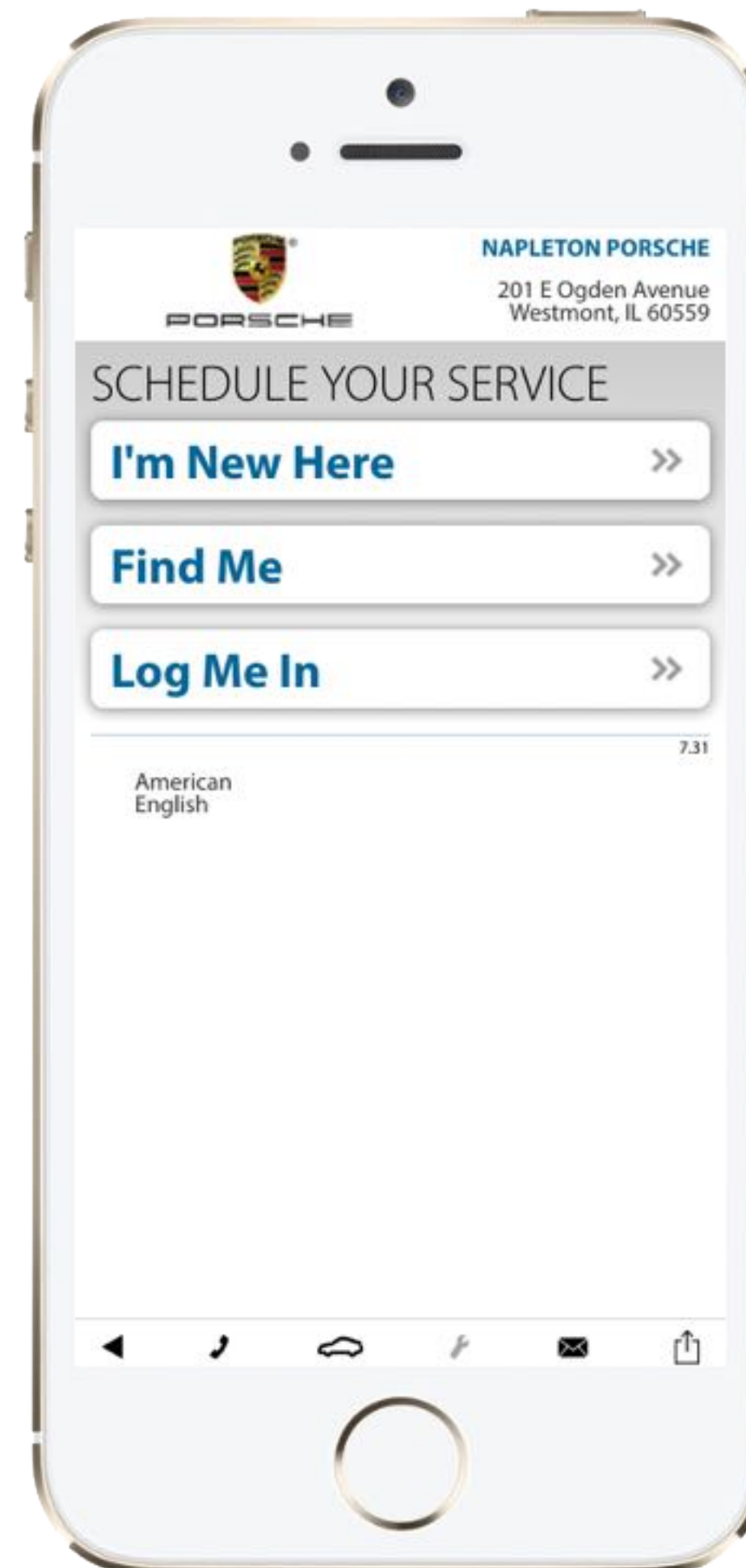


help target mobile customers
based on location

service



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



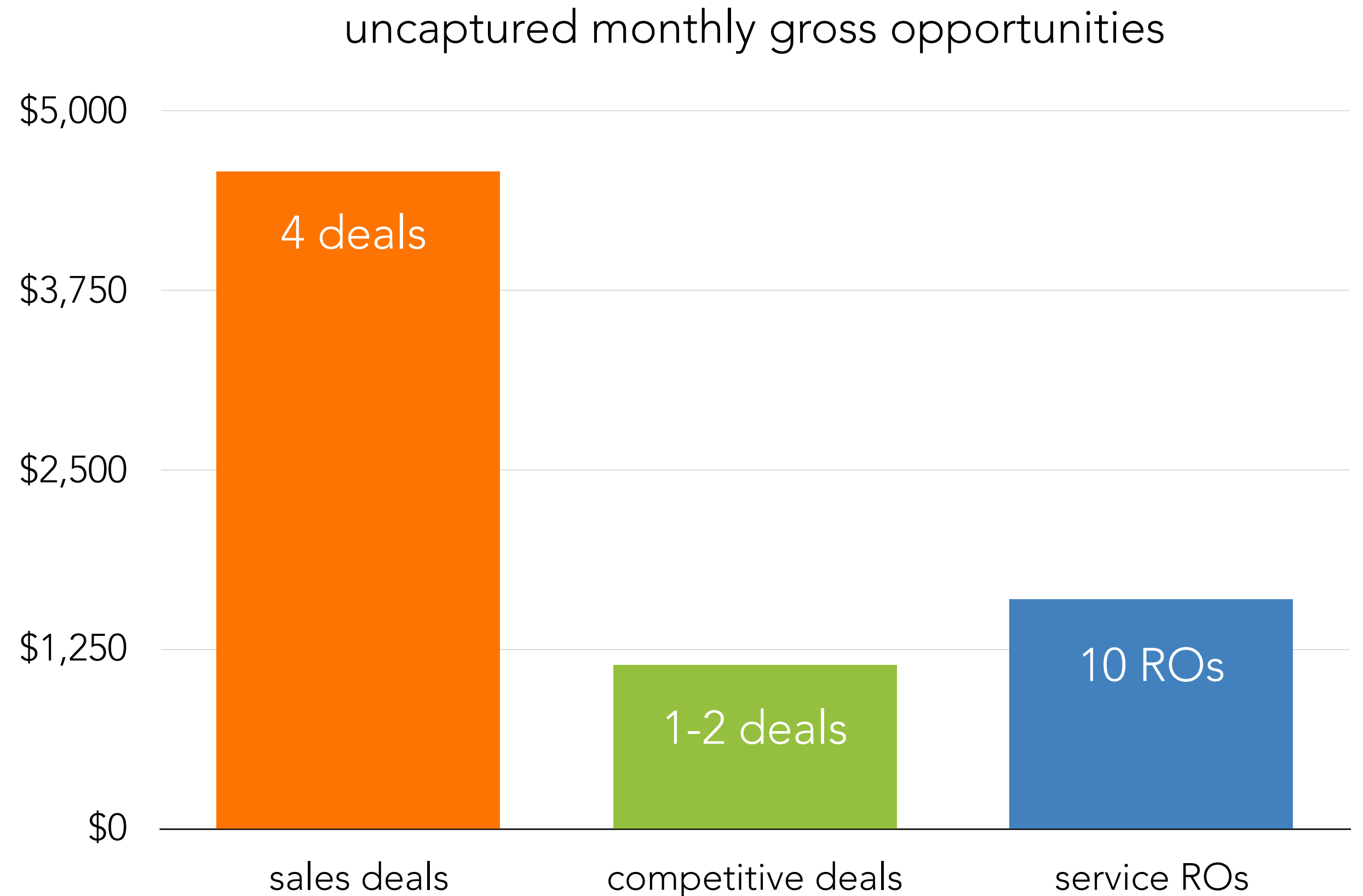
why you should care

33% of mobile shoppers use only 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

