

A blurred photograph of a red car in a dealership setting, with a person's hand visible near the front of the vehicle. The background shows other cars and dealership interior elements.

UNLOCK YOUR PROFIT POTENTIAL

| Stock smarter, sell faster, and grow profits with DealersLink.

WHAT SETS **DEALERSLINK** APART?



DealersLink is the fastest growing dealership inventory management solution in the nation. We are the only live-market inventory management solution coupled with a billion dollars worth of on-demand inventory. Source, appraise, price, market, manage and exit inventory with the industry's most powerful all-in-one solution.

CREATE DEMAND AND **DRIVE SALES**

Utilize a suite of advanced data-empowered tools that present dealers with a clear view of their regional markets and competitive inventory. DealersLink users are sharply aware of the fastest-selling, highest-grossing vehicles in their markets as well as the slower-selling, lower grossing units.

By applying competitive data sets and vehicle-specific market insights DealersLink members gain a huge advantage over their competition who may not be using tools that leverage valuable market data to help make intelligent inventory decisions.

CONTENT

| | |
|-----------------------------|-----------|
| USED CAR MANAGEMENT | 4 |
| | |
| NEW CAR MANAGEMENT | 6 |
| | |
| MARKETPLACE | 8 |
| | |
| MERCHANDISING | 10 |
| | |
| 360° CLOUDCAM | 11 |
| | |
| CASE STUDY | 12 |
| | |
| PERFORMANCE ADVISORS | 14 |
| | |

1 | USED CAR MANAGEMENT

THE MOST ACCURATE LIVE MARKET DATA

THE DEEPEST COMPETITIVE SETS

DealersLink scans over 50,000 dealer sites a day for the most accurate live market data available. Apply the most complete and accurate live market data to stock, appraise, price and market your inventory more competitively and efficiently.

OWN YOUR RETAIL MARKET

Position your dealership right

From vehicle appraisal to acquisition to stocking to merchandising to pricing to disposing, DealersLink provides opportunities to maximize the value of your inventory at every stage.



STOCKING REPORT

Automatically identify the highest-grossing, fastest-moving vehicles for your local market.



VEHICLE SOURCING

Source clean retail-ready units directly from other DealersLink members without paying auction fees.



ACCURATE APPRAISALS

Compare all book values side by side using the most accurate used vehicle pricing data available.



COMPETITIVE PRICING

Compare real-time online prices of vehicles with exact trims and options in your retail market and beyond.



INDUSTRY LEADING MERCHANDISING

Easily create compelling and accurate vehicle listings with integrated OEM Vehicle Build Data.



F&I CALCULATOR

Calculate any kind of deal payment scenario or bank call and find marketplace units that fit the financing need.



DealersLink has 10+ unique tools that help evaluate appraisals better, bulk price inventory, and improve your vehicle listing performance.



2

NEW CAR MANAGEMENT

More new-vehicle sales, more F&I income, and more repeat customers.

New-car dealers who adopt a market-reactive new-vehicle inventory-management practice are more profitable, period. Our quick-turn-focused new-car pricing, management and merchandising tools help Franchise dealers thrive in today's highly competitive new-car market.

OPTIMIZE. ENERGIZE. IGNITE! Your new car strategy

Eliminate the guesswork and manage your new vehicle inventory with smarter pricing, stocking and digital marketing.



OEM INCENTIVES

DealersLink can manage OEM Incentives for your New Car inventory and syndicate final prices including incentives to all of your online sites.



SUPPLY AND DEMAND

Historic store performance coupled with regional data allows dealers to easily identify market opportunity. Bring the right new vehicles to your market with high demand trim levels and options.



LIVE MARKET PRICING

Transparent pricing based on live market insights leads to more VDP views, more submitted forms, more email leads, more customers and more sales.



INDUSTRY LEADING MERCHANDISING

Easily create compelling and accurate vehicle listings with integrated OEM Build Data and automatic vehicle descriptions. Monitor VDP views, create customer brochures, add custom vehicle overlays and more.



STOCKING RECOMMENDATIONS

Order the right mix of new vehicles for your market based on regional and store velocity.



NO LONG TERM CONTRACTS

DealersLink earns your loyalty by delivering exceptional value every day.



Free New-Car Inventory Report

Call (844) 534-5246 today to see how your inventory performance compares to your competitors.

3 | THE NATION'S LARGEST DEALER-TO-DEALER MARKETPLACE

DealersLink offers a dealer direct wholesale trading marketplace exclusively for licensed car dealers. As a dealer member, you can offer your wholesale cars for sale directly from your lot. You also have the opportunity to search over \$1 Billion worth of retail-ready vehicles posted on the DealersLink Marketplace. Conduct wholesale deals directly with other dealers and avoid hefty auction fees and transportation costs.



INVENTORY ON DEMAND



Exclusive 24/7 access to over 50,000 clean retail-ready vehicles available on-demand.



NO AUCTION FEES



Buy, sell or trade with no buy or sell fees. Stock high demand units knowing your gross profits will be strong.



ELIMINATE WHOLESALE LOSSES



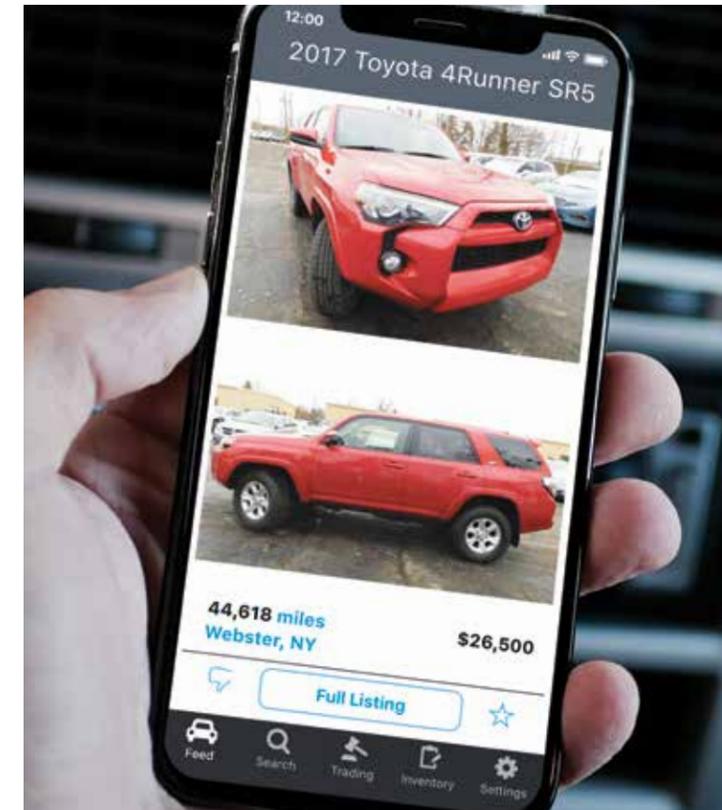
Increase your turn and eliminate wholesale losses by selling directly to thousands of DealersLink members.

DEAL SMART Deal Direct

“It’s changed the way that I have gone to auctions.” – Tim Urness, OADA President

MARKETPLACE APP

A real-time stream of vehicles hitting the DealersLink market, directly at your fingertips. Swipe navigation allows dealers to “favorite” or “dislike” available vehicles and feeds are personalized based on buying preferences and profit potential in your market. With saved searches and mobile notifications, you’ll never miss a car again.



AUCTIONLINK

A live, weekly online auction where dealers bid in real-time on back-of-book wholesale units. Buyers can set automated bids, and sellers can set reserve pricing. All AuctionLink vehicles must include photos and condition reports.

CUSTOMER VIEW

Do what large dealer groups do, present DealersLink Marketplace vehicles to customers with their dealership branding to pre-sell the unit and retain customers. Expand your available inventory without increasing flooring costs.

REDUCE HOLDING COSTS

Each additional day that one of your used vehicles sits in service or waits on a vendor, erodes your profit. Members who buy and sell clean-retail ready vehicles using the DealersLink Marketplace spend 83% less on fees and recon, increasing profit on each vehicle.

TRUSTED DEALERS

An Amazon-style rating system displays DealersLink member reviews before you buy or sell to another dealership. Full transparency for the buyer and the seller keeps everyone honest on each deal.

KEEP YOUR ONLINE INVENTORY As Sharp as your showroom

The DealersLink suite of syndication tools includes industry-best photo management, OEM enhanced data, an auto-description builder, and other unique features that help you increase vehicle views, leads, and showroom traffic.

ENHANCED OEM DATA

Cut hours off your vehicle merchandising process. Auto-populate factory equipment, packages, options, and complete vehicle specs. Create and export accurate and compelling vehicle listings to all online sites in just a couple clicks.

VEHICLE DESCRIPTIONS

Generate compelling vehicle descriptions in seconds. Enhanced OEM Build Data ensures you have the most accurate information including color, vehicle-specific options and trim packages.

PHOTO MANAGEMENT

Quickly capture, edit, upload and manage hundreds of photos for every vehicle directly from your smartphone. Add or swap dynamic custom branded vehicle overlays.

WEBSITE VDP METRICS

Monitor your website and CarGurus VDP stats to quickly determine which vehicles are attracting the most consumer traffic.

WINDOW STICKERS AND BROCHURES

Easily create attractive, dealership-branded window stickers and vehicle brochures to text or email individual customers.

INVENTORY HEALTH REPORTS

Stay on top of your inventory by quickly reviewing the status of your photos, pricing, aging, descriptions and online syndication.

ADDITIONAL TOOLS TO TAKE YOUR MERCHANDISING TO A NEW LEVEL



CRAIGSLIST POSTING



SOCIAL MEDIA MANAGEMENT



EBAY MOTORS INTEGRATION



CLOUDCAM 360°

4 | READY TO STAND OUT?



360° CLOUDCAM SPINS

The photo content captured from the 360° CloudCam App generates 3x more engagement than regular 2D imagery.

Present seamless 360-degree spins of vehicle exteriors and interiors to all your online sites. Include engaging hot spots that explain features and show detailed views.

With double the frame rate of other cameras, the 360° CloudCam App provides an ultra-smooth 3D experience while capturing hundreds of still images at the same time.

Dealers have the added option of taking personalized 360 spins and texting them directly to customers from the app.

The 360° CloudCam App allows any dealership to create high-quality 360° vehicle spins that drive showroom traffic.

5 | WELD COUNTY GARAGE



Weld County Garage typically does 55 transactions on the DealersLink Marketplace every month.

The DealersLink Marketplace saves the dealership \$372,600 a year in auction fees, transport costs, reconditioning and lot ready times.

Weld County Garage saw an annual increase of 28% in retail profits while eliminating wholesale losses and improving turn.

UNLOCK YOUR Profit potential



RETAIL PROFIT CENTER

With access to 50,000+ retail-ready vehicles available without auction fees, Weld County Garage is able to stock in-demand vehicles that require less recon at a price that ensures stable margins.

1. Based on \$400 per unit.
2. Based on industry average time of six days to get a vehicle lot-ready (costing an average of \$50 per day) vs. two days for vehicles obtained through the marketplace.
3. Based on \$400 Dealer Pac and \$2,855 average profit (combined front and back-end gross) per unit.

WHOLESALE PROFIT CENTER

With the ability to wholesale inventory directly from their lot, Weld County Garage was able to increase turn while eliminating transportation cost and auction sell fees.

1. Based on \$400 per unit.
4. Based on the average auto auction transport costs ~ \$1 per mile for 300 miles.
5. Based on \$400 Dealer Pac & \$500 average profit per unit.



“We usually sell around 15 vehicles a month and purchase 40 vehicles a month, all with NO lane fees.” – Dave Slone



Dave Slone, General Sales Manager at Weld County Garage shows how he increased annual returns by over \$1,700,000 by dealing directly with other dealers. Dave was able to retail more units by having on-demand inventory to

offer his customers, increased his front and back-end grosses, accelerate his cash flow and improve vehicle turn rates. He also reduced wholesale losses and eliminated auction fees, wholesaler fees, and transport fees.

START BUYING AND SELLING VEHICLES WITHOUT ADDED FEES AND COSTS



6 | OPTIMIZE FOR SUCCESS

DEALERSHIP TRAINING AND CONSULTING

DealersLink is a powerful suite of inventory management solutions with advanced features and data sets designed to help your dealership run more efficiently and profitably. Training from our experts will show you and your team how to take full advantage of what DealersLink has to offer and get your dealership the most return on investment.



DEDICATED DEALER CONSULTANTS



All DealersLink Members work with a dedicated Dealer Consultant experienced in retail automotive operations.



TRAINING AND CONSULTING



Our Dealer Consultants are always available for personal online trainings and will schedule in-person training sessions.



ONGOING SUPPORT AND CERTIFICATION



Training tutorials are available on-demand inside the DealersLink training center. Learn more on your schedule and collect awards.

ADVANCED MANAGEMENT Training

This program is designed specifically for senior level managers who seek to innovate, drive growth, and truly take their dealership to the next level.

PERFORMANCE ADVISORS

A successful inventory-management strategy requires the right tools, but the key to success is applying them effectively to make strategic decisions and overcome business obstacles every day.

Do what the most profitable and highest volume dealers do: partner with an expert. Our Dealer Performance Advisors are dedicated to making your dealership more profitable.



Dealerships that work with our Performance Advisors have seen dramatic increases in their sales volume, profitability, and rank among the nation's top performing dealerships.



PINPOINT NEEDS

Spot areas of development and create initiatives to quickly realize outcomes.



IDENTIFY BARRIERS

Review insightful truths about what is needed to reach new levels of success.



SET UNIQUE GOALS

A powerful action plan built specifically for your dealership.



CREATE VISION

Establish a unifying and all-encompassing vision of success for your dealership.



Request a Free Consultation.

Call (844) 534-5246 today to see how partnering with a dedicated DealersLink Performance Advisor will boost profits and improve operational efficiencies.



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