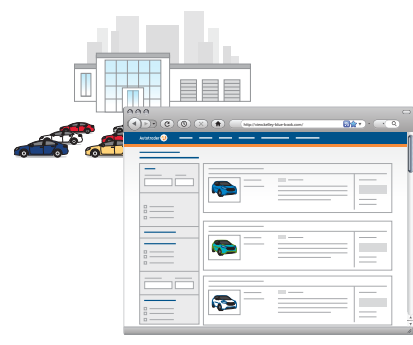


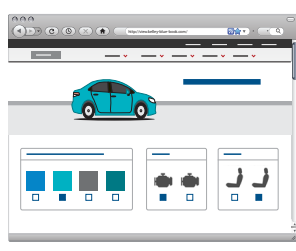
BEST PRACTICES FOR MAXIMIZING CONSUMER ENGAGEMENT

Cox Automotive Rates & Incentives provides integrated services for delivering new vehicle and CPO offers for supporting multiple industry segments. Consistent offers from OEM's across dealers, consumers and financial institutes are key for creating fundable transactions using vehicle (VIN Specific), option/package code granularity and specific consumer offers based on household demographics (i.e. – credit score, affinity membership, occupations, etc.). This consistency supports a transparent buying process while maximizing all available incentives resulting in the best price and payment through online and in store shopping and purchasing.

5 TIPS FOR APPLYING INCENTIVES THROUGHOUT THE PURCHASE PROCESS



Actual Physical Vehicles



Virtual Vehicles

1. Vehicle & Consumer Offers Matched To Audience

- **Virtual Vehicles** - Vehicle built to factory specifications (research sites & digital ads).
- **Physical Inventory (VIN)** - Dealer inventory (shopping sites and dealer websites).

2. Shopping Preferences

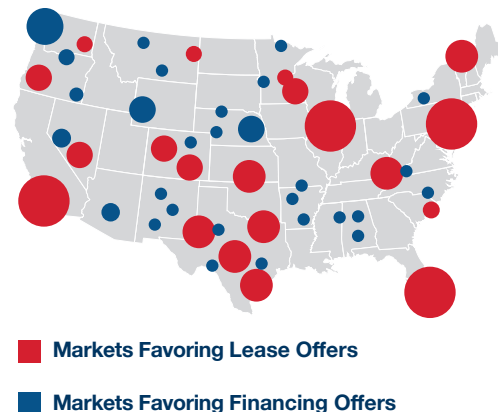
- Present a standard math box for consistent and compliant offers.
 - Retail/financing offers for purchase/finance markets.
 - Lease offers and payments for brands/markets with high lease penetration.
- Use multiple shopper engagement tools through image spins or video walk around, home test drive and vehicle inspection at the dealership.

Utilize A Standardized Math Box

MSRP:	\$24,000
Retail Bonus Cash:	-\$2,000
National Retail Consumer Cash:	-\$2,000
FINAL PRICE:	-\$20,000
You Save:	-\$4,000

Available Conditional Rebates	
Lease Cash:	-\$2,500
Military Program:	-\$500
Conquest Lease to Retail/Lease:	-\$500
Factory Capital Bonus Cash:	-\$500
2020 Returning Lessee:	-\$500

Present The Right Offers To The Right Markets



Optimize Online Shopping Experience



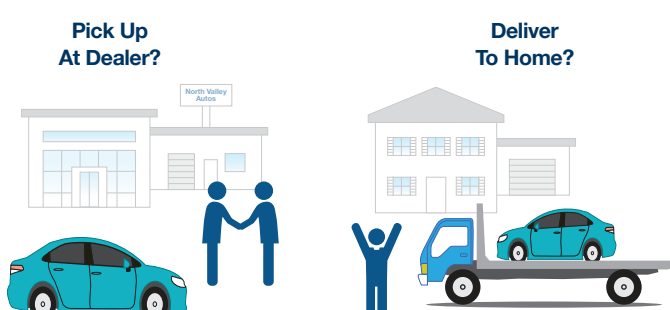
3. Customizable Finance for Purchase

- Present dealer offers that allow for third-party financing using captive/national/local banks and credit unions.
- Options for soft credit pulls for providing a firm finance offer.
- Introduction of aftermarket products: extended warranties, finance and insurance offerings, accessories and protection products for consumers to research or select as part of the digital retail process.
- Offer "save a deal" with an expiration date based on offer eligibility.

4. What Delivery Method Do Consumers Prefer?

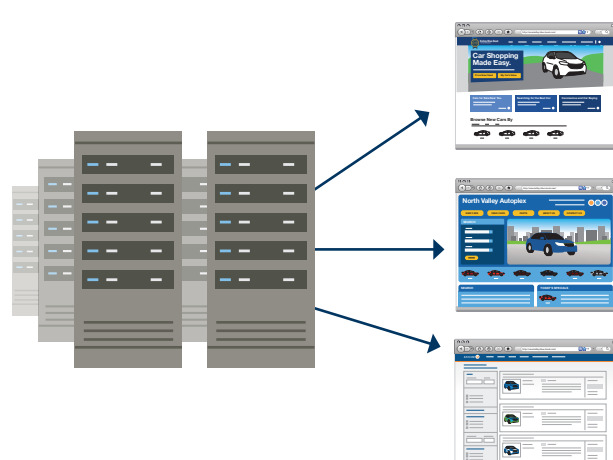
- Present options for home delivery services and a process for digital and electronic contracting.
- Meet your customer's needs through dealership or home delivery with options for the consumer to choose the method and location they prefer.

Customize Delivery Methods



5. Consistent Incentives Across all Online, In Store & Dealer Software

- Provide a single source of incentives that guarantee accuracy and completeness.
- Single sourcing assures the same ads, offers and pricing/payments.
- CAR&I partnership provides support for all incentive questions (cash, rates, residuals, compatibility rules and deal scenarios).



YOUR STRONGEST LINK TO DELIVERING INTEGRATED INCENTIVES



ACCURATE & EFFICIENT



INTEGRATED



PRICING & PAYMENTS



COMPETITIVE INTELLIGENCE

CONCLUSION

Using a complete set of manufacturer incentives is essential for maximizing web traffic and helping consumers find and choose the transaction that fits their purchase needs. Having a fully integrated incentive presence on websites, shopping portals and digital retailing tools is a requirement for consistent price and payments and compliance with OEM offers. The CAR&I team delivers incentives through 91,000 dealer applications per month, and we are here to provide the same integrated offerings for your business.

Learn how you can deliver the most compelling incentives by visiting:
<http://coxautoinc.com/rates-incentives/customer-journey>