



vAuto
by Cox Automotive

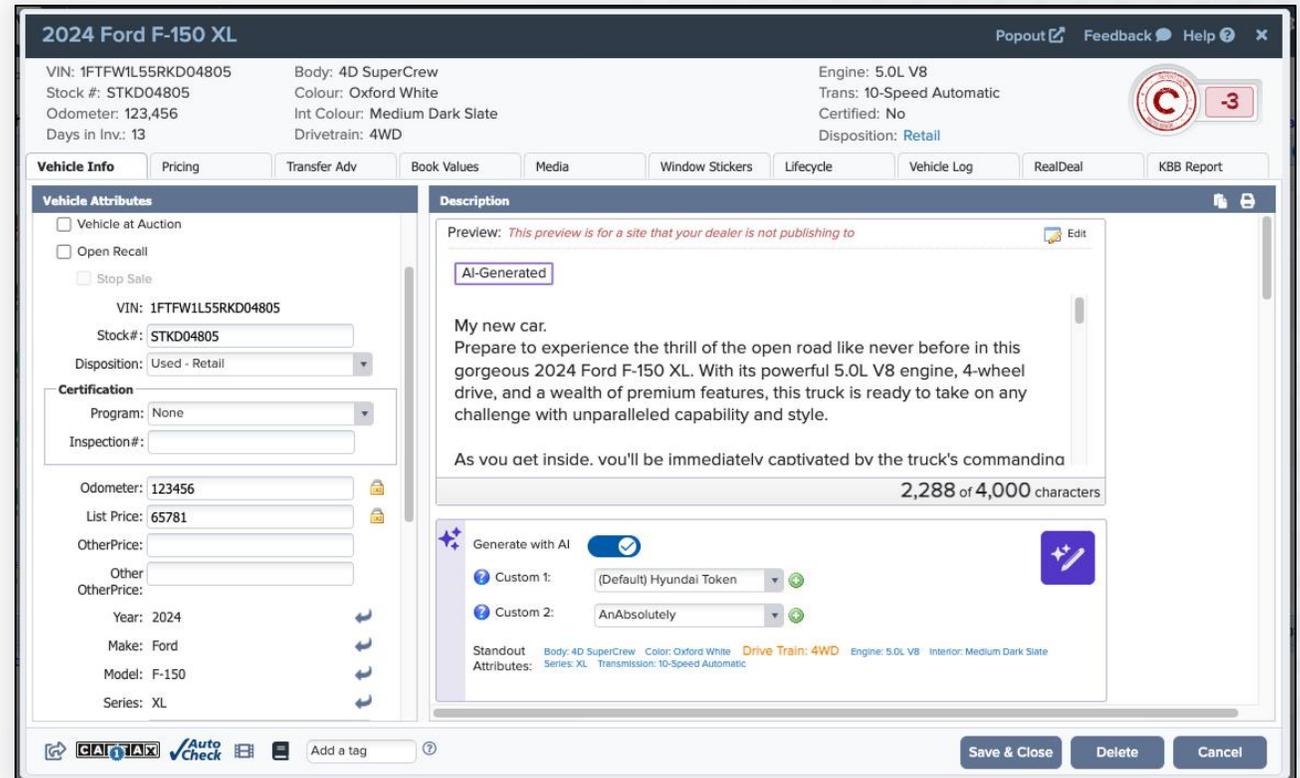
Getting The Most Out Of Advanced Merchandising With vAuto

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*HOW THE BEST
RUN BETTER*

What Does This New Syndication Do Differently?

- OEM Font compliant
- Merchandise New, Used, CPO in a bulk fashion
- Clean Photos
- Single VIN Gen AI Descriptions – with PowerWriter sub
- Images up to 4K saved – easier to adjust photo quality setting and syndicate out
- Logo scaling
- Hero Padding for third party websites
- Moving photos between sibling stores
- Close to Parity:
 - Overlay templates
 - Improved Workbook workflow



Strategy – Tell The Story Of The Car First!



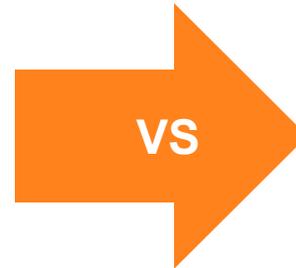
SERRA TOYOTA
CALL TODAY (414) 281-3100
5727 South 27th St. Milwaukee, WI 53221

SERRATOYOTAMKE.COM



NEESSEN
USED CARS YOU CAN TRUST

THIS VEHICLE COMES WITH
3 MONTH / 3,000 MILE WARRANTY



CARFAX 1 OWNER

New Tires Installed and New Brakes Installed



5.5% APR Financing For Up To 36 Months

KIA

\$500 Cash back available for Qualified Buyers

Strategy Simplified

Overlays

First Photo

- NEW
 - Consumer Cash
 - APR
- CPO
 - CPO
 - CARFAX
- USED –
 - Condition
 - Features
 - CARFAX

Other Photos in set

- CARFAX
- STARRED FEATURES
- OEM EQUIPMENT

Billboards

Intelligent Billboards

- Starred Features
- Factory OEM Equipment
- CPO
- Factory Window Sticker
- Equipment Sheet
- Trade In Offer

DIY BYO Billboards

- Why Buy
- Oil For Life
- Online Ratings
- Buy Online / Delivery
- Acquisition
- Community Events
- Map and Directions
- QR Codes

Intelligent Promotion

Starred Features, Build Data, Applied Cash / Special APR

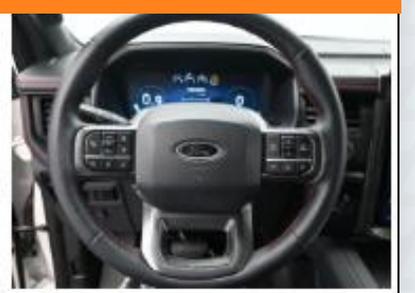
Automated Billboard Stars, Features, Build Data



Automated CPO Billboard Content



Factory Sticker Billboard Or Build Sheet



BYO Billboard Content

Intelligent Promotion Applied APR

REBATE CONFIGURATION

Select Make: **Hyundai** | Auto-Stacking | Unapplied Syndication

Search:

| Name | Year | Consumer Cash |
|--|------|---------------|
| Palisade Calligraphy Night Edition AWD | 2025 | \$3,000 |

System-Managed

Guaranteed Cash
Guaranteed available unless a vehicle has incompatible rebates.

- Sales Event Cash
\$1,000 | May 16, 2025 - Jun 2, 2025

Financing Cash & APR
Only available if financed through the specific bank.

- Hyundai HMF Dealer Choice : \$2000 discount and **5.99% APR for 24 months**
\$2,000 | May 1, 2025 - Jun 2, 2025

Buyer Cash
Buyer must meet certain conditions to qualify.

- College Graduate Program
\$400 | May 1, 2025 - Jun 2, 2025
- First Responders Program
\$500 | May 1, 2025 - Jun 2, 2025
- Military Program
\$500 | May 1, 2025 - Jun 2, 2025





Included Upgrades

| Upgrade | Original MSRP |
|--|--------------------|
| 6.7L V8 Diesel Turbocharged | \$10,495.00 |
| STX APPEARANCE PACKAGE | \$5,115.00 |
| HIGH CAPACITY 11.6" AXLE UPGRADE PACKAGE | \$1,130.00 |
| XL DRIVER ASSIST PACKAGE | \$730.00 |
| TOUGH BED SPRAY-IN BEDLINER | \$595.00 |
| PLATFORM RUNNING BOARDS | \$445.00 |
| ELECTRONIC-LOCKING W/3.55 AXLE RATIO | \$430.00 |
| POWER-SLIDING REAR-WINDOW W/ DEFROST | \$405.00 |

Date reflects manufacturer's standard build and pricing and may not accurately reflect the exact condition of this vehicle. Please contact dealer for more information.

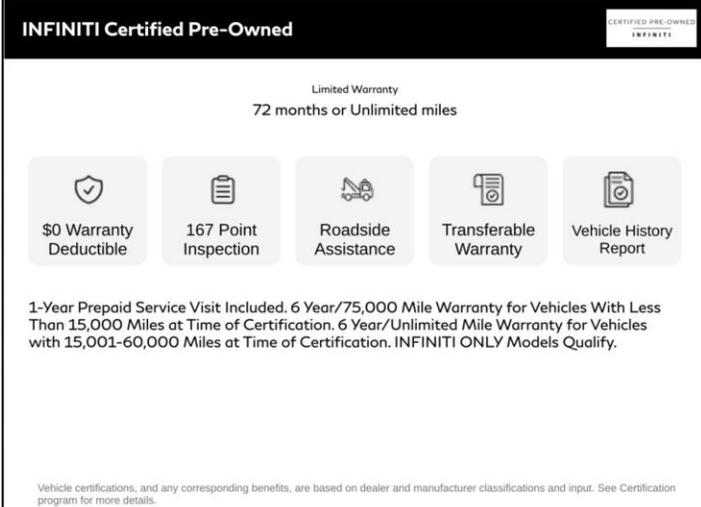


What's New: Stylized CPO Billboard

New OEM Certification 2 billboard makes certification details visually engaging while maintaining existing functionality.

This billboard dynamically showcases key OEM certification details, such as:

- Limited Warranty
- Powertrain Limited Warranty
- Points Inspection
- Warranty Deductible
- Transferrable Warranty
- Roadside Warranty
- Vehicle History



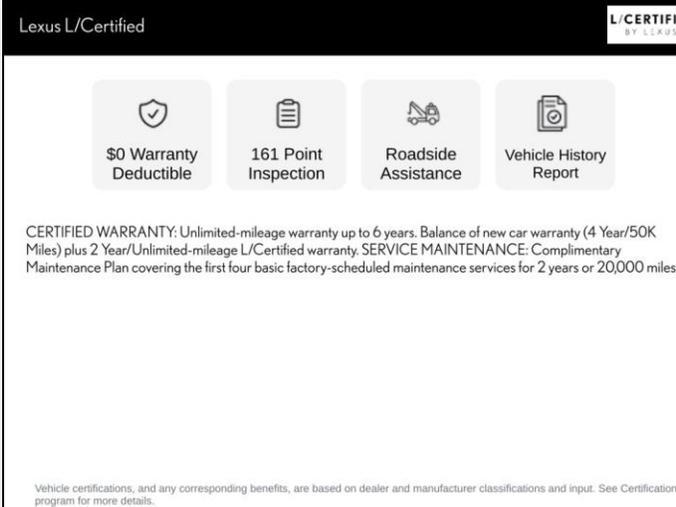
INFINITI Certified Pre-Owned

Limited Warranty
72 months or Unlimited miles

\$0 Warranty Deductible | 167 Point Inspection | Roadside Assistance | Transferable Warranty | Vehicle History Report

1-Year Prepaid Service Visit Included. 6 Year/75,000 Mile Warranty for Vehicles With Less Than 15,000 Miles at Time of Certification. 6 Year/Unlimited Mile Warranty for Vehicles with 15,001-60,000 Miles at Time of Certification. INFINITI ONLY Models Qualify.

Vehicle certifications, and any corresponding benefits, are based on dealer and manufacturer classifications and input. See Certification program for more details.



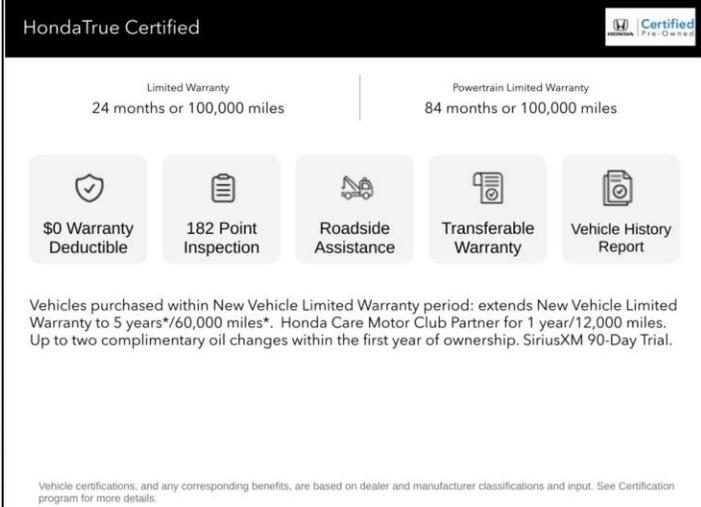
Lexus L/Certified

L/CERTIFIED BY LEXUS

\$0 Warranty Deductible | 161 Point Inspection | Roadside Assistance | Vehicle History Report

CERTIFIED WARRANTY: Unlimited-mileage warranty up to 6 years. Balance of new car warranty (4 Year/50K Miles) plus 2 Year/Unlimited-mileage L/Certified warranty. SERVICE MAINTENANCE: Complimentary Maintenance Plan covering the first four basic factory-scheduled maintenance services for 2 years or 20,000 miles

Vehicle certifications, and any corresponding benefits, are based on dealer and manufacturer classifications and input. See Certification program for more details.



Honda True Certified

Limited Warranty
24 months or 100,000 miles

Powertrain Limited Warranty
84 months or 100,000 miles

\$0 Warranty Deductible | 182 Point Inspection | Roadside Assistance | Transferable Warranty | Vehicle History Report

Vehicles purchased within New Vehicle Limited Warranty period: extends New Vehicle Limited Warranty to 5 years*/60,000 miles*. Honda Care Motor Club Partner for 1 year/12,000 miles. Up to two complimentary oil changes within the first year of ownership. SiriusXM 90-Day Trial.

Vehicle certifications, and any corresponding benefits, are based on dealer and manufacturer classifications and input. See Certification program for more details.

What's New: Automated Condition Insights

The "condition" smart field highlights completed condition tasks that have been performed on the vehicle as separate banners on images in the promotion.

- Condition include: Four New Tires Installed/New Tires Installed, New Brakes, detailed



Examples of Automated Merchandising in vAuto

Flows into Immersive Merchandising



KIA Mike Shaw Kia Vehicle Highlights

- * CARFAX available at MikeShawKia.com
- * NO ACCIDENT HISTORY ON CARFAX**
- * BLUETOOTH
- * BACK UP CAMERA
- * NAVIGATION
- * 3RD ROW SEAT**
- * NEW TIRES**
- * NEW BRAKES**
- * PRICED BELOW NADA RETAIL**
- * ALLOY WHEELS
- * ONE OWNER LOCAL TRADE-IN

Drive off today in this 2022 Honda Pilot with only 62,829 miles!

Used 2022 Honda Pilot

Exterior

360 Spin

Photos

Video

Features

Tap on hotspots to explore

Highlighted Features

- New Tires Installed**
Buying a car with new tires can delay the expense of tire replacement, which can run from \$75 per tire up to \$500 per tire or more, depending on th...
[More Details](#)
- New Brakes Installed**
Properly operating brakes enhance safety, and are an essential feature for any vehicle. A complete brake system consists of many parts, some of...
[More Details](#)
- 3.5L V6 Engine**
Odometer: 62,829 miles
Engine: 3.5L V6
[More Details](#)
- Blind-Spot Monitor**
Blind-spot monitoring (BSM) is an active driver aid/safety device with the ability to detect what your eyes may miss, issuing a warning as a...
[More Details](#)

Overview

Great Price

New Brakes Installed

2 of 15 • Exterior

Properly operating brakes enhance safety, and are an essential feature for any vehicle. A complete brake system consists of many parts, some of which are engineered to last the life of your car and only need attention when damaged or worn due to unusual circumstances. However, discs, pads, and shoes are considered wear items and need to be inspected and reconditioned or replaced following a maintenance schedule.

New Tires Installed

1 of 15 • Exterior

Buying a car with new tires can delay the expense of tire replacement, which can run from \$75 per tire up to \$500 per tire or more, depending on the size and specification of the tire

Video Content

Used
2022 Honda Pilot

360 Spin
Photos
Video
Features

OPTIONS

- ▶ No Accident History On Carfax**
- ▶ Bluetooth
- ▶ Back Up Camera
- ▶ Navigation
- ▶ 3rd Row Seat**
- ▶ New Tires**
- ▶ New Brakes**
- ▶ Priced Below Nada Retail**
- ▶ Alloy Wheels

2022 Honda Pilot Sport

00:25 / 01:00

The screenshot shows a video player interface for a used 2022 Honda Pilot. On the left, there is a vertical navigation menu with icons for '360 Spin', 'Photos', 'Video', and 'Features'. The main video area displays a close-up of the car's headlight and grille. A large play button is centered over the video. On the right side of the video, a white 'OPTIONS' overlay is visible, listing various features and benefits. The 'New Tires**' and 'New Brakes**' items are highlighted with a black border. At the bottom of the video player, the text '2022 Honda Pilot Sport' and a progress indicator '00:25 / 01:00' are shown.

Also In The Auto And Ai Written Comments

CARFAX One-Owner. Clean CARFAX. No Accident History on CARFAX, Bluetooth, Back Up Camera, Navigation, 3rd Row Seat, ***New Tires, New Brakes***, Priced for Sale Today, Alloy Wheels, One Owner Local Trade In, Blind Spot Information (BSI) System warning, Exterior Parking Camera Rear, Radio: 215-Watt Audio System, Wheels: 20" Pewter Gray Alloy.