

COX AUTOMOTIVE DEALER MANAGEMENT SYSTEM INTEGRATION TERMS AND CONDITIONS

These Cox Automotive Dealer Management System Integration Terms and Conditions (together with all exhibits and attachments hereto, and including the applicable Participation Form, this “**Agreement**”) is entered into and effective as of the effective date set forth on the applicable Participation Form (the “**Effective Date**”) by and between Cox Automotive, Inc., a Delaware corporation, with its principal place of business located at 6205A Peachtree Dunwoody Road, Atlanta, GA 30328, or its Affiliate (“**Cox**”) and Provider.

1. Definitions.

- (a) “**Acceptance Date**” means the earlier of (a) the date upon which the Provider Integration is accepted by Provider in accordance with Section 3, or (b) ninety (90) days after the Effective Date of this Agreement.
- (b) “**Affiliate**” means any entity that directly or indirectly (through one or more intermediaries) Controls, is Controlled by, or is under common Control with Cox or Provider. For the avoidance of doubt, Dealertrack is a Cox Affiliate.
- (c) “**Agreement**” has the meaning set forth in the preamble of this Agreement.
- (d) “**Annual Module Integration Fee**” is the annual fee set forth in the applicable Participation Form that is payable by Provider for each Integration Module selected by Provider.
- (e) “**Confidential Information**” means all information or materials provided or otherwise disclosed by or on behalf of Disclosing Party to the Receiving Party in connection with this Agreement, whether orally or in writing, that are designated as confidential or that reasonably should be understood to be confidential, given the nature of the information disclosed and the circumstances of disclosure. Notwithstanding the foregoing, Confidential Information does not include information that: (i) is or becomes generally available to the public other than as a result of a wrongful disclosure by the Receiving Party; (ii) was rightfully in the possession of, or was rightfully known by the Receiving Party without an obligation to maintain its confidentiality prior to receipt from the Disclosing Party; (iii) becomes available to the Receiving Party on a non-confidential basis from a source which is not, to the Receiving Party’s knowledge, prohibited from disclosing such information; (iv) is developed independently by the Receiving Party; or (v) was generally made available to third parties by the Disclosing Party without restrictions similar to those imposed under this Agreement. Notwithstanding anything to the contrary in this Agreement, Data will not be deemed to be Confidential Information of either Party.
- (f) “**Control**” means ownership or control, directly or indirectly, of more than fifty percent (50%) of the voting interests of the subject entity or the legal power to direct or cause the direction of the general management of such entity, whether by contract or otherwise.
- (g) “**Cox**” means Cox Automotive, Inc. or its Affiliate (as applicable).
- (h) “**Cox Dealer Clients**” means Cox’s automotive dealership clients that have a Subscription to a Cox System.

- (i) **“Cox DMS Integration Enrollment Fee”** means the one-time enrollment fee payable by Provider to Cox for participation in the Cox DMS Integration Program, as set forth in the Participation Form.
- (j) **“Cox DMS Integration Program”** means the integration platform offered by Cox that provides various technology vendors, such as Provider, with the ability to integrate with Data, via Cox’s suite of integration modules. The Cox DMS Integration Program includes, without limitation, the integration program operated by Dealertrack commonly referred to as Opentrack.
- (k) **“Cox Interface”** means Cox’s application programming interface (API) that enables (i) Mutual Dealer Clients to transmit Data generated on a Cox System to the Provider System, and (ii) a Cox System to receive Data transmitted by Mutual Dealer Clients through the Provider System.
- (l) **“Cox System”** means the dealer management system operated by Cox, including, without limitation, DMS+, Dealertrack DMS, and any successor system.
- (m) **“Customer Information”** means “customer information” as defined in the Gramm-Leach-Bliley Act’s standards for safeguarding customer information set forth at 16 C.F.R. § 314.2(b).
- (n) **“Data”** means data to be transmitted by or on behalf of Mutual Dealer Clients through the Provider Integration or through the Cox Interface, in each case as set forth in the applicable Participation Form or as otherwise mutually agreed to in writing by the Parties.
- (o) **“Dealertrack”** means Dealertrack System, Inc., an Affiliate of Cox.
- (p) **“Disclosing Party”** means the Party that provides Confidential Information to the Receiving Party (or on behalf of which Confidential Information is provided) in connection with this Agreement.
- (q) **“Effective Date”** has the meaning set forth in the preamble of this Agreement.
- (r) **“Email Notice”** means: (a) in the case of notice from Provider to Cox, an email to opentracksupport@coxautoinc.com; or (b) in the case of notice from Cox to Provider, an email to the email address provided in the applicable Participation Form.
- (s) **“Feedback”** means any information, suggestions, ideas, enhancement requests, recommendations, comments and other feedback that Provider may disclose, transmit, suggest or offer to Cox with respect to the Cox System or the Cox Interface.
- (t) **“Fees”** means, collectively, all fees due and payable from Provider to Cox pursuant to the applicable Participation Form, including Enrollment Fees, Monthly Integration Fees, and the Annual Module Integration Fees.
- (u) **“Initial Term”** has the meaning set forth in Section 7(a).

- (v) **“Integration Modules”** means those modules of the Cox System as set forth in Exhibit A, which Provider may select on the applicable Participation Form to be integrated with the Provider Integration.
- (w) **“Laws”** means all applicable federal, state and local laws, regulations, rules, ordinances and other decrees of any governmental authority.
- (x) **“Legal Notice”** means written notification to the following addressees: (i) if from Provider to Cox, then to Cox Automotive, Inc., 10757 South River Front Parkway, Suite 400, South Jordan, UT 84095, Attention: Senior Vice President, DMS, with a copy to Cox, Inc., 6205A Peachtree Dunwoody Road, Atlanta, GA 30328, Attention: Legal Services, and another copy sent via email to the Cox email address used for Email Notice, and if applicable, to the Cox address specified in the applicable Participation Form; or (ii) if from Cox to Provider, then to the address provided on the applicable Participation Form.
- (y) **“Malicious Code”** means viruses, worms, time bombs, Trojan horses and other harmful or malicious code, files, scripts, agents or programs.
- (z) **“Marks”** means any name, logo, trademark or service mark of either Party, as may be changed by such Party from time to time.
- (aa) **“Monthly Integration Fees”** means the monthly fees payable by Provider for each Mutual Dealer Client, as set forth in the Participation Form.
- (bb) **“Mutual Dealer Client”** means any Provider Dealer Client that is also a Cox Dealer Client and subscribes to participate in the Cox DMS Integration Program in accordance with this Agreement.
- (cc) **“Mutual Dealer Client Agreement”** means an agreement between either Party and a Mutual Dealer Client with respect to access to its respective System.
- (dd) **“Participation Form”** means the ordering document between Cox and Provider, under which Provider selects certain Integration Modules for Integration with the Cox System.
- (ee) **“Party”** means Cox or Provider, as applicable; and **“Parties”** means Cox and Provider, collectively.
- (ff) **“Personnel”** means agents, employees, officers, directors or contractors employed, engaged or appointed by a Party hereunder.
- (gg) **“Provider”** means the entity identified as such on the Participation Form.
- (hh) **“Provider Dealer Clients”** means Provider’s automotive dealership clients that have a Subscription to the Provider System.
- (ii) **“Provider Integration”** means the integration between the Provider System and the Cox System via the Cox Interface, as certified by Cox.
- (jj) **“Provider System”** means the system set forth in the applicable Participation Form, operated by Provider for Provider Dealer Clients.

- (kk) **“Receiving Party”** means the Party that receives Confidential Information from the Disclosing Party in connection with this Agreement.
- (ll) **“Renewal Term”** has the meaning set forth in Section 7(a).
- (mm) **“Specifications”** means the documentation to be provided by Cox to Provider, which will include, among other things, the specifications, standards, formats and other requirements related to the Provider Integration. The Specifications will be deemed to be the Confidential Information of Cox.
- (nn) **“System”** means, with respect to Cox, the Cox System, and with respect to Provider, the Provider System.
- (oo) **“Term”** has the meaning set forth in Section 7(a).
- (pp) **“Third Party Cox Integration”** means any integration between the Cox System and any system or application other than the Provider System.

2. Integration.

- (a) Specifications. Provider will develop and maintain the Provider Integration and the Provider System in accordance with this Agreement and the Specifications. Provider may not use the Specifications for any other purpose other than in accordance with the foregoing.
- (b) Development Schedule and Testing. The Parties will work together in good faith to finalize a timeline for performing their respective obligations relating to the development of the Provider Integration. Each Party will proceed with its respective obligations diligently and in good faith and use commercially reasonable efforts to allocate appropriately skilled Personnel and other resources as necessary to complete the development of the Provider Integration in accordance with the timeline mutually agreed upon by the Parties. Upon completion of the development work, the Parties will test the Provider Integration pursuant to Cox’s standard quality assurance procedures. The Parties will work diligently and in good faith to correct any issues that may arise during the testing phase.
- (c) Technology Requirement. Provider acknowledges and agrees that the Provider Integration will be developed and operated in such a way that does not allow Provider to query the Cox System for any data not intended to be transmitted through the Cox DMS Integration Program or any other data not authorized for the Provider to access by the Mutual Dealer Clients.
- (d) Maintenance. Cox will use commercially reasonable efforts to maintain the Cox System and the Cox Interface, so that the Provider System will be capable of transmitting Data to, and receiving Data from, the Cox System through the Provider Integration. Provider will use commercially reasonable efforts to maintain the Provider System and the Provider Integration so that the Cox System will be capable of receiving Data from, and transmitting Data, to the Provider System through the Cox Interface.

- (e) Acceptance of Data. Subject to Provider's performance of its obligations under this Agreement and without limiting Cox's rights under any agreement between Cox and Cox Dealer Clients, Cox will accept Data transmitted by or on behalf of any Mutual Dealer Client via the Provider Integration for processing in the Integration Modules. Subject to Cox's performance of its obligations under this Agreement and without limiting Provider's rights under any agreement between Provider and the Provider Dealer Clients, Provider will accept Data transmitted by or on behalf of any Mutual Dealer Client via the Cox Interface for processing in such portions of the Provider System that are integrated with the Cox System pursuant to this Agreement, as set forth in the applicable Participation Form.
- (f) Integration Modules. Provider has the option to select to have the Provider System integrated with one or more Integration Modules. Provider may not use the Provider Integration for any product or system other than the Provider System set forth in the applicable Participation Form.
- (g) Installation. Each Party will be responsible for promptly installing and setting up the software applications and tools associated with its respective System.
- (h) Cooperation. The Parties will reasonably assist and cooperate with each other with respect to issues that may arise from time to time in connection with the development, maintenance and operation of the Provider Integration and Cox Interface. Each Party will assign a relationship manager to act as the primary liaison with respect to the relationship established hereunder.
- (i) Acceptance Date. The Parties will use commercially reasonable efforts to cause the Acceptance Date to promptly occur and, in any event, within ninety (90) days after the Effective Date.
- (j) Operation by Provider. Provider may not operate, manage, or modify the Provider System and the Provider Integration in any manner that will knowingly disrupt or degrade the performance of the Cox Interface or the Cox System; provided, however, that the foregoing will not apply to any modifications necessary in order to comply with applicable Laws, in which case Provider will give Cox reasonable advance Email Notice thereof. In the event of any degradation or adverse impact to the Cox System, upon notification from Cox, Provider will investigate the cause of issue and promptly terminate those processes causing such degradation or adverse impact and implement any necessary changes to the Provider System to prevent such degradation or adverse impact from reoccurring. Notwithstanding the foregoing, Cox may temporarily suspend Provider's access to the Cox Interface and Cox System until such changes are made. Nothing in this Agreement will: (i) prevent Provider from making changes to the Provider System that will not affect the functioning of the Cox Interface or the Cox System; and (ii) require Cox to modify the Cox System or the Cox Interface for any changes that Provider makes to the Provider System or the Provider Integration.
- (k) Modifications by Cox. Cox may make modifications to the Cox System and/or the Cox Interface as Cox deems reasonably necessary or appropriate for the operation or improvement of the Cox System. If Cox believes that any such modifications would require Provider to make modifications to the Provider System and/or the Provider Integration in order to maintain its functionality, Cox will give Provider at least thirty (30) days' advance

Email Notice of such modifications; provided, that, Cox may give less notice if such modification is necessary to comply with applicable Laws. Provider will, at its expense, make the necessary changes to the Provider System and/or the Provider Integration in order to maintain its functionality. The Parties will establish a mutually agreeable schedule for making such changes properly and in a timely and expeditious manner.

- (l) No Guarantees of Dealer Participation. Provider acknowledges that the Provider Integration for each Integration Module will only be provided for those Mutual Dealer Clients that provide explicit permission for Provider to access their Cox System. Cox makes no guarantees or representations regarding the participation of dealers in the Cox DMS Integration Program, or that Mutual Dealer Clients will provide such explicit permission.

3. Certification Process.

- (a) Initial Certification. Prior to establishing the Provider Integration, Provider will undergo Cox's initial certification process, as may be changed from time to time by Cox in its sole discretion.
- (b) Recertification. Following the initial certification process, upon request by Cox, Provider will undergo Cox's recertification process in order to continue participating in the Cox DMS Integration Program. The recertification criteria will be determined by Cox in its reasonable discretion. Cox may suspend the Provider Integration until Provider completes the recertification process.

4. Fees and Payments.

- (a) Fees. In exchange for the rights granted to Provider herein, Provider will pay to Cox the Fees in the manner provided in the applicable Participation Form. Unless otherwise specified in the applicable Participation Form, all Fees are: (i) non-refundable; and (ii) payable in United States Dollars.
- (b) Late Fees and Payment Disputes. Cox may charge interest on any payment not made when due at a rate equal to the lesser of one and one-half percent (1.5%) per month, or the maximum rate allowed under applicable Law. Provider will also be liable for all collection agency fees and reasonable attorneys' fees payable by Cox or its Affiliates in connection with enforcing Provider's payment obligations. In the event of any dispute with respect to an invoice, Provider must notify Cox in writing of, and provide a good faith basis for, such dispute within sixty (60) days of the date such amounts are due.
- (c) Taxes. Except for taxes based upon the net income and personal property of Cox, as between the Parties, Provider will be solely responsible for paying to Cox or the relevant taxing authority, as reasonably applicable, any taxes or other assessments imposed by governmental authorities in connection with this Agreement.
- (d) Fee Adjustments and Increases. After the Initial Term, Cox reserves the right to increase any of the Fees at any time, but only once each calendar year, by providing Email Notice to Provider at least forty-five (45) days in advance.

- (e) Billing and Collection. Provider will be responsible for the billing and collection from Mutual Dealer Clients for amounts owing in connection with the Provider System (including with respect to the Provider Integration). Cox will be responsible for the billing and collection from Mutual Dealer Clients for amounts owing in connection with the Cox System (including with respect to the Cox Interface).
- (f) Pricing. Cox will contract with Mutual Dealer Clients with regard to the Cox System and Provider will contract with Provider Dealer Clients with regard to the Provider System (in each case, including with respect to the Provider Integration). Each Party will set all prices for its respective System; provided, however, that in no event may Provider charge a Mutual Dealer Client any monthly integration-related fees or surcharges relating to this Agreement in an amount that is greater than two (2) times the Monthly Integration Fees charged by Cox to Provider. Cox may, upon written notice to Provider, audit (or retain a third party to audit) the books and records of Provider related to its compliance with the foregoing.

5. Proprietary Rights and Licenses.

- (a) Rights Grant. Conditioned upon Provider's compliance with the terms and conditions of this Agreement, Cox hereby grants Provider a limited, non-transferable, non-sublicensable, revocable right and license to access and use the Cox Interface solely in connection with the Integration Modules set forth in the applicable Participation Form.
- (b) Ownership. Except for the rights expressly granted to Provider under this Agreement, Provider will not have any right, title or interest in or to the Cox System and the Cox Interface, or any other technology, materials or intellectual property of Cox and its licensors, and nothing herein will effect a transfer of any intellectual property rights or any other ownership rights away from Cox or its licensors. Cox and its licensors reserve and retain all of their intellectual property rights and ownership rights to the Cox System and the Cox Interface, including any and all enhancements thereto conceived, made or implemented during all phases of development and release thereof.
- (c) Provider Feedback. Provider also acknowledges and agrees that any Feedback from Provider or its Personnel is submitted without any restrictions or expectations of confidentiality. As such, Provider hereby permits Cox to use, to allow others to use, or to assign the right to use, without compensation, restriction or further obligation of any kind, any Feedback for any purpose whatsoever, including publication or the creation of any intellectual property or derivative works of or relating to any Feedback.
- (d) Marketing and Marks.
 - (i) Provider Marks. Provider grants Cox and its Affiliates a non-exclusive, non-transferable, royalty-free license to use the Provider Marks in connection with the Provider Integration, including the listing of Provider as a partner in the Cox DMS Integration Program in marketing materials and on its website. Cox acknowledges that no other rights or license are being granted to Cox with respect to any Provider Marks, and Cox will obtain the written consent of Provider prior to any use or display of any Provider Mark. Provider will retain all intellectual property rights and all ownership rights in and to the Provider Marks.

- (ii) Cox Marks. Cox grants Provider a non-exclusive, non-transferable, royalty-free license to use the Cox Marks in connection with marketing the Provider Integration to Provider Dealer Clients. Provider acknowledges that no other rights or license are being granted to Provider with respect to any Cox Marks, and Provider will obtain the written consent of Cox prior to any use or display of any Cox Mark. Cox will retain all intellectual property rights and all ownership rights in and to the Cox Marks.
- (iii) Quality Standards. In connection with the operation of each of its respective business, each Party will not (or allow others under its control or direction to) engage in any practice or other activity that is or likely to be detrimental to the goodwill associated with the other Party's Marks, or the products or services that such other Party offers, or that constitutes a deceptive trade practice or unfair competition or that violates any applicable fair trade laws or advertising rules and regulations. Upon request, each Party will promptly alter or discontinue any particular use of the other Party's Marks if such other Party believes that does not comply with this Section 5(d)(iii).
- (iv) Marketing. Provider will use commercially reasonable efforts to market the Provider Integration to Provider Dealer Clients. The Parties will work together in good faith to pursue joint marketing, co-branding and promotional opportunities for the purpose of mutually promoting the Cox Interface and the Provider Integration. Provider will not promote, market, sell or license any Third Party Cox Integration without Cox's prior written consent.

6. Security.

- (a) Each Party acknowledges and agrees that, as between the Parties, it is solely responsible for the security of all Data on its respective System. Each Party will: (i) adopt and maintain physical, technical and administrative safeguards and procedures reasonably designed to prevent unauthorized access or harm to the other Party's System; (ii) use commercially reasonable efforts to avoid introducing Malicious Code into the other Party's System; and (iii) maintain and periodically test the efficacy of appropriate information security programs and measures designed to ensure the security and confidentiality of any Customer Information, protect against anticipated threats or hazards to the security or integrity of such information, and protect against unauthorized access to or use of such information that could result in substantial harm to any customer of either Party (or any customer of either Party's customers). For purposes of this Section 6(a), references to a Party's System shall include, in the case of Provider, the Provider Integration, and in the case of Cox, the Cox Interface.
- (b) During the Term, Cox may, at its expense and upon reasonable advance notice to Provider, audit (or retain a third party to audit) the Provider System (and Provider Integration) to determine compliance with the security obligations under Section 6; provided, however, that (i) any such audits will be conducted during normal business hours on a date mutually agreed upon by the Parties, and (ii) such audits will not unreasonably interfere with Provider's business.

7. Term and Termination.

- (a) Term. The term of this Agreement will commence on the Effective Date, and unless earlier terminated as provided herein, will continue for a period of one (1) year (the “**Initial Term**”). Upon expiration of the Initial Term, this Agreement will automatically renew for successive, one (1) year renewal terms (each, a “**Renewal Term**,” and together with the Initial Term, the “**Term**”), unless either Party provides written notice of termination to the other Party at least sixty (60) days prior to the end of the then-current Term.
- (b) Termination Rights. Either Party may immediately terminate this Agreement: (i) if the other Party commits a material breach of this Agreement and such breach has not been cured within fifteen (15) days after receiving Legal Notice of such; (ii) upon the initiation of any bankruptcy, insolvency or other similar proceeding against the other Party; or (iii) either Party ceases to offer its respective System generally for any reason. Either Party may terminate this Agreement upon thirty (30) days’ Legal Notice if any change occurs in the legal or regulatory requirements applicable to this Agreement that would render the performance of a material obligation of the terminating Party hereunder illegal or otherwise subject to legal challenge, unless performance of such material obligation is waived in writing by the other Party. In addition, Cox may terminate this Agreement (1) upon sixty (60) days’ Legal Notice at any time, (2) immediately upon Legal Notice in the event that any party acquires a controlling interest in Provider after the Effective Date, or (3) with respect to any particular Mutual Dealer Client, upon written instructions from such Mutual Dealer Client to do so, or upon learning that Provider’s agreement with the Mutual Dealer Client has terminated or expired. In this regard, Provider will promptly inform Cox if Provider’s agreement with any Mutual Dealer Client terminates or expires.
- (c) Effect of Termination. Within thirty (30) days following any termination or expiration of this Agreement, all licenses hereunder will terminate, Provider will disable the Provider Integration, and Cox will terminate Provider’s access to the Cox Interface. Additionally, each Party will discontinue its use of the other Party’s Marks in relation to this Agreement and remove all references to the other Party’s Marks on its respective websites and marketing materials.

8. Confidential Information.

- (a) Confidentiality Obligations. The Receiving Party agrees not to use any Confidential Information of the Disclosing Party for any purpose outside the scope of the services set forth in this Agreement, and (except as otherwise authorized by the Disclosing Party in writing) disclose Confidential Information of the Disclosing Party only to its Personnel who need to know such information for purposes of fulfilling such Party’s obligations or exercising such Party’s rights relating to this Agreement. The Receiving Party will keep the Confidential Information of the Disclosing Party confidential and secure, and protect it from unauthorized use or disclosure, by using at least the same degree of care as the Receiving Party employs to protect its own Confidential Information, but in no event less than reasonable care.
- (b) Compelled Disclosure. If the Receiving Party becomes legally compelled to disclose any Confidential Information of the Disclosing Party in a manner not otherwise permitted by this Agreement, the Receiving Party will promptly inform the Disclosing Party of the

request with a prompt Legal Notice so that the Disclosing Party may seek a protective order or other appropriate remedy. If a protective order or similar order is not obtained by the date by which the Receiving Party must comply with the request, the Receiving Party may furnish that portion of the Confidential Information that it reasonably determines it is legally required to furnish. The Receiving Party will exercise reasonable efforts to obtain assurances that confidential treatment will be afforded to the Confidential Information so disclosed. This Section 8(b) will survive any termination of this Agreement.

- (c) Injunctive Relief. Each Receiving Party acknowledges and agrees that the wrongful disclosure of any Confidential Information of the Disclosing Party may cause irreparable injury to such Party and its applicable Affiliates, and that remedies other than injunctive relief may be insufficient. Accordingly, the Disclosing Party will have the right to seek equitable and other injunctive relief to prevent any wrongful disclosure of any of its Confidential Information, as well as such damages and other relief to which such Party or its Affiliates may be entitled.
 - (d) No Implied Rights. Each Party's Confidential Information will remain the property of that Party. Nothing contained in this Section 8 will be construed as obligating a Party to disclose its Confidential Information to the other Party, or as granting to or conferring on a Party any implied rights or license to the Confidential Information of the other Party.
 - (e) Return of Confidential Information. Upon termination or expiration of this Agreement, or upon the Disclosing Party's request, the Receiving Party will promptly return (or at the Disclosing Party's request, destroy) all Confidential Information of the Disclosing Party (except Confidential Information of the Disclosing Party that is transmitted by or through the Provider Integration) and certify to the Disclosing Party in writing that it has done so; provided, however, that the Receiving Party may retain one copy for archival purposes.
9. Representations and Warranties. Each Party represents and warrants to the other Party that:
- (a) It will comply at all times with all applicable Laws; and
 - (b) It has and will have during the Term, sufficient rights to grant the rights it grants in this Agreement, including any necessary rights, approvals or consents from the Mutual Dealer Clients and from any other third party, and any release related to any rights of privacy or publicity, as may be necessary to fulfill its obligations hereunder.
10. Indemnification.
- (a) By Cox. Cox will defend and indemnify Provider against any damages, losses, costs and expenses (including reasonable attorneys' fees, court costs, settlement costs and awarded amounts) incurred in connection with any third party claim to the extent such claim arises from (i) any failure of Cox to obtain any necessary consent to provide the Cox Interface and/or to transmit Data via the Cox Interface; (ii) an allegation that the Cox System, Cox Interface or Cox Marks used in accordance with this Agreement infringes or misappropriates such third party's intellectual property rights; or (iii) any claim with respect to the willful misconduct or gross negligence of Cox.

- (b) By Provider. Provider will defend and indemnify Cox against any damages, losses, costs and expenses (including reasonable attorneys' fees, court costs, settlement costs and awarded amounts) incurred in connection with any third party claim to the extent such claim arises from (i) any failure of Provider to obtain any necessary consent to provide the Provider Integration and/or to transmit Data via the Provider Integration; (ii) an allegation that the use of the Provider System, Provider Integration or Provider Marks used in accordance with this Agreement infringes or misappropriates such third party's intellectual property rights; or (iii) any claim with respect to the willful misconduct or gross negligence of Provider.
- (c) Infringement Claims. If a Party's System or Marks are, in such Party's sole discretion, likely to become subject to a claim of infringement, such Party, at its option and expense, will either: (i) procure a license or right for the other Party to continue using the System and/or the Marks; or (ii) modify its System and/or Marks to make it non-infringing in a manner that does not materially impair its functionality. If neither of the foregoing two options is reasonably available to such Party, then either Party may terminate this Agreement upon Legal Notice to the other Party. Except for the indemnity obligations set forth in this Section 10, the foregoing will be the other Party's sole and exclusive remedy and the infringing Party's sole and exclusive obligation with respect to any infringement claims relating to its System and/or Marks.

11. Limitations of Liability.

- (a) LIABILITY LIMITATIONS. NEITHER PARTY (INCLUDING, IN THE CASE OF COX, ITS AFFILIATES) WILL BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, SPECIAL, EXEMPLARY, INCIDENTAL, MULTIPLE, CONSEQUENTIAL OR PUNITIVE DAMAGES (INCLUDING ANY DAMAGES RESULTING FROM ANY LOSS OF USE, LOSS OF DATA, LOSS OF PROFITS, LOSS OF BUSINESS OR OTHER ECONOMIC LOSS) ARISING OUT OF OR IN CONNECTION WITH THE APPLICABLE PARTICIPATION FORM AND/OR THIS AGREEMENT, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF THE FORM OF ACTION OR THEORY OF LIABILITY (INCLUDING BREACH OF CONTRACT OR WARRANTY, EQUITY, STRICT LIABILITY, TORT OR OTHERWISE). ADDITIONALLY, THE AGGREGATE LIABILITY UNDER THIS AGREEMENT OF COX AND ITS AFFILIATES, ON THE ONE HAND, AND PROVIDER, ON THE OTHER HAND, WILL BE EXPRESSLY LIMITED TO AN AMOUNT EQUAL TO THE AMOUNT PAID BY PROVIDER TO COX UNDER THE APPLICABLE PARTICIPATION FORM IN THE TWELVE (12) MONTHS PRIOR TO THE EVENT GIVING RISE TO THE LIABILITY. THE FOREGOING LIMITATIONS OF LIABILITY WILL NOT APPLY TO (A) A PARTY'S BREACH OF ITS CONFIDENTIALITY OBLIGATIONS UNDER SECTION 9, (B) A PARTY'S INDEMNIFICATION OBLIGATIONS UNDER SECTION 10, (C) A PARTY'S GROSS NEGLIGENCE OR WILLFUL MISCONDUCT, OR (D) A PARTY'S BREACH OF APPLICABLE PRIVACY LAWS.
- (b) DISCLAIMER. THE COX INTERFACE AND THE PROVIDER INTEGRATION ARE INTENDED ONLY TO FACILITATE THE MANAGEMENT AND OPERATION OF CERTAIN ASPECTS OF PROVIDER'S (OR MUTUAL DEALER CLIENTS') BUSINESS AT THE APPLICABLE LOCATIONS. EXCEPT AS OTHERWISE

EXPRESSLY STATED HEREIN, NEITHER COX NOR ANY OF ITS AFFILIATES MAKE ANY REPRESENTATION OR WARRANTY TO PROVIDER OR ANY OTHER PERSON WITH RESPECT TO THE COX INTERFACE OR THE PROVIDER INTEGRATION, EXPRESS OR IMPLIED, INCLUDING ANY EXPRESS OR IMPLIED REPRESENTATION OR WARRANTY OF SUITABILITY, LEGALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT OR ANY OTHER REPRESENTATION OR WARRANTY OF ANY TYPE OR NATURE, ALL OF WHICH ARE EXPRESSLY DISCLAIMED. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING: (1) COX WILL HAVE NO DUTY TO VERIFY THE CONTENT OR ACCURACY OF, OR TO ANALYZE IN ANY MANNER, THE DATA; (2) COX SPECIFICALLY DISCLAIMS ANY AND ALL LIABILITY TO PROVIDER RESULTING FROM OR RELATING TO ANY ACTIONS BY A MUTUAL DEALER CLIENT, OR ANY BREACH BY A MUTUAL DEALER CLIENT OF ANY APPLICABLE MUTUAL DEALER CLIENT AGREEMENT; AND (3) COX MAKES NO REPRESENTATION, WARRANTY OR COMMITMENT THAT THE COX INTERFACE OR THE PROVIDER INTEGRATION WILL OPERATE ERROR-FREE, WITHOUT INTERRUPTION OR IN ACCORDANCE WITH ANY SPECIFICATIONS, OR THAT THE COX INTERFACE OR THE PROVIDER INTEGRATION IS SUITABLE FOR ANY SPECIFIC PURPOSE, INCLUDING ANY ADVICE REGARDING THE VALUE, COSTS, PROFIT TARGETS, QUALITY OR SUITABILITY OF ANY PARTICULAR TRANSACTION, SALES STRATEGY OR OTHER BUSINESS PRACTICE. ANY RELIANCE BY PROVIDER UPON ANY DATA OR THE COX INTERFACE WILL NOT DIMINISH THIS DISCLAIMER.

12. Arbitration and Class Waiver.

- (a) Arbitration. Provider agrees to arbitrate any dispute or claim that it may have with Cox or its Affiliates that arises out of or relates in any way to this Agreement or Licensee's use of or access to the Provider Integration. Such arbitration will be final and binding. If Cox elects in its discretion to submit to arbitration any dispute or claim that it may have against Provider, any such arbitration will be governed by the provisions of this Section 12.
- (b) Class Waiver. Any arbitration proceeding under this Section 12 will take place on an individual basis. Class arbitrations and class or representative proceedings of any kind are not permitted, and Provider expressly waives its ability to participate in a class or representative proceeding against Cox or its Affiliates. If the arbitration clause is found inapplicable to Provider's dispute with Cox, this class waiver will continue to apply in litigation. Provider agrees that this class waiver is an essential element of the agreement between Provider and Cox and that this class waiver may not be severed. In the event that this class waiver is deemed invalid or unenforceable, then the entire agreement to arbitrate in this Section 12 will be null and void.
- (c) Arbitrator Authority. Any dispute or claim subject to arbitration pursuant to this Section 12 must be submitted to binding arbitration before a single arbitrator administered by JAMS pursuant to JAMS Streamlined Rules. The arbitrator will be bound by and will strictly enforce this Agreement and any applicable Participation Forms between Provider and Cox, including any limitations of liability contained therein, and may not limit, expand or otherwise modify any of the provisions of the foregoing. Any arbitration will be held in Atlanta, Georgia, unless otherwise agreed upon by the Parties in writing. Each Party will

bear its own expenses in the arbitration and will share equally the costs of the arbitration; provided, however, that the arbitrator will award the applicable Party any costs and fees to which it may be entitled under Section 10 in connection with any indemnification claim. Provider agrees that its transactions with Cox evidence transactions in interstate commerce, and that the Federal Arbitration Act therefore governs the interpretation and enforcement of this Section 12 (notwithstanding the application of Georgia Law to any underlying claims). Provider also agrees that this Section 12 survives any termination of this Agreement.

13. Miscellaneous.

- (a) Mutual Dealer Client Agreements. This Agreement does not alter any rights or obligations of either Party as set forth in any Mutual Dealer Client Agreement, including, for clarity, with respect to Data.
- (b) Notices. All Legal Notices required or permitted to be given by a Party must be (i) in writing, (ii) sent by commercial delivery service or certified mail, return receipt requested, and (iii) deemed to have been given on the date set forth in the records of the delivery service or on the return receipt. Email Notices will be deemed to have been given upon receipt of the email (regardless of whether the email is opened), which may be evidenced by “delivery receipt” received by the sender.
- (c) Governing Law and Forum. This Agreement will be governed and construed in accordance with the Laws of the State of Georgia, without regard to its conflict of Laws principles. Any dispute that arises or relates to this Agreement will be filed exclusively in a state or federal court located in Fulton County, Georgia, and the Parties expressly waive any challenge to the jurisdiction or venue of such courts.
- (d) Order of Precedence. In the event of any conflict in contract terms, and unless otherwise specified expressly on the Participation Form, the order of precedence will be, from highest to lowest priority: (i) the terms appearing in the applicable Participation Form, (ii) the terms of any Exhibits or other attachments, and (iii) the terms of this Agreement. Contract terms will not be interpreted strictly against a Party by virtue of such Party’s role in preparing or drafting them.
- (e) Entire Agreement. This Agreement, including all Participation Forms, Exhibits and other attachments, constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior agreements and understandings between the Parties with respect to such matters, whether oral or written.
- (f) Counterparts; Signatures. This Agreement may be executed in one or more counterparts, each of which will be deemed an original, but all of which together shall constitute one and the same instrument. Facsimile signatures and electronic signatures will be considered original signatures.
- (g) Amendments and Modifications. Any amendments or modifications of this Agreement (including a Participation Form) will only be effective if in writing and signed by each Party.

- (h) Independent Contractor. Each Party, in all matters relating to this Agreement, will act as an independent contractor of the other Party. Neither Party will have authority nor represent that it has any authority to assume or create any obligation, express or implied, on behalf of the other Party, or to represent the other Party as an agent, employee or in any other capacity. Neither execution nor performance of this Agreement will be construed to have established any agency, joint venture or partnership.
- (i) Third Party Beneficiaries. This Agreement is intended for the benefit of the Parties only and nothing contained herein will be deemed to give any third party any intended or incidental claim or right of action against Provider or Cox that does not otherwise exist without regard to this Agreement.
- (j) Non-Waiver and Severability. The failure of either Party to enforce any provision of this Agreement will not be deemed a waiver of such provision or the right of such Party thereafter to enforce such provision. If any provision is deemed invalid or prohibited by Law, such provision will, if possible, be deemed to be restated to reflect as nearly as possible the original intentions of the Parties in accordance with applicable Law. In any event, the remainder of the provisions will remain in full force and effect.
- (k) Headings. The headings used in this Agreement are used for convenience only and are not to be considered in construing or interpreting this Agreement.
- (l) Remedies Cumulative. Except as otherwise expressly provided otherwise, all remedies provided herein are cumulative and in addition to and not in lieu of any other remedies available to a Party in connection with this Agreement, or at law or in equity.
- (m) Survival. Sections 1 (Definitions), 4 (Fees and Payments, but solely until all outstanding Fees not reasonably in dispute have been paid); 5 (Proprietary Rights and Licenses), 7 (Term and Termination), 8 (Confidential Information), 9 (Representations and Warranties), 10 (Indemnification), 11 (Limitations of Liability), 12 (Arbitration and Class Waiver), 13 (Miscellaneous), and any other provisions above that expressly state that they survive termination will survive the termination of this Agreement. In addition, any provisions that should reasonably survive termination in accordance with their respective terms will also so survive, as will any outstanding payment or tax obligation hereunder, and any cause of action or claim of either Party, whether in Law or in equity.
- (n) Assignment. Provider may not assign this Agreement or any rights or obligations hereunder, whether by operation of Law or otherwise, without the prior written consent of Cox (which may be withheld in its sole discretion). Cox may assign this Agreement upon Legal Notice to Provider.

EXHIBIT A
INTEGRATION MODULES

1. Opentrack DMS Integration Modules

- a. **Customer**: Allows vendors to search, add, and update customers and query the full list of customers.
- b. **Vehicle Inventory**: Allows vendors to search, add, and update vehicles as well as searching and adding vehicle invoices into the system.
- c. **GL/Accounting**: Allows vendors to search and post accounting entries. Also allows vendors to search for charge customers and vendors.
- d. **Parts**: Allows vendors to search parts, add parts, look at parts sales and create parts counter ticket for parts sales.
- e. **Service**: Allows vendors to search add, update, and delete appointments and add repair orders and add, update, and delete repair order lines.
- f. **Car Deals**: Allows vendors to search, add, and update Deals.

2. DMS+ Integration Modules

- a. **DMS+ Customer**: API to work with DMS+ customer. API provides the ability to GET, add and update a customer.
- b. **DMS+ Vehicle Inventory**: API to work with DMS+ vehicle. API set provides the ability to GET.
- c. **DMS+ GL/Accounting**: API to work with DMS+ accounting. API set provides the ability to work with accounting postings.
- d. **DMS+ Parts**: API to work with DMS+ Parts. API set provides the ability to work with parts inventory, parts orders, parts sales.
- e. **DMS+ Service**: API to work with DMS+ service. API set provides ability to work with appointments and repair orders.
- f. **DMS+ Deal (DealXG API for DMS+)**: Allows a vendor to search, add, and update Deals.