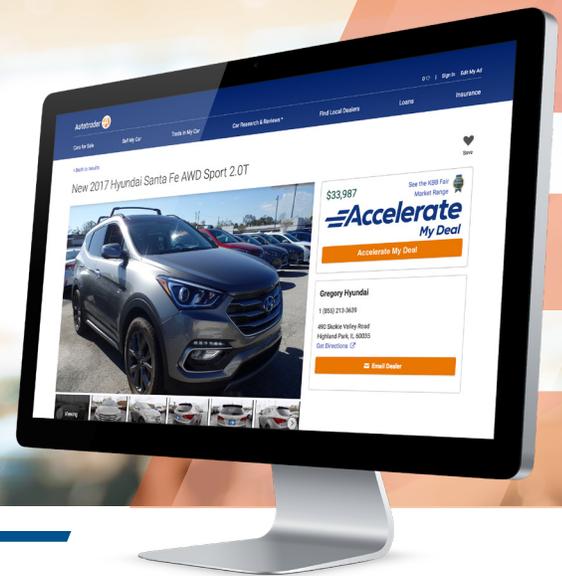


THE DIGITAL RETAIL ROUND UP

VOLUME 1, 2018



Welcome to The Digital Retail Round Up. As a Digital Retailing customer, you'll be receiving quarterly content from Cox Automotive to help you stay up-to-date with what's going on in the Digital Retailing world.

If you have any news you'd like us to feature, email Tim Breedlove at Tim.Breedlove@coxautoinc.com.

Retailer of the Quarter: Frankman Motor Company



Frankman Motor Company in Sioux Falls, SD is on a mission to sell on experience, not just great prices. It was only natural for them to accelerate their Digital Retailing by merging their online car-buying process with traditional marketing/advertising campaigns on their website and in-store.

When a guest arrives at Frankman, a sales consultant asks if they have personalized their payment before they arrived at the dealership. One salesperson, Mike Denbow, had a record month selling 41 vehicles. He credits some of that success to Cox Automotive's Digital Retailing solution.

Frankman's commitment to Digital Retailing paid big. The store broke records in Payment Impressions (29,285), Pencils (1,699), Deals Submitted (16) and Trade Values Displayed (54). Most importantly, they sold more vehicles than any other month in the last ten years.

For the Frankman Motor Company's effort, overall adoption and shopper engagement we have named Retailer of the Quarter. Congratulations!

A recently-posted Google review says it all:

Review on Google

Living in Sioux City there isn't much of a selection for vehicles or good prices. I inquired about a vehicle late last Thursday and Friday Jim S. called me and we pretty much had everything figured out before I got to Sioux Falls. As soon as we walked in the door he was there waiting for us. The truck was even warmed up and all cleaned up. We drove it looked over it and signed the papers in less than an hour. This was by far the best experience I've had buying a new vehicle. I will definitely be returning and referring everyone I know here. Thank you all.

Ongoing Workshops Help Dealers Get Future-Ready

Our Digital Retail Performance Management team has held over 35 Workshops all over the country. Getting out of the dealership to talk with peers about the latest digital deal-making practices and in-store processes has proven to be a big hit.

The workshops are interactive discussions about why Cox Automotive brought Digital Retailing to market, why the consumer is demanding a faster, more transparent process and why dealers need to embrace the positive impact of Digital Retailing.

We've learned that our dealers are ready to lean in, adapt and thrive to meet the car buying revolution head-on. Want to join us? Reach out to your Dealer Success Consultant or Performance Manager for the next workshop near you.

Best Practices - Appointment Setting

The traditional role of the salesperson, internet manager or BDC includes appointment-setting templates and scripts designed for form-fill leads with little information. When working a deal, you should make a connection and offer suggestions that help the customer complete as much as possible online.

Digital Retailing can also be used as a link and talk track for:

- Incoming form-fill leads when replying back.
- Incoming phone-up quotes.
- Follow up for unsold in-store traffic (save-a- deal).
- Shoppers that request time-saving options.

Product Updates

We're making big changes to accelerate the Digital Retail user experience! Your customers will now see a cleaner design with a modern look and feel, plus a simplified workflow and responsive user experience. In addition, some new options for creating brand-specific themes will be available.

Not only will the product look better, it will behave better too. We've improved the mobile performance, making the experience lightning fast! Speaking of mobile, leads will also start to show what device a consumer is on, capturing their preferred method of communication. Now you'll be able to really customize how you respond to your customers.

And with our Reservations tool (available a la carte or included in Elite), you can make the reservations process configurable to your in-store operations.

Be on the lookout for more user experience improvements next quarter.

ANY QUESTIONS? PLEASE CONTACT YOUR DEALER SUCCESS CONSULTANT OR EMAIL
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