THRIVING IN THE NEW NORMAL

A HOW TO GUIDE FOR RETAILERS

MAXIMIZE SHARE OF MIND

of shoppers say they'll delay their purchase due to COVID



Reaching these audiences now, could mean incremental buyers today and into

*Cox Automotive COVID-19 Dealer and Consumer Perceptions

Shoppers are actively looking for vehicles! There will be 4.1M+ vehicles coming off lease this year!

*Cox Automotive Estimates.

INVEST NOW TO MAXIMIZE RETAIL MARKET SHARE

Tout special finance rates, payment deferral, incentives, and touchless retailing and servicing with video campaigns andt site personalization.



Use display ads, third-party site homepage takeovers, custom landing pages & unique, creative ways to highlight vehicles and what makes them better than your competition.

FOCUS ON CURRENT BRAND OWNERS

On average, most brands retain less than

of their current owner base *KBB Loyalty Research

CREATE A TOUCHLESS RETAIL EXPERIENCE

STOREFRONTS

Keep all your dealer group, store websites, and third-party sites updated with easy to navigate, accurate info, store hours and ways to contact the dealer.



Ensure you leverage digital retailing tools along with relevant and personalized follow-up communications.



VEHICLE WALK AROUNDS

Leverage all your properties, third-party sites, social channels and YouTube to spotlight your cars and features.

TRADE-IN VALUATION

Give consumers the most up-to-date values with price guaranteed values by third parties.

Keep your brand relationships strong by

DIGITAL

giving consumers speed in funding and at home paperless contract finalization.



TWO-WAY

Communicate to consumers in real-time leveraging email, text, chat, or video via phone or dealership social media channels.

TEST DRIVES

Safely drop off and pick up sanitized vehicles for test drives. Ensure proper process and technology to manage fleet location and usage.



Where permitted by local COVID-19 ordinances

DELIVERY Safely deliver sanitized vehicles directly

to customers at the location of their choice. Pick up their trade-ins, then remarket or wholesale them.

EMBRACE NEW FORMS OF MOBILITY



by offering easier, more flexible mobility solutions.

OFFER TOUCHLESS SERVICE

SCHEDULE/INVITE **CUSTOMERS** Attract customers while filling shop capacity. Communicate

safe service experience. SEND BEFORE & AFTER



CUSTOMER VEHICLES And provide an option to drop off a clean, disinfected loaner.

Where permitted by local COVID-19 ordinances

PROVIDE MULTIPLE

PAYMENT OPTIONS

Include virtual & flexible options to

PICK UP & DELIVER



To show customers work is being done, get written approvals

PICTURES/VIDEOS

& generate higher RO dollars.



encourage no-contact payments and use text or email to request payment.



In every vehicle, after every interaction. Leave visible signs that it's been done and don't forget to clean the keys!

& CLEANSE AIR



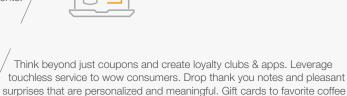
STAY IN TOUCH WITH RELEVANT, PERSONALIZED COMMUNICATIONS

DRIVE CUSTOMER LOYALTY

Communicate about any changes you're making to your dealership operations. Emphasize new communication



channels and encourage people to visit your virtual storefronts.





OPTIMIZE COX AUTOMOTIVE RESIDUAL VALUES

INTO MEANINGFUL SOLUTIONS

Understand the retail market and

how it drives your actions at wholesale.

Services are in some cases being offered at no cost for several months, heavy discounts and other special promotions.

Make sure you're taking full advantage of our

insights, the breadth of our offerings, assistance program, and virtual learning opportunities.

Learn more at http://www.coxautoinc.com/thriving-in-the-new-normal-for-dealers

REACH OUT TO US TODAY!

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