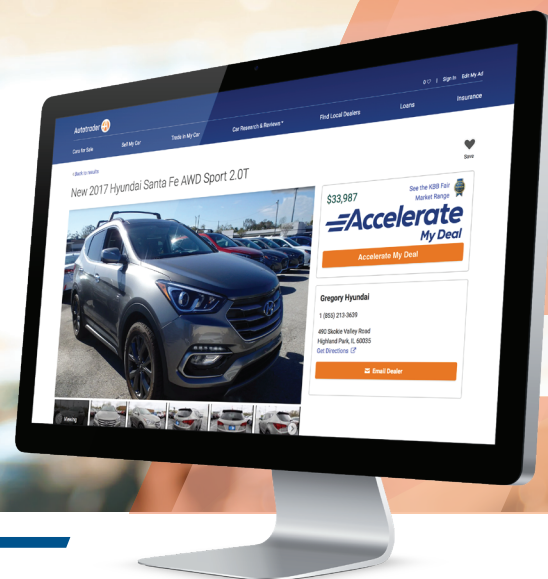


THE DIGITAL RETAIL ROUND UP

VOLUME 2, 2018



Learn best practices to close more deals with Cox Automotive Digital Retailing. Check out the stories and tips below to see what's new this quarter. If you have any news you'd like us to feature, please email Tim Breedlove at Tim.Breedlove@coxautoinc.com.

Retailer of the Quarter: Key Honda of Rutland



Key Honda of Rutland's overall adoption, quality responses, experience branding and innovative shopper engagement has earned them the Digital retailer of the Quarter award.

General Manager, Brian Kenny, is on a mission to sell on experience, not just price. Using many of Cox Automotive's products to stay competitive in today's market, Key Honda of Rutland is the FIRST dealer in Vermont to launch Digital Retailing on their dealership website.

A critical step to success with digital retailing is allowing the consumer to continue their online experience when they arrive in the store. Key Honda has made this possible by walking customer through the entire experience in the showroom. Caitlyn, a salesperson with Key Honda, said, "Digital Retailing has completely changed how I can help my customers.

It is timelier and more efficient for both parties, so we can get to the best part faster...driving the new car!

"At Key Honda, our commitment to our customers is quite simple: Provide the best buying and ownership experience possible. In order to live up to our commitment, we must always be looking for opportunities to exceed expectations. Cox Automotive and their digital retailing solution has helped us reduce transaction time, provide transparency and allow for a more customer-friendly environment. In a rapidly changing industry, it is imperative to be working with partners that are looking to improve with you. The Digital Retailing team has been incredibly responsive and actively looks for feedback to help adapt to meet our needs and the needs of our customers. Rapid changes will continue to affect our industry and I am confident that the team at Cox Automotive will stay in front of them and help to shape the future of digital retailing."

JOIN US AT LOCAL BEST PRACTICE WORKSHOPS

Our Digital Retail Performance Management team is continuing to host workshops all over the country; 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. Check out upcoming opportunities below and reach out to your Performance Manager or Dealer Success Consultant if you are interested in attending. NOTE: All workshops are free of charge during the month of December.

12/13/18: Orlando, FL
12/13/18: Irvine, CA
12/13/18: Bordertown, NJ
12/19/18: New York, NY

ONGOING PRODUCT DESIGN UPDATES

In Q4, we are polishing the functionality of the user experience, now interconnected and nearly complete, to deliver an end-to-end premium UX. Specific updates include:

1. Autotrader can now be searched by dealers with Accelerate My Deal (released 10/22/18) — [watch the new Autotrader TV commercial.](#)
2. All new Shopper “Checkout” designed experience, allowing users to continue editing their deal, add trade-in values and submit higher quality deals on the first lead. (released 10/8/18)
3. Shopper Communication is now in “Beta” with our first group of dealerships. This feature allows you to receive phone calls and text messages from your Accelerate shoppers. (released 11/5/18)

Are you attending NADA 2019? We look forward to seeing you and sharing more about our progress and exciting updates for the coming year.

LEARN FROM THE PROS: BEST PRACTICES

Since launching our digital retailing platform, we’ve learned the the latest digital deal-making fundamentals. Here, we focus on replying with high-quality responses that engage shoppers and commit buyers so you can make more deals, faster.

1. Validate: It takes time and trust for a shopper to structure and submit an offer. When you receive a deal, read the offer details and strategize like you would any other live deal. Reply positively with a confirmation and assurance of a fast, hassle-free experience. Remember, shoppers will pay more for a better experience.
2. Options: Treat deal submissions as if the customer was in-store. Counter-offer when necessary and reply without reciprocity. Pushing for the appointment on the first pass may eliminate your chances. Work the deal, reply with options and ask for an appointment in next steps.
3. Next Steps: Shoppers aren’t sure what to do next. Eliminate online-to-offline gaps by giving them instructions. Also, be sure to share how customers can easily set an in-store appointment or contact you. In store, they should be able to pick up where they left off, confirm details and complete the paperwork.

ANY QUESTIONS? PLEASE CONTACT YOUR DEALER SUCCESS CONSULTANT OR EMAIL
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