



Express Storefront[®]

Commerce Solutions for Today's Dealership



Omnichannel Retail

Provide the same seamless, streamlined shopping experience, whether the customer starts from home and completes the deal in-store or the other way around.



Efficiency For Everyone

Automate every step of the purchase process, from how customers submit their trade-in and credit info to how you communicate and manage the deal jacket. This shaves valuable time off of every sale.



Happier Customers

When customers can shop the way they want, save time and transact transparently, average Net Promoter Scores (NPS) soar to 85, blowing away the industry average of 39.



ROADSTER.COM

Contact dealersales@roadster.com for a live demo. **1-833-568-5968**

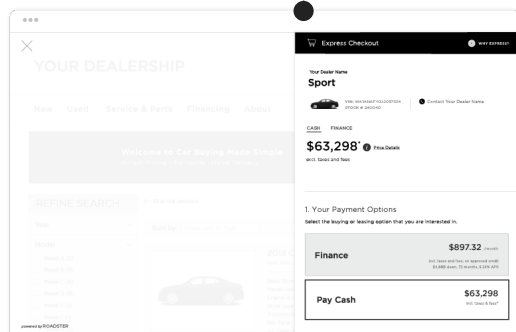
Pricing: **\$1995** / Monthly

One-time integration and training cost: **\$2,000**

Details, Please!

13 features dealers + customers love

- 1 Deal-building tools**
both online and in-store.
- 2 Multiple payment options**
including cash, lease or finance.
- 3 Easy trade valuation**
using Roadster's Express Trade™ or a third-party trade solution of your choice*.
- 4 Secure credit application**
that pushes directly into DealerTrack® and RouteOne®.
- 5 Service + protection plans**
prominently promoted to maintain your gross.
- 6 Optional accessories store**
that entices shoppers to load up on the extras they love.
- 7 Sales agent tools**
that allow internet/BDC teams to share interactive deal sheets.
- 8 Vehicle Recommender**
that helps sales agents assess and meet customer needs in the showroom.
- 9 Deal management tools**
that help you efficiently see the deal to completion.
- 10 Free marketing assets**
to drive shoppers to your Express Storefront.
- 11 Integrated Checkout**
gives you the option to allow customers to build their deal directly on your site.



- 12 Self-guided learning**
through Roadster Academy, our online portal that features multimedia courses and quizzes for every team member at your store.
- 13 Expert support**
provided by your dedicated Dealer Success Manager helps you succeed at every step.

*The following third-party trade solutions are available for integration: Kelley Blue Book ICO, Kelley Blue Book Trade-In Value, TradePending, TrueCar and AutoHub.

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Express Trade[®]

Trade Valuations for Today's Modern Dealership



Mobile First

People use smartphones for practically everything. Why not also use them to capture trade-in info? Our interactive tool helps foster transparency and trust.



More Control

Express Trade gives you complete control over what you offer your customer so that you can put your best foot forward.



Less Time

We don't call it Express Trade for nothing. Our tool makes it quick and easy to capture and assess a customer's vehicle info, so you can make them a firm offer in minutes.

Details, Please!

6 features dealers + customers love

1

VIN scanning + license plate entry

Customers can scan their VIN with their smartphone or input their license plate number manually.

This way, you have all the vehicle's features right at your fingertips.

2

Simple e-valuation

Customers only need to answer a few basic questions about their car, and all of the trade info directly to your CRM or vAuto for efficient assessment.

3

Photo uploads

Customers can snap and share photos of their car with you from anywhere using their smartphone, or they can use a tablet in your store. This builds trust and makes it easier for you to determine the vehicle's worth.

4

Firm offers

Express Trade gives you the final say about a vehicle's worth, and it adds credibility to the valuation process. This way, you're able to make customers a firm offer that everyone can feel good about.

5

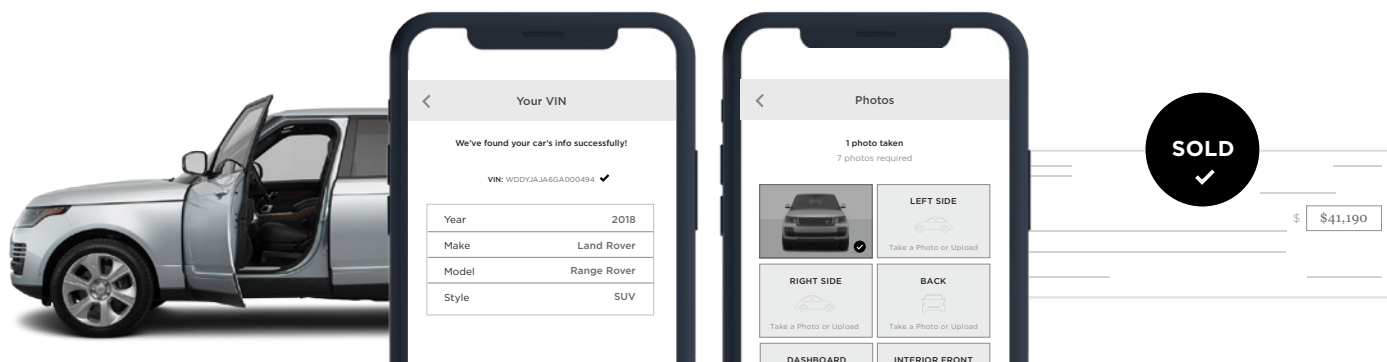
Trade management tools

Use our communication tools to schedule inspections and payouts, and manage the entire trade-in with ease and efficiency.

6

"Sell Your Car" landing page

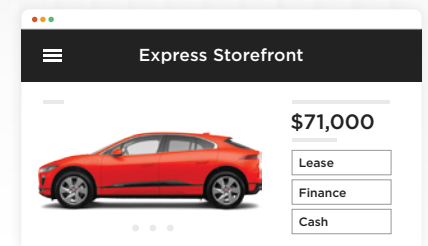
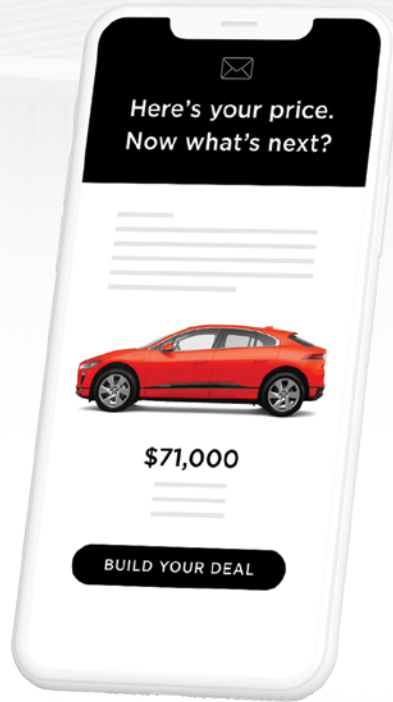
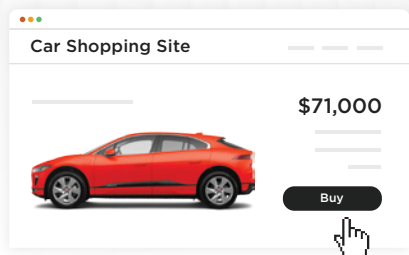
Customers can submit their vehicle information to you for valuation at any point in the purchase process, and even have the option to sell you their car independently of a new vehicle purchase.





Express Response[®]

A Lead Engagement Solution for Today's Modern Dealership



Intelligent

Increase **customer engagement** 24/7 by sending immediate and quality responses to your internet leads with Express Storefront pricing and VIN information that match the customer's inquiry.



Actionable

Link customers right to your Express Store where they will see the exact vehicle, or subset of vehicles they are interested in and can start building their deal online.



Efficient

Help your BDC and internet agents work smarter. Eliminate the time consuming task of gathering information from multiple sources and ensure every lead gets a quality response every time.

Details, Please!

9 features you'll love

1

All-inclusive solution

Efficiently respond to internet leads from any source on one seamless platform.

4

Consistent price quotes

Provide customers with pricing that matches what appears on your Express Store.

7

Customizable messaging

Edit Express Response emails to sound like your unique brand.

2

New and used inventory

Automatically follow up on customers' interest in any piece of inventory.

5

Engaging calls to action

Encourage customers to start building deals with actionable messaging that links them to the appropriate VDP or SRP.

8

Optional delayed response

Control when Express Response emails are sent to customers and delay them if desired.

3

VIN-specific information

Respond to customers' queries with VIN-specific information that moves them down the purchase funnel faster.

6

CRM visibility

Receive a notification in your CRM with a link to the email sent, so you can easily track their progress and guide them through the purchase process.

9

Performance reporting

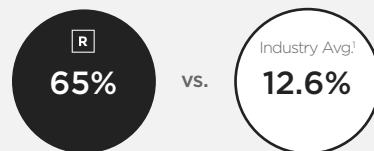
Track Express Response metrics — open rates, click-through rates, session length and actions taken — within Dealer Admin to measure **customer engagement**.

RESULTS

Increase engagement with Express Response



OPEN RATE



CLICK-THROUGH RATE



1. Source: Campaign Monitor, "Ultimate Email Marketing Benchmarks for 2020: By Industry and Day", 2020

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*Express Response has significantly increased our **customer engagement**. Not only are we able to immediately collect information from customers that otherwise would've taken 4 or 5 salespeople to gather, but our closing ratio is 16% because we can move our customers down the purchase funnel faster and **more efficiently**.*

Greg Nalewaja | GENERAL MANAGER, MIDLANDS HONDA

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Available for purchase as an Express Storefront add-on.



Dealer Support

COMES STANDARD WITH EVERY AGREEMENT.



White Glove Service

We're not a vendor who offers basic training, a pat on the back and a wish of good luck. We're your long-term business partner, here to help you evolve your processes and optimize the use of our platform to become more successful during this difficult time. Our Integrations and Support teams will listen and learn about your business, and develop customized, scalable strategies to smoothly transition your store to contactless commerce.



Industry Experts

Every Roadster partner is assigned a dedicated Dealer Success Manager (DSM). Our DSMs are subject matter experts in both automotive and retail. Beyond helping you optimize the use of our platform, these trusted advisors can also consult you in all areas of the business — process flow optimization, lead management, digital ad trends and more. Leverage their deep industry insights to help your dealership grow in the green field of digital retail.



Added Value

When we connect with you, we will get into the details of your customer activity and deliver real value. We'll dive deeply into data and analytics, including competitive benchmarks, and uncover insights to help you serve your customers in the best possible way. We'll expand upon your processes and focus on ways to optimize your online and contactless processes. We'll also gather feedback so that we can continually improve our products for you.



Details, Please!

10 ways we set you up for success at every step.



1. Preliminary Calls

We'll listen and learn about your store to gain a deep understanding of its processes and pricing strategy. Then, we'll identify areas of opportunity and advise you on how to best build your Express Storefront. Finally, we'll offer you a preview of your Express Storefront, introduce you to your Dealer Success Manager, confirm your training and let you know what we will cover.



2. Systems Integration

Our Implementation Team will set up an inventory feed through your existing provider. They'll load your specified finance and lease rates, layering in all applicable incentives, rebates, taxes, service plans and accessories. They'll also integrate your current systems — website providers, CRM companies, lending solutions, etc. — into our platform to help your team function as effectively as possible.



3. Compliance Clearance

Whether it's OEM compliance, regional market compliance or your own dealership's legal compliance — we'll go through the necessary steps to ensure you're in the clear before launch day.



4. Roadster Academy

Our guided learning portal helps you to become “Express Storefront Certified” before your remote training. Separate multimedia courses and quizzes are designed for each role within your dealership and are accessible from any device, so everyone can self-educate from where it's most convenient.



5. Remote Activation & Training

We'll be on video conference calls with your staff on launch day to train your entire team on the customer journey, as well as the sales agent and deal management tools. We'll start with a Kickoff Call to explain our training process, review your data and confirm your pricing. Then we'll verify your tech setup and schedule large-group demos. We'll solidify everyone's knowledge of our tools by reviewing customer scenarios virtually.



7. Quarterly & End-of-year Reviews

Your DSM will provide you with periodic written reports detailing the evolution of your time on our platform. They will also indicate areas of improvement and forecast where you are headed.



9. Live Webinars

Level-up your learning every Tuesday and Thursday for live demonstrations of product features designed to help you work smarter.



6. Personalized Follow-up

Your DSM will call you frequently to make sure everything is going smoothly. He or she will review customized reports with you, identify any gaps in your processes and advise you on how to optimize the use of our products. They will keep an eye on your orders and customer activity, and will be in touch regularly to help your team serve your customers.



8. Reporting Suite & Resource Library

Optimize your Express Storefront where you need it most. You can review general reports in your Dealer Admin. Visit our Resources section on Roadster.com to download playbooks and best practices for implementation, lead follow-up, trade valuation, F&I, marketing and more.



10. Support That Never Stalls

Your dedicated DSM is almost always available to you via email, text or call. If you ever need backup assistance, you can reach our live Dealer Support Team any day of the week at **1-833-568-5968** or **dealersupport@roadster.com**.



Roadster Academy

Comprehensive learning resources for today's modern dealership



Express Storefront Certification

Becoming a certified Express Storefront expert leads to more personalized experiences and happier customers. The more you know, the better you can navigate through your Express Store with confidence and ease.

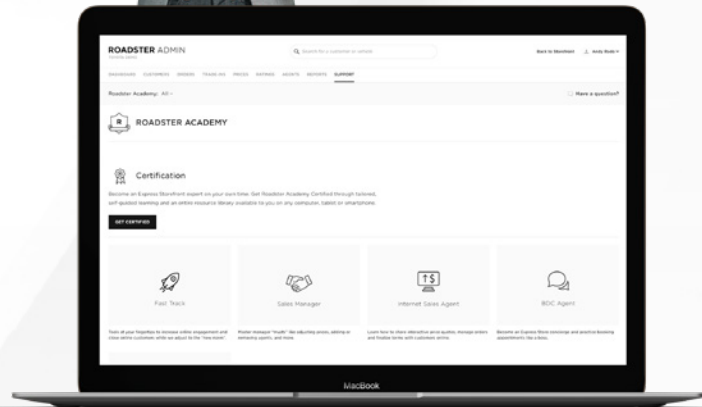


Brandon Honeycutt
Training Program Manager



Flexible, Guided Learning

Roadster Academy supports multiple learning formats, with a mix of video and written tutorials. We're with you every step of the way. It's interactive learning on your terms.



Expanded Capabilities

Extend your reach and your bottom line. A savvy Express Storefront sales team allows you to serve more customers per day, which translates to greater sales efficiency and increased CSI.

“

With Roadster Academy, everyone understood how to use the Express Storefront even before training began. We perfected what we learned during training, and in just 19 days, we had 231 in-store shares and 17 orders.

Peter Larson | GENERAL SALES MANAGER, MANCHESTER HONDA

Details, Please!

6 features your team will love

1

Flexible Course Format

You're a busy person. We get it. Start and stop anywhere and pick up where you left off, any time.

2

Mobile Ready

Enjoy easy, on-the-go access to all learning materials when it's most convenient for you and your team.

3

Full Resource Library

Optimize your Express Store where you need it most. Take unique courses tailored to your role, and download reference content such as best practices and marketing strategies.

4

Quick Quizzes

Put your knowledge to the test with quick comprehension check-ins.

5

Available 24/7

Up late? Keep on training even after the dealership lights go out.

6

All Inclusive

Seriously, it's already included in your Express Storefront subscription. We don't joke about helping you perform at your best.

By The Numbers



OFFERINGS

36+ Courses

7+ Programs

4 Live Trainings



ENGAGEMENT

20,000+
Learners

300,000+
Completed Enrollments

64,000+
Hours Spent on Learning

14,000+
Completed Certifications



CERTIFIED AGENTS

11X

Share vehicle details with customers over 11x more than non-certified agents.

8X

Complete vehicle orders over 8x more than non-certified agents.

10X

Start over 10x more orders than non-certified agents.



Express Storefront®

- ✓ Frictionless omnichannel experience (in-store & online)
- ✓ Built-in rebates, incentives, taxes & fees
- ✓ Vehicle reservations & deposits
- ✓ Integrates with any website provider
- ✓ Integrated trade valuation
- ✓ Reporting & analytics dashboard
- ✓ CRM & inventory integration
- ✓ Secure credit application & soft pulls**
- ✓ Support & training
- ✓ Beautifully designed payment & purchase options
- ✓ Customizable F&I accessories menus
- ✓ Dealer-branded marketing video & assets

\$1995* / Monthly

With a JLR Express Storefront agreement

\$2000 One-time integration and training cost

*Roadster reserves the right to charge after 100 soft pulls per franchise per month



Express Trade®

- ✓ VIN scanning + license plate entry
- ✓ Simple e-valuation
- ✓ Upload vehicle photos
- ✓ Firm offers that you control
- ✓ Trade management tools
- ✓ "Sell Your Car" landing page

\$295 / Monthly



Express Response®

- ✓ Efficiently responds to any lead source
- ✓ VIN-specific responses
- ✓ Consistent price quotes
- ✓ CRM visibility
- ✓ Engaging calls to action
- ✓ Customizable messaging
- ✓ Optional delayed response
- ✓ Performance reporting

\$495 / Monthly

Available for purchase as an Express Storefront add-on.



Add-Ons