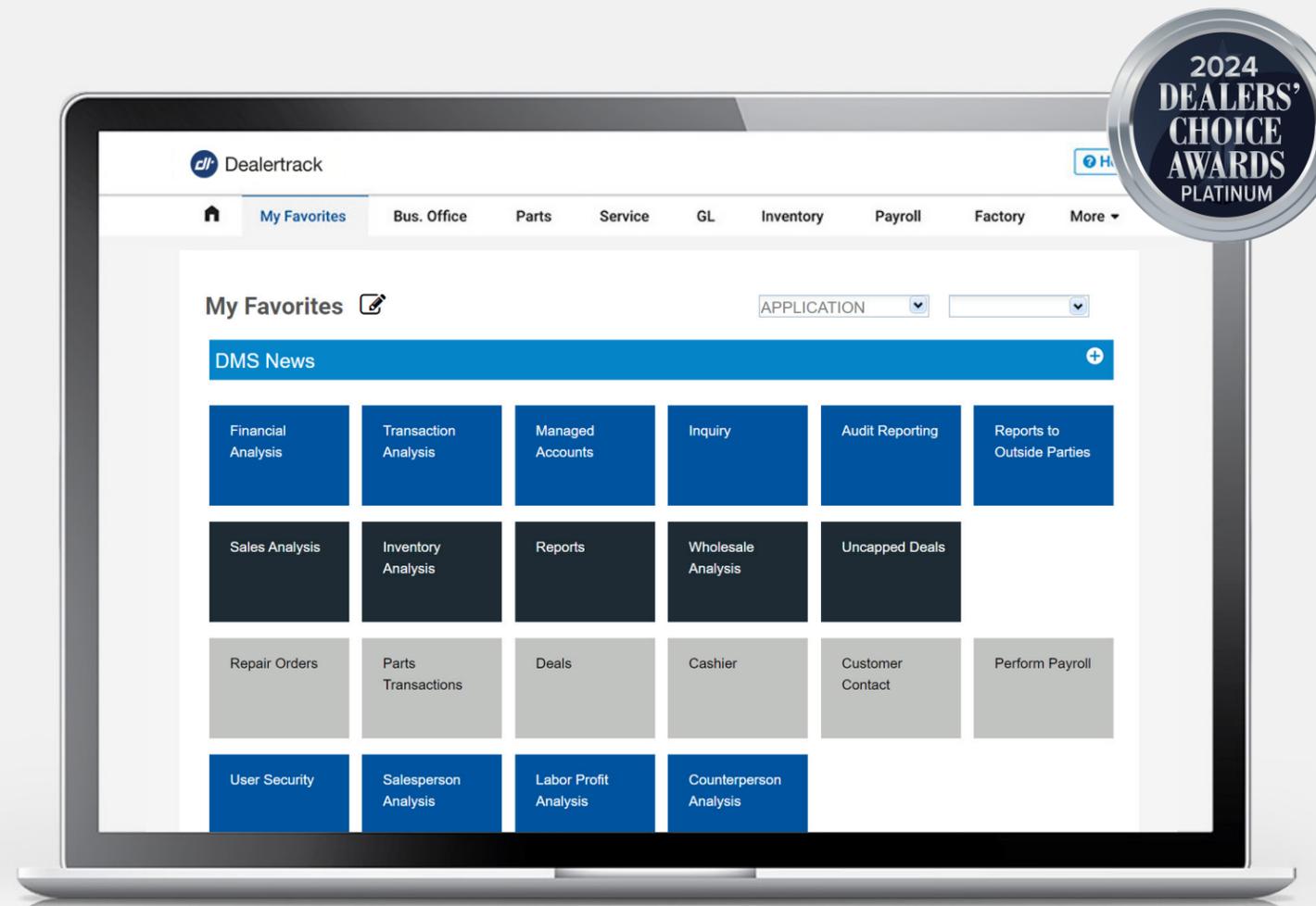


## DMS

# Thriving dealerships have flexible technology





# Dealertrack DMS helps build flexible, adaptable dealerships that thrive in the face of change

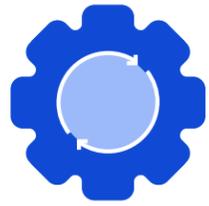
**Award-winning, #1 easiest-to-use  
DMS, recognized year over year.**

Dealertrack DMS is the only dealer management system built to enable reliable, affordable connectivity with a dealership's best-in-class solutions across sales & marketing, fixed ops, inventory management, accounting, and more.

It's the flexible DMS solution that lets you, not your DMS provider, decide how best to run your business.

*Source: Cox Auto Buyer Journey study*





## Our Product

A DMS designed to help, not hurt, your bottom line. Unlike other top DMS providers, Dealertrack offers an open platform without charging hidden fees so you can continue to work with your preferred partners.

An end-to-end solution that modernizes your dealership's operations and improves your bottom line. With our cloud-based technology you can upgrade your processes, get multiple stores on the same page, and operate more efficiently—and more profitably.



## Our Platform

Our intuitive DMS makes systems easier for you and your staff to learn, implement, and use. Real-time information lets you know where your investment stands at every moment. Easy systems mean fewer keystrokes, and remote cloud access lets you use Dealertrack DMS securely from anywhere.

Experience powerful functionality that improves workflow and operational efficiencies across your dealership and within specific departments, from accounting and inventory management to OEM templates and parts processing.

Allow current team members to transition seamlessly with intuitive systems, web-based training, and onboarding support. Plus, new recruits can get up to speed and be productive much faster, even without previous experience with the DMS.

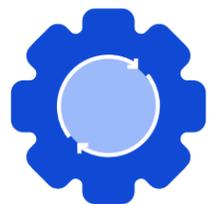


## Our Partnership

Our Performance Managers and support teams act as catalysts for broad operational change. Beyond just software, they teach you how to leverage Dealertrack DMS capabilities to improve usage, create structure where it's lacking, and simplify existing processes.

Be valued as a true partner. You won't feel tied down by unreasonable contract terms—there are no hidden fees or surprise add-on charges.

Leverage a wide range of tools and resources designed to provide knowledge, ideas, and answers. Available 24/7 online, these resources help you improve your use of the tool, share experiences within a larger support community, and onboard new employees quickly and efficiently.



# Our product

**Gain greater control over your business with software that was designed to grow with you.**

Streamline key department processes, attain greater insight into your business, and make decisions based on real-time information—all so you can drive profitable growth.



**#1**



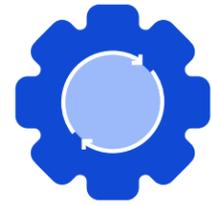
easiest-to-use DMS

*CAI Retail Brand Health Study – July 2023*

**77%**

of dealers say they are more efficient using Dealertrack

*Based on a limited survey of Dealertrack dealer customers, October 2023*

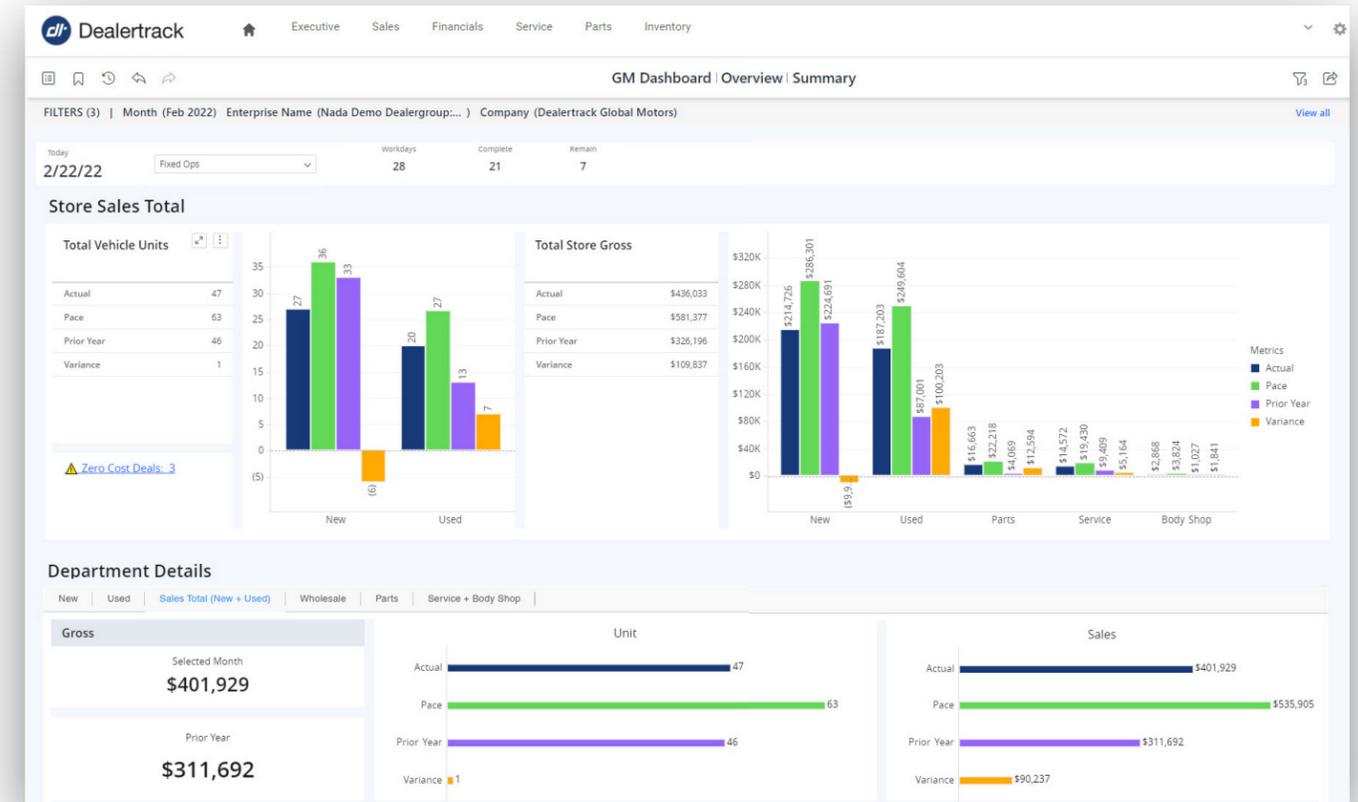


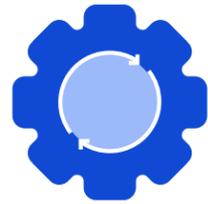
# Our product

## Simplified accounting & reporting

Dealertrack DMS delivers complete visibility into your dealership's financial position, paving the way for strategic action. With our flexible Dealer Management System, you maintain greater control with software designed to grow with you. Dealertrack DMS provides:

- Modern accounting, payment and reconciliation processes.
- Actionable business insights that drive informed decisions and growth.





# Our product

## Simplified accounting & reporting

- Significantly reduce month-end close times and increase productivity with an accounting application that provides meaningful insight into transactions, account balances, and dealership performance.
- Improve efficiency and eliminate errors with our robust transaction routing capabilities that allow you to post from where the actual transaction occurred, whether a deal, RO, or simple cash receipt.
- Access critical information about common financial activities and pinpoint issues that require attention using our intuitive user interface.
- Advanced reporting and analytics capabilities elevate the most relevant measures of dealership health by department, and help you identify opportunities for growth.

Dealertrack DMS 360

Managed Account Detail

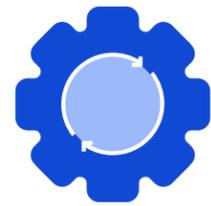
CONTRACTS IN TRANSIT      Atten Req    7 Days      Total    495699.84  
Sequence By    Ctl Sum Aged

Opt	Date	Description	Control	Document	Amount	Days
▼	02/16/22	HAMILTON, RONALD	JLN7943	JLN7943	28225.86	13
▼	02/18/22	THOMAS, ANDREA B	DD0807	DD0807	54182.28	11
▼	02/18/22	JACOBS, AMY F	JLU7961	JLU7961	18094.60	11
▼	02/21/22	GRANT, GARY	KS513518	KS513518	29455.48	8
▼	02/21/22	MARQUEZ, CHRIS G	KC702871A	KC702871A	17734.15	8
▼	02/22/22	SMART, JEFF	MT5923	MT5923	22526.83	7
▼	02/22/22	BROWN, JAN P	MT7977	MT7977	19422.24	7
▼	02/22/22	LANSING, HANNAH	JLN6943	JLN6943	34005.73	7
▼	02/23/22	LANGSTON, HAI D	CJT899	CJT899	19914.37	6
▼	02/23/22	TEBBS, JEFF	BG02241	BG02241	21420.72	6
▼	02/23/22	FOSTER, TESS	JLN8222	JLN8222	34004.96	6
▼	02/24/22	TEBBS, JEFF	BG0224	BG0224	13926.16	5
▼	02/28/22	BARNES, ALEXIS K	JLN2302	JLN2302	25521.93	1
▼	02/28/22	LEWIS, MATTHEW T	KN768356	KN768356	27592.41	1

Ok    Sequence    Print    Aged Print    Cancel    Exit

**“Real-time data allows us to react immediately. You have the right information to make the correct decisions.”**

–Dean Collins, Operating Partner, Gerald Nissan



# Our product

Dealertrack Help

**Deal**

**Business Office**  
**LEWIS, MATTHEW T**  
 1415 ANGELUS DR, DRAPER, UT, 84020  
 Home: 215-861-8217 Cell: 215-912-4188  
 Email: MATTHEW.LEWIS@EMAIL.COM  
 County: SALT LAKE

Stock #   
 U 17 FORD F-150  
 1FTEW1EGXH72381

Deal Information Deal Status: **Financed** Work in Process

Retail Lease

List	Rebate	AMOS/Opt	Sale Date
37750.00		1044.00	02/21/22
Price	APR	Insurance	Deliver
37000.00	5.750		02/21/22
Down	Term Days	Accessories	First Payment
3000.00	60 45		04/07/22
Trade	Tax	Serv Cont	Lender
20225.00	1258.36	1325.00	US BANK
Payoff	Tax Group	Fee\$/Lender	Discount
6435.00	Texas State Tax	222.50	750.00
Function	Payment/Options	463.46 M	

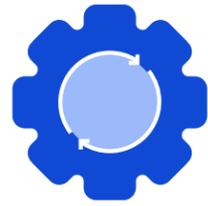
Other / Salespeople

Odometer	Permit#/Exp	Salesperson1	F&I Manager
51227		670	514
Trade Desc		Salesperson2	Sales Manager
KN527709A 16 NISSAN PATHFINDER			424
PDI			
NATIONWIDE			
CG4376FI1427WP6438		670	24059X86A000MSRP37750

Save Exit Cancel

## Coordinated Business Office

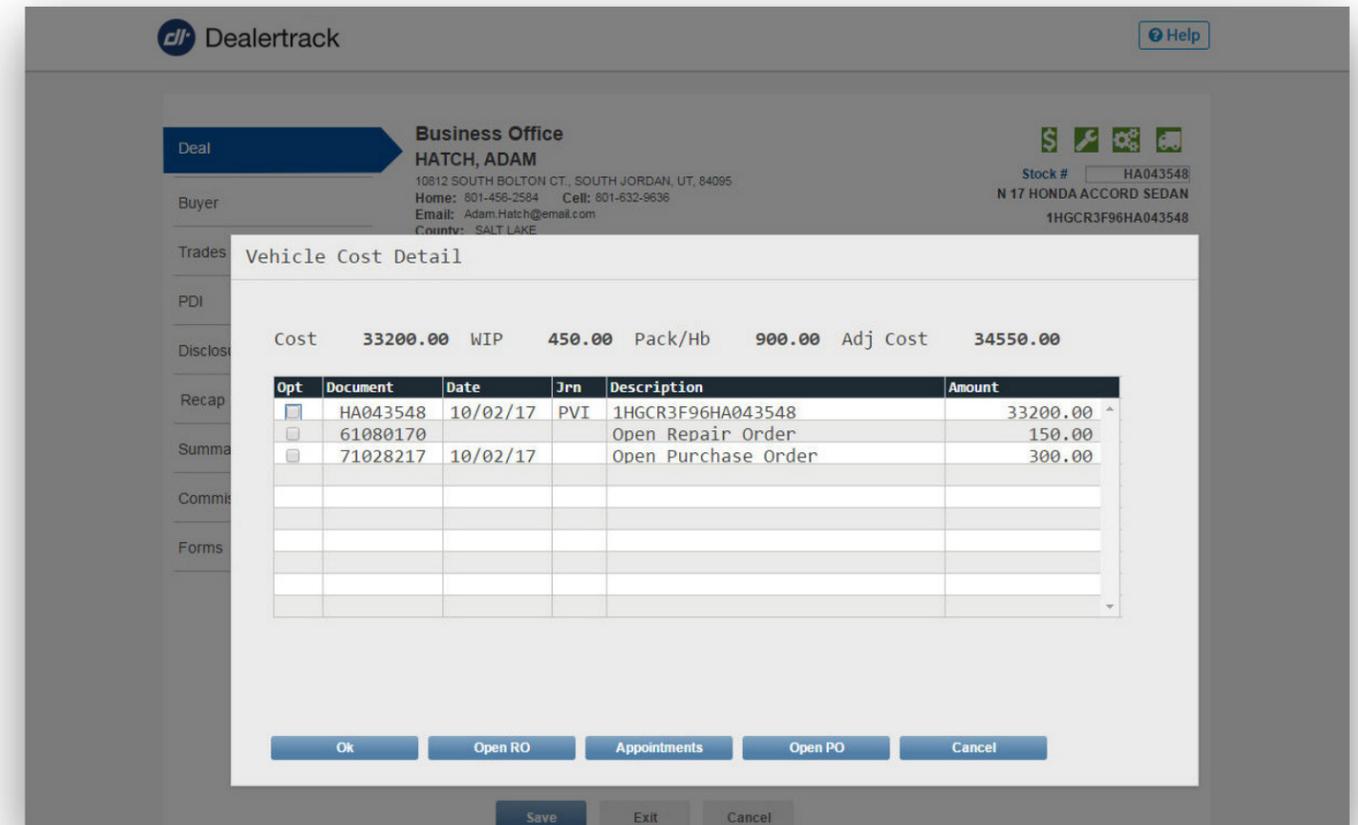
Dealertrack DMS enhances all of your critical Sales and F&I transaction processes to drive deal efficiency. With integrated workflows, you'll close more deals in less time while maintaining profits and enhancing your customer experience.



# Our product

## Coordinated business office

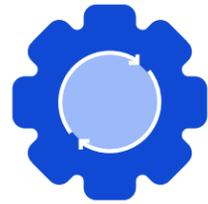
- Open vehicle items? Not a problem. Our intuitive deal screen allows your managers to know each vehicle's true cost with our work-in-process alert feature. With one click, you can identify precisely how much money you've invested in the vehicle, ensuring you never lose money on a deal again.
- Track customer loyalty, then translate that into improved experience for priority customers and increased profits for your company.
- Leverage your VinSolutions CRM or desking solution to push all customer and deal data to your DMS. With our platform's open integration, all data is transferred in real-time, minimizing errors and saving time on redundant data entry.
- Reduce the paper churn and showcase a new, streamlined customer experience by using our digital suite of tools to finalize the deal with electronic and remote signing opportunities.



**“Dealertrack’s capability has shortened time in a lot of areas that employees use to process customer information.”**

–Jonathan Fowler, VP Operations, Fowler Auto Group





# Our product

## Efficient fixed operations

- Increase revenue and bring your Parts and Service departments together with streamlined workflows and functionality.
- Perform every job function from a single screen, allowing service writers, technicians, and counterpersons to focus more on their customers.
- Get up-to-the-minute snapshots of your Fixed Ops performance with real-time analysis of labor profit and parts inventory.
- Prioritize day-to-day activities with intuitive user interfaces that provide real-time information about common service activities and pinpoint issues that require attention.
- Accelerate RO creation and customer loyalty with on-screen management tools. Easily see service contract information, customer value, and service history—all from one screen.

Dealertrack DMS 360

Parts Transactions SPO - Unfilled

Counter Sale: Counterperson: Josh Bickerton

Name: GRAFFS AUTOMOTIVE Quote Number: Q000450141 Invoice #:   
 A/R #: BT22204 PO #: 7735   
 A/R Terms: Net Due 30 Days Make/Model:   
 Email: FRED.GRAFF@EMAIL.COM VIN:   
 Phone: (253) 854-2241   
 Price Level: PL-19   
 Sale Type: Wholesale

Launch Catalog

Opt	Part Number/Description	Bin/Shelf	Qty/Avl	List	Net	Ext	Action
	460109BP1A CYL BRAK MASTER	SPORD	1/ 1	491.54	393.23	393.23	
	3455289900 INSULATOR	130	1/ 5	15.25	12.20	12.20	
	3601141FOA SWITCH ASSY-PARKING BRAKE	134	1/ 1	68.00	54.40	54.40	
	15010AC70A PUMP-OIL	SPORD	1/EP	684.45	547.56	547.56	
Purchase Order 71036521:LAKE POINT NISSAN							
Promo Messages: Brake Special							
	Freight Out: Deliver					10.00	

Function NS:  Freight: 10.00  
Fees/Discounts:

**“It’s got all the tools you need to do your job every day. We definitely plan on staying with them for a long time.”**

–John Bernath, Director of Fixed Operations, San Tan Ford



## Our platform

### Cloud computing is now a reality for all dealers.

Cloud computing is now a reality for dealers of all sizes. Cloud-based DMS platforms are secure, reliable, scalable, and available from any device at any time. The result is increased productivity, lower costs, and seamless, open integration.

# 30k

savings per year,  
hidden fees paid by dealership

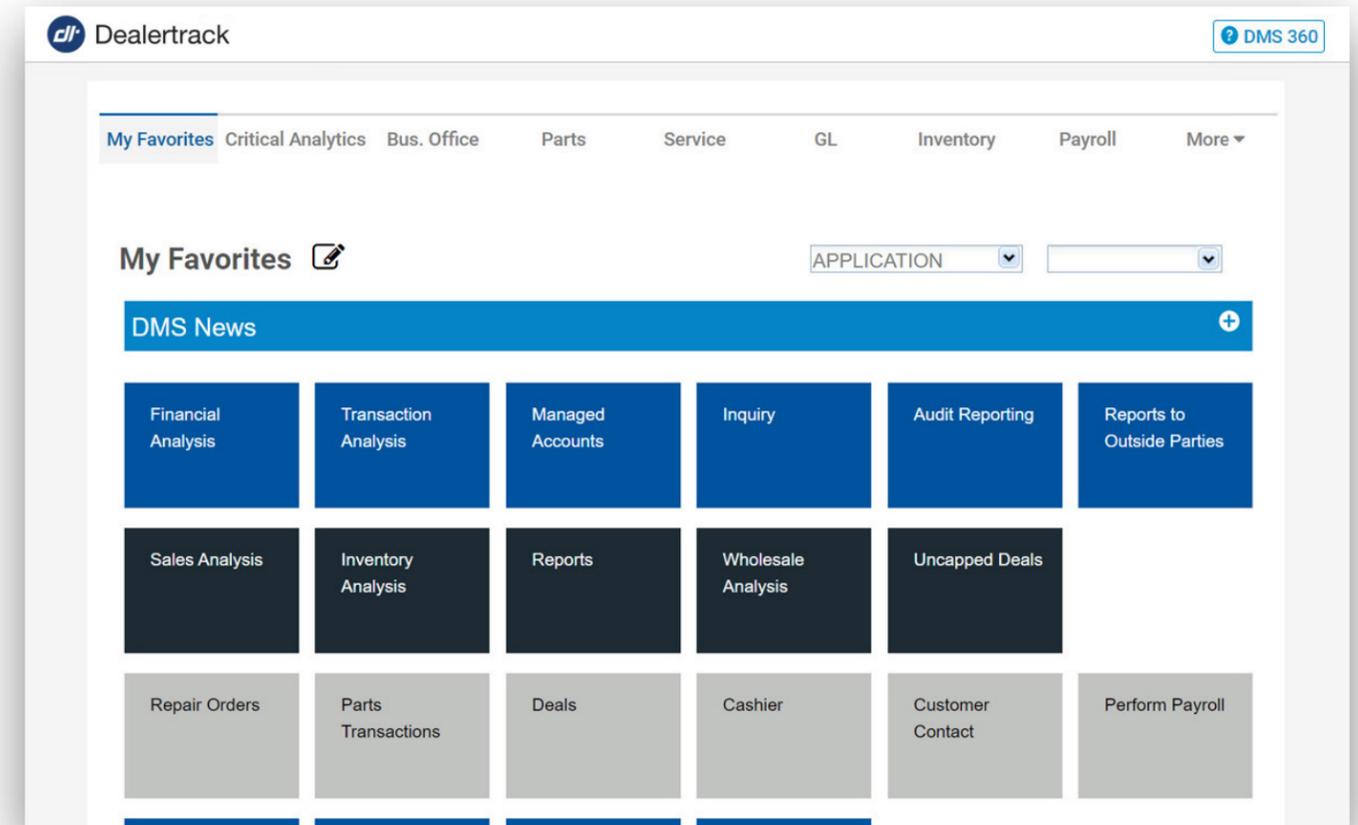
*Based on average spend per dealership of \$2,512 per month over 12 months for non-Dealertrack DMS dealers using Xtime, VinSolutions, vAuto, HomeNet, Dealertrack F&I and Dealertrack Serve Pro from Aug. 23 - Jul. 24*





# Our platform

- Never wait for upgrades as new technology and enhancements become available. The technology is always on, always backed up, and always secure.
- Easily onboard and train new employees with intelligent technology and an intuitive user experience.
- Work seamlessly and simplify your existing business process flows with the vendors you choose using our Opentrack platform.
- Control access to your data and save with an integration platform designed to reduce vendor integration fees.



**“If we don’t invest in technology, the market passes us by. It’s critical that our staff has the tools that they need. Dealertrack provides us a very easy-to-use, simple solution.”**

–Jeanne Brewer, General Manager, Acura of Glendale



## Our partnership

**We're looking for more than a business relationship and a long-term contract.**

We believe in building partnerships built on trust, transparency, and the assurance that we will always deliver market leading technologies backed by exceptional service.

As a committed, consultative partner, our proprietary support and training programs help your employees become better at their jobs. We put experienced, dedicated Performance Managers inside dealerships to help navigate challenges and complexity and enact operational change. With flexible, dealer-centric contract terms, we are not only easy to use, but also easy to do business with.

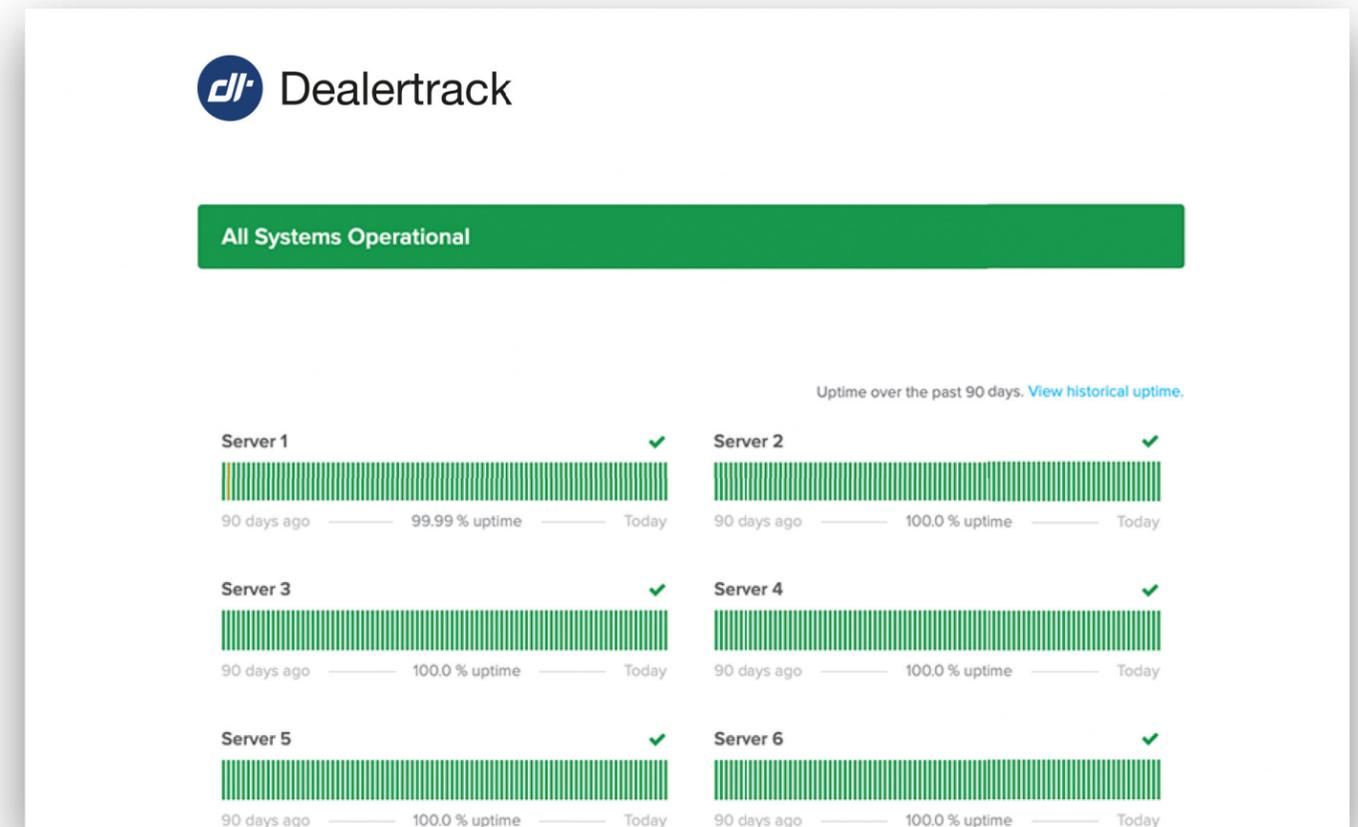


**10+yrs**  
Average dealership management experience.



## Our partnership

- We earn your business every month with short-term contracts and dealer-friendly DMS pricing.
- Gone are the days of hidden fees, print fees, and costly required hardware—all the features and functionality are included in our core package.
- Jumpstart your DMS and transform your business by collaborating with our expert Performance Managers to receive guidance and industry best practices.
- Keep your business running smoothly throughout your DMS transition by relying on our proven process.
- Leverage our commitment to transparency and our DMS Health Site to stay informed of upcoming maintenance and improvements in order to alleviate potential confusion and downtime.



**“Every dealer knows, it’s all about people. That is the difference with Dealertrack and you can’t put a dollar amount on that.”**

–Mike Tourillott, Sisbaro Superstore



# Doing business with Cox Automotive

As the market evolves, you'll need a partner with a history of identifying emerging trends and investing in technology upgrades. Instead of focusing on a single solution, Cox Automotive considers the purposeful connections between all of your dealership tools, so you can be more efficient and more successful in every area of your operations.



**Committed**  
to driving success across the entire automotive industry.



**Reputation**  
for establishing true partnerships with dealers nationwide.



**History of first-to-market**  
best-of-breed solutions for emerging industry challenges.



**Unmatched investment**  
in technology development and upgrades.



**Family owned & operated**  
since 1898.





# Additional offerings

Cox Automotive offers an integrated suite of optional software solutions that complement the Dealertrack DMS and add functionality to your business operation. From credit card processing to vehicle bar code scanning, and everything in between, we offer affordable solutions that enhance your workflow.

## Document Management

Our flexible document management solution can improve dealership efficiency by simplifying search, storage, and retrieval and offering automated document capture along with simplified digital workflows, department-level retention controls, and compliance management.

## Critical Analytics

Our role-specific reporting solution helps measure and identify opportunities for growth by pulling insights from across your dealership into easy-to-read dashboards and reporting modules.

## Payment Solutions

Provides a singular way to request and receive digital payments; cascading all updates to the General Ledger. Our Payment Solutions helps dealerships ensure efficient delivery and resolution of Service Invoices along with Accounts Receivable statements, while offering convenient payment options for consumers.

## Parts Wizard

Streamline your parts receiving process by scanning and posting parts orders directly into Dealertrack DMS.

## Digital Contracting Integration

Simplify the way you sign and manage every deal through strategic integrations with Dealertrack F&I.

## Hardware

Certified hardware the easy way.

## Labor Time Guides

Increase warranty submission efficiency with accurate, OEM-supplied time guides.

## Payroll and HR Management

Powered by a real-time integration with Netchex, our comprehensive payroll and HR solution streamlines administrative tasks, eliminates manual spreadsheet and systems management, and reduces costly errors.

## Service Dispatching

Maintain control of your shop and boost technician productivity with a fully integrated Repair Order dispatching solution.

## Service Price Guides

Improve customer satisfaction with more accurate service repair quotes.

## Vehicle Wizard

Manage and track new and used vehicles with a comprehensive lot management tool.

## Opentrack Integration

Benefit from certified, secure data integration between Dealertrack DMS and over 200 third-party vendors.



# Innovation through integration

Dealertrack DMS is the only solution that helps dealers control their own destiny with easy-to-learn software, open integrations, connected processes, and intelligent, cloud-based technology.

Dealertrack DMS allows dealers to improve efficiency and profitability throughout their entire dealership operation and thrive in an ever-changing automotive market.

Dealertrack DMS is part of a connected ecosystem of retail solutions from Cox Automotive.