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Master Digital Leadership: Defeat Disruption, Drive Value



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DISRUPTION
IS HERE

Will you react to change or lead?

(the competition is already answering)

2X
EFFICIENCY

2X
PROFITABILITY

Future of Car Buying

83%

SAY AI WILL IMPACT HOWTHEY BUY ACAR IN THE NEXT 10 YRS

64%

OF CONSUMERS HAVE EXPERIENCED USING AI

37%

OF DEALERS BELIVE AI IS IMPORTANT TO EVOLVING OPERATIONS

THE *BIG SHIFT*
IN DIGITAL LEADERSHIP

What is Digital Leadership?



Educate



Adopt



Act



Clean Data

Digital Leadership in Action

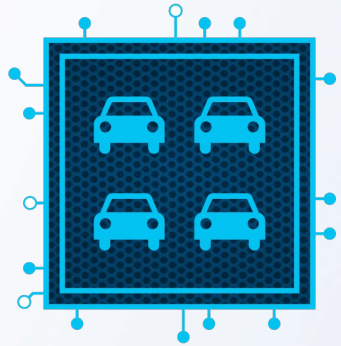
Inventory Intelligence

Merchandising Precision

AI-Powered Engagement

1 Inventory Intelligence

Unified strategy across the inventory lifecycle



INTELLIGENT
Acquisition



INTELLIGENT
Appraising



INTELLIGENT
Pricing

INTELLIGENT
Acquisition

USED

Don’t stock too many (or too few) **vehicles**

Engage in multi-channel acquisition

NEW

Stock based on data

INTELLIGENT

Appraising

RIGHT
MONEY

RIGHT
PROCESS

RIGHT
RECON

INTELLIGENT
Pricing

USED & NEW



Market Driven



Dynamic



ROI Focused

2 Merchandising Precision

Shoppers expect experiences that are intuitive, immersive & Informative

(just like they get from top retail experiences)

Use AI to Automate Rich, Precise Merchandising

What are you looking for?



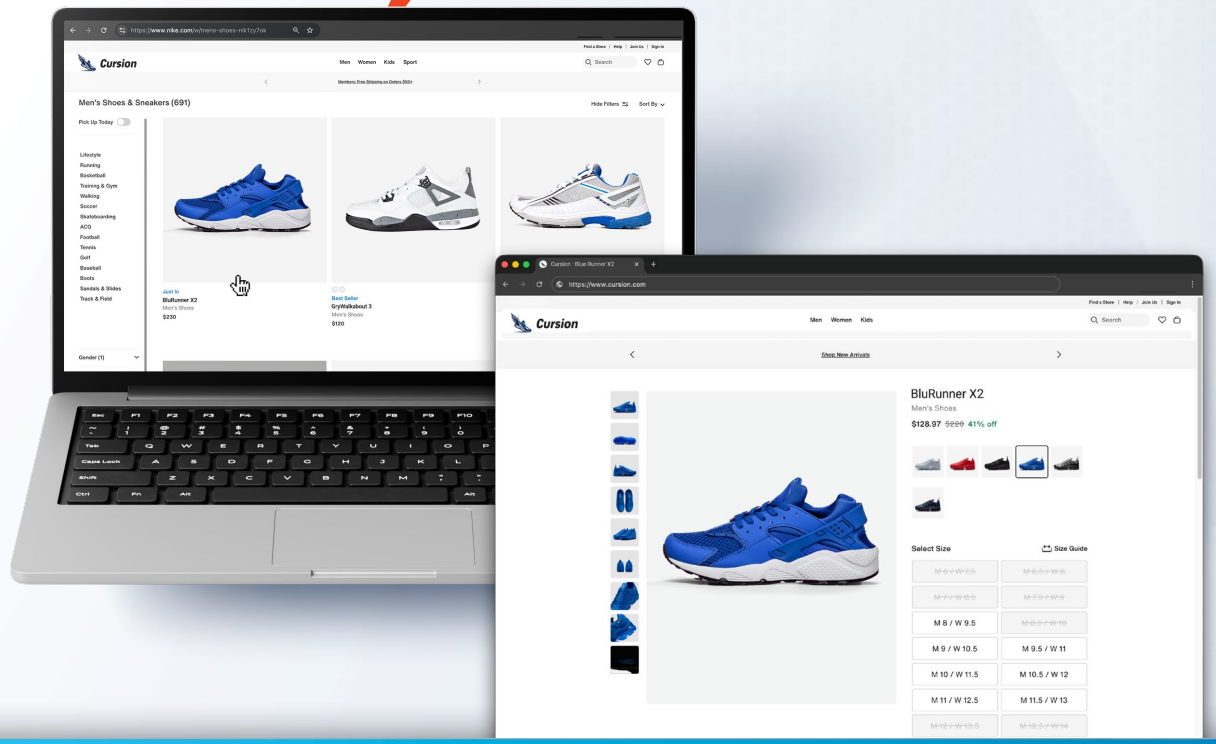
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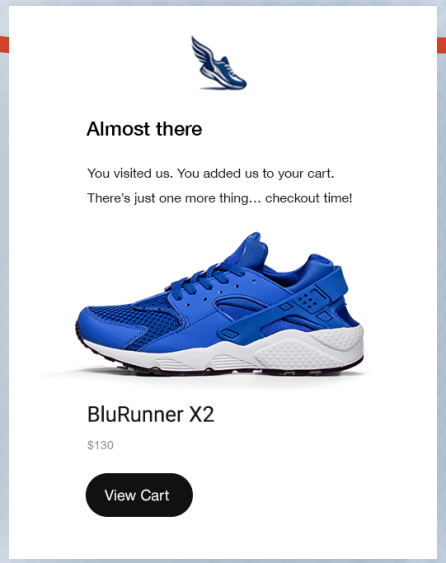
"[illegible] built-in [illegible] your [illegible] dealership's [illegible] and [illegible] your [illegible] dealership [illegible] and [illegible] your [illegible] dealership [illegible] and [illegible] your [illegible] dealership

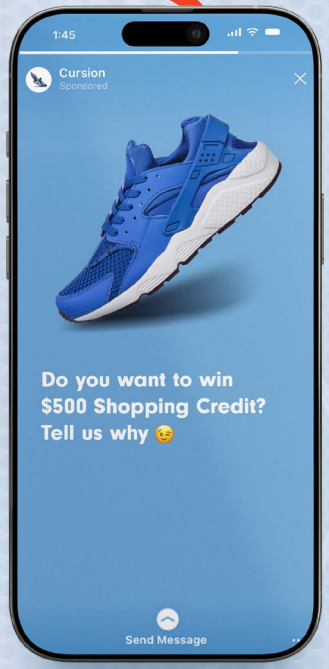
3 AI-Powered Engagement

Shoppers expect personalized and seamless connections

(AI can power those engagements.)







Connected experience continues

online > instore > online



Joe searched 2022 Jeeps on a 3rd Party site **5X**

Joe indicated he has a 2017 Toyota Camry to **trade**

Joe **test drove** a 2022 Jeep Wrangler

Joe **favorited** a blue 2022 Jeep Wrangler

Wants a **$500/mo** payment

Dealers who act now will be 2X more efficient, and nearly 2X more profitable.

(if you don't, others will)

WHAT TO DO NEXT?

Find and Prioritize your Opportunities

- Where are the gaps in inventory, listings, and engagement?
- Where can AI be embedded to improve efficiency and outcomes?
- Where can in-store experiences mirror digital interactions?

Play the LIFETIME VALUE LONG GAME



QUESTIONS?



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