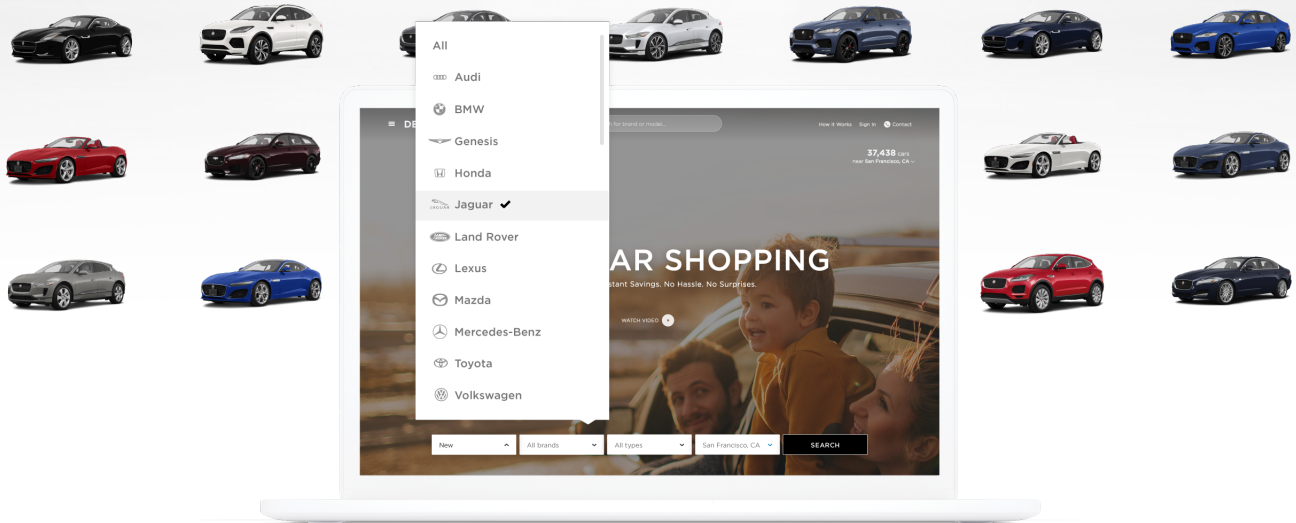




Express Marketplace®

Commerce Solutions for Today's Modern Dealer Group



Commerce Enabled

Transform your dealer group site into a fully interactive marketplace, where customers can start building deals. They can seamlessly complete them on a dealer's Express Storefront® or in their showroom.



Cross-Brand Inventory

Enable customers to shop your dealer group's entire portfolio of cross-brand inventory, filter and find the ride that's right for them, and take the next steps to make it their own.



More Efficient To Market

Pool your dealer group's marketing dollars to drive traffic more efficiently to one robust marketplace.

ROADSTER.COM

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

PRICING

CAD 1,995 / Monthly for a dual store (J+LR) **CAD 1,495** / Monthly for a standalone (J or LR)

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

Details, Please!

6 features dealers + customers love

1

Deal-building tools

both online and in store

2

Payment options

including cash, lease or finance

3

Easy trade valuation

from third-party plugins or our proprietary Express Trade™ tool

4

Service + protection plans

prominently promoted to maintain your gross

5

Pricing and Accessories rules

that enable you to set pricing and upload dealer-installed accessories

6

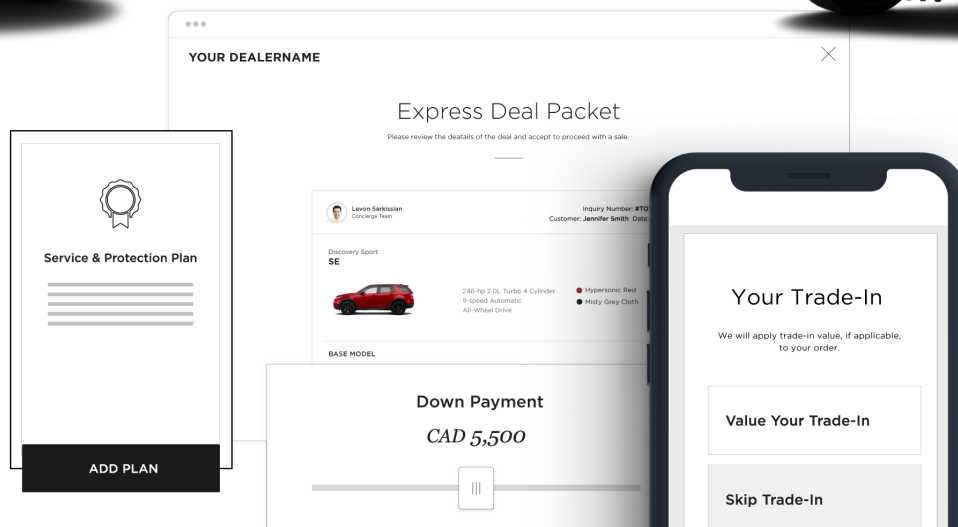
Secure credit application

that pushes directly into DealerTrack® and RouteOne®

SERVICING THE CANADIAN MARKET



- AODA compliant
- OMVIC & AMVIC compliant
- Conforms with provincial taxes and licensing regulations
- Bi-lingual platform that supports French Canadian
- Weekly and bi-weekly payments available



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PRICING

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



Express Storefront®

- ✓ Frictionless omnichannel experience (in-store & online)
- ✓ Integrates with any website provider
- ✓ CRM & inventory integration
- ✓ Beautifully designed payment & purchase options
- ✓ Built-in rebates, incentives, taxes & fees
- ✓ Express Trade, a proprietary trade solution
- ✓ Secure credit application
- ✓ Service & Protection Plans
- ✓ Vehicle reservations & deposits
- ✓ Reporting & analytics dashboard
- ✓ Support & training
- ✓ Dealer-branded marketing video & assets

CAD 1995 / Monthly
for a dual store (J+LR)

CAD 1495 / Monthly
for a standalone (J or LR)

CAD 2000 One-time integration and training cost per franchise / rooftop. Due at time of agreement.

6 month initial term, then month to month



Add-On Products



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

CAD 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

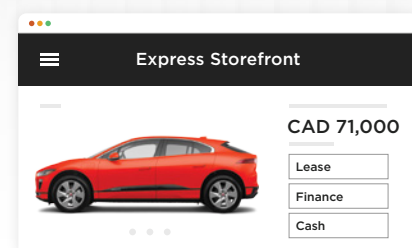
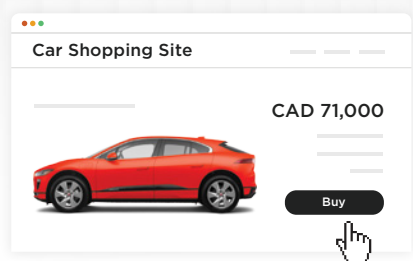
CAD 495* / Monthly

Available for purchase as an Express Storefront add-on. | *With standard contract terms.



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.

2

New and used inventory

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

3

VIN-specific information

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

4

Consistent price quotes

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

5

Engaging calls to action

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

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.

7

Customizable messaging

Edit Express Response emails to sound like your unique brand.

8

Optional delayed response

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

9

Performance reporting

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

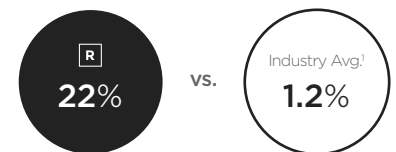


Increase engagement with Express Response

OPEN RATE



CLICK-THROUGH RATE



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



SERVICING THE CANADIAN MARKET

- AODA compliant
- Bi-lingual platform that supports French Canadian

ROADSTER.COM

Pricing: **CAD 495** / Monthly

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Available for purchase as an Express Storefront add-on.



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.

NPS SCORE

+85



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

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PRICING

CAD 1995 / Monthly
for a dual store (J+LR)

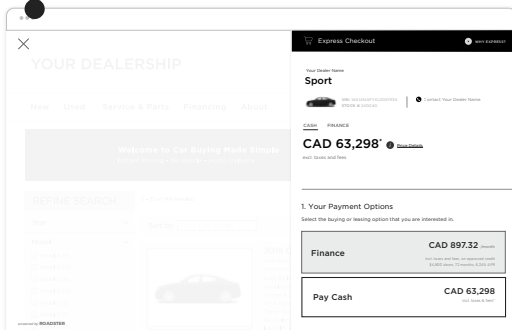
CAD 1495 / Monthly
for a standalone (J or LR)

One-time integration and training cost: **CAD 2000**

Details, Please!

12 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*.
- 4 Secure credit application**
with a two-step verification process to securely review the application.
- 5 Service + protection plans**
prominently promoted to maintain your gross.
- 6 Sales agent tools**
that allow internet/BDC teams to share interactive deal sheets.
- 7 Vehicle Recommender**
that helps sales agents assess and meet customer needs in the showroom.
- 8 Deal management tools**
that help you efficiently see the deal to completion.
- 9 Free marketing assets**
to drive shoppers to your Express Storefront.
- 10 Integrated Checkout**
gives you the option to allow customers to build their deal directly on your site.
- 11 Self-guided learning**
through Roadster Academy, our online portal that features multimedia courses and quizzes for every team member at your store.
- 12 Expert support**
provided by your dedicated Dealer Success Manager helps you succeed at every step.



*TradePending is also available for integration.

SERVICING THE CANADIAN MARKET



- AODA compliant
- OMVIC & AMVIC compliant
- Conforms with provincial taxes and licensing regulations
- Bi-lingual platform that supports French Canadian
- Weekly and bi-weekly payments available

“

*We have to be able to offer an experience just like Carvana, if that's what [customers] want.
The Express Store and Roadster have truly allowed us to do that.*

Todd Caputo | CEO, SUN AUTOMOTIVE GROUP

ROADSTER.COM

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PRICING

CAD 1995 / Monthly for a dual store (J+LR) **CAD 1495** / Monthly for a standalone (J or LR)

One-time integration and training cost: **CAD 2000**



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**.



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.

Available for purchase as an Express Storefront add-on.

ROADSTER.COM

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PRICING

CAD 295 / Monthly

Details, Please!

6 features dealers + customers love

1

VIN scanning

Customers can scan their VIN with their smartphone so 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

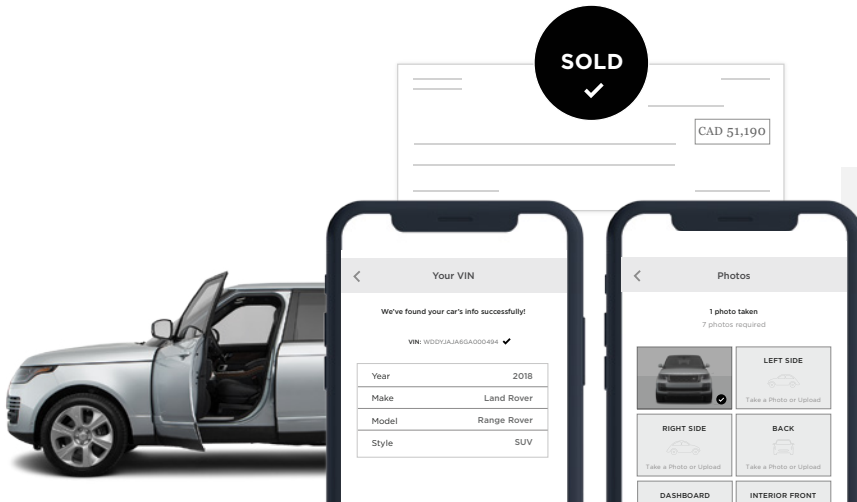
Trade management tools

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.



SERVICING THE CANADIAN MARKET



- AODA compliant
- Bi-lingual platform that supports French Canadian

“

Express Trade has allowed us to significantly streamline our in-store trade valuation process. Not only have we increased customer trust by inviting them to participate in the evaluation process, but we can get back to them with a firm offer in under 15 minutes.

Bob McCullen | GRAPPONE AUTOMOTIVE GROUP

ROADSTER.COM

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PRICING

CAD 295 / Monthly



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.



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.

Support

 ROADSTER ACADEMY

Roadster Academy Or Express Store Introduction

Learn the basics of Roadster's Express Storefront.

Express Store Introduction

In-Store Mode

Roadster Admin

Agent User Cases

Best Practices

Express Store Add-Ons

Product Updates



Welcome to Roadster
We're here to help you get started with Roadster's Express Storefront.



Introduction to the Express Storefront
Learning the Express Storefront, customer profiles and more.



Exploring the Search Results Page
Preparing to review sales, vehicle approvals, and more.



Vehicle Details Page
Preparing to review vehicle details, vehicle & product details, and more.



Roadster Store Setup
Preparing to review sales, vehicle approvals, and more.

“

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

90+ Courses

10+ Programs

5 Live Trainings



ENGAGEMENT

21,000+
Learners

300,000+
Completed Enrollments

17,000+
Hours Spent on Learning

12,000+
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.