

**Darwin Online** will let you bridge the online to in-store engagement, creating frictionless experience leading to more sales. Our Digital Retailing tool will plug into ANY WEBSITE and provide accurate payment estimates that match ANY DMS. It's like having a Desking and Menu tool working for you 24 hours a day.



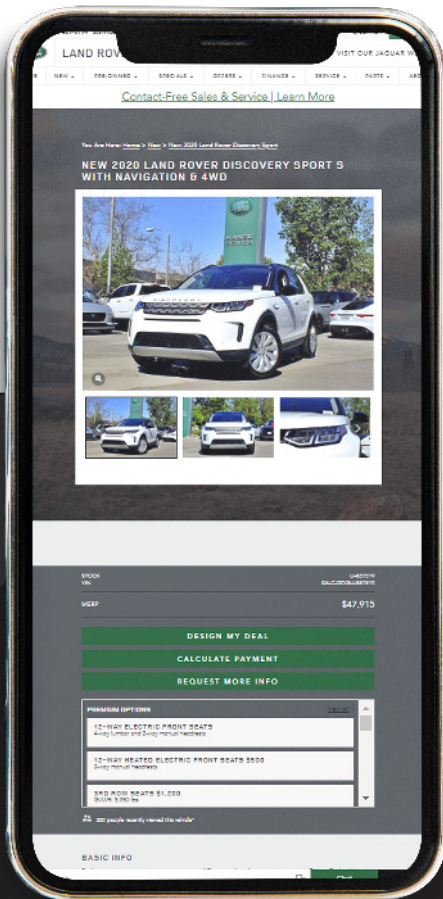
## VIRTUAL DESKING

Just like it sounds, you will be able to pick up deals mid-stream with the customer online and update the deal structure to get to an agreement in real time. The updated deal can be shared via text or email to get the customer's approval with the click of a button.

## DARWIN ONLINE FEATURES

- KBB Trade-In Value
- Real Payments
- Predictive Analytics
- Rates & Residuals
- Prescriptive Selling
- OEM Incentives
- F&I Sales Tools
- Tailored Interview
- ILM Integration
- Driver Needs Analysis
- OEM Accessory Presentation
- Tailored Product Presentation

**Darwin Marketing Support:** All digital retailing customers will receive a customized tutorial video free of charge. This video is branded to your dealership and highlights the steps of your digital retailing process.



## SHOWROOM

Showroom includes all the features listed above in Darwin Online yet also adds the ability to work the deal in the store. With showroom, dealership personnel can adjust the trade value after selling price, and negotiate the deal structure as needed. Customers will enjoy the transparency that comes with providing the same experience in store as they received online.

### DARWIN PRODUCT

### PRICE

Darwin Online + Virtual Desking + Showroom	\$749/mo
All Lender Add-On (Finance/Lease)	\$99/mo
Marketing Enhancement Packages (Website Banners, Landing Pages, E-mail Templates, Social Media Graphics)	Price Varies

**DARWINAUTOMOTIVE.COM**

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