

CarNow



Transforming the way dealers communicate and transact with customers.

CarNow Visual Sales Messenger (“VSM”) is a next-generation digital communication platform we have developed in partnership with leading dealership groups across the country. Our tool

is built on a unique software architecture that provides the foundation for digital retailing in the Automotive industry, and fundamentally enhances the interaction between customers and dealers.

Why CarNow?



Next-Gen Technology Architecture

Unlimited extensibility on new content and process flows for ultra-fast technology development.



Unparalleled Content Integration

Industry-leading richness and range of object types and use cases in Content Library.



Thoughtful Customer Experience

Engages, interacts with, and converts in the most customer-centric and dealer-friendly way.



Usability & Responsiveness

Leading ease of use and intuitive interface speeds training and ROI.



Leadership Team

Proven executives with track record of partnering to create industry-leading solutions.



CarNow Features



Inventory Integration

Connected with your inventory provider, VSM delivers your inventory in an easy to use environment so agents and customers can have a conversation about live inventory.



Virtual Brochures

Through integrations with key OEM data, VSM gives agents the power to share detail about your vehicles that is unmatched in the industry.



Vehicle Comparisons

VSM takes it a step further by allowing agents to compare multiple models at the same time. VSM will trim match all models so you deliver the right information to your customers.



Video Integration

Integrated with both OEM and dealership video feeds, VSM empowers agents to share relevant vehicle, product, and how-to videos with consumers providing a much richer conversation.



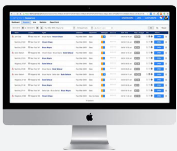
DealNow

Receive realtime escalation alerts for qualified in-the-moment opportunities to keep your live leads live. Agents activate a "Digital TO" to alert and empower your managers to review and enter the conversation at the right moment, from any device, anywhere.



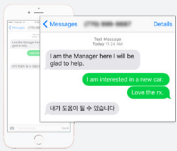
Live Tracking

VSM actively tracks your online shoppers displaying their shopping behavior on your site. We can deliver the right message at the right time, turning your online visitors into showroom buyers.



Multiple Management Options

VSM is powerful yet flexible. Whether you are set up to manage VSM with your own BDC, have us back you up, or want our BDC to fully manage while engaging senior managers with DealNow, we have you covered.



Click to Text

Connect with your customers how they want to talk. With Click to Text activated, your customers can use their local SMS client to engage with your store. But, in true CarNow fashion, this isn't your normal SMS solution. Contact our sales team for a full demo on VSM.

How the alternative compares

	Standard Solutions	CarNow VSM
24/7 Managed Option	✓	✓
CRM Integration	✓	✓
Inventory Integration	✓	✓
Rich HTML Objects		✓
eBrochures		✓
Vehicle Comparisons		✓
Video Feed Integration		✓
SMS Notifications		✓
Digital Manager TO		✓



Your digital customers are just as important as those in your showroom. CarNow VSM empowers you to *keep your live leads LIVE.*

CarNow