



Mobile Strategy – Transforming the Auto Industry

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Mobile adoption is undeniable and material.



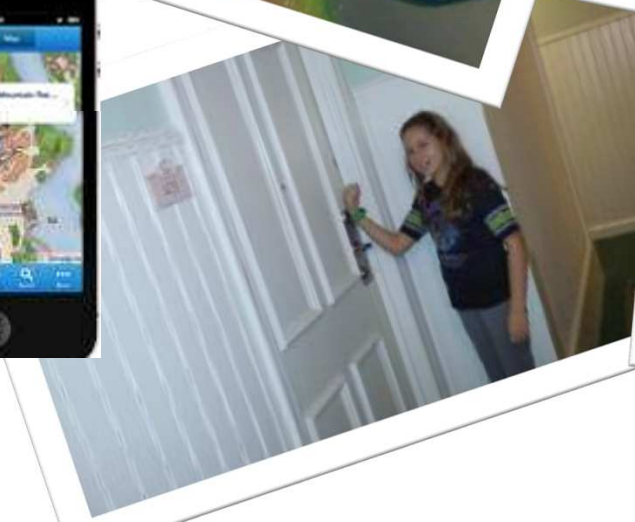
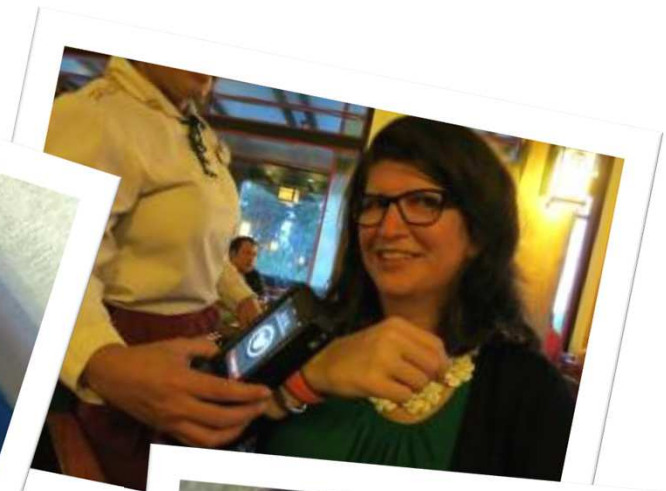
“Eighty percent of shoppers are now ‘digital’ — and a growing number are “Über Digital”

Cisco Consulting
Digital Shopping Behavior in an ‘Internet of Everything’ World – 2014

It's enhancing the customer experience.



Disney – Total Digital Experience with Web, Kiosks, Mobile, and Wearables



It's helping marketers drive revenue 'in the moment.'



MLB.com
"At the Ballpark"



Hoya Tix



Time Square
"Super Bowl Activation"



20 BEACONS
DEPLOYED

Then



Sales associate as product and pricing expert



Personal, individual relationships



Selection based on serendipity and local availability



Word of mouth drove with limited and delayed broadcast range



Final selection still awaited the “showroom” experience

Now



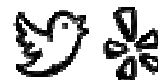
Hyper connected customer and digitally delivered content and recommendations



Digital engagement and face-to-face contact



Inventory comes to the customer



Word of mouth digitally amplified and immediate.



Digital commerce virtualizing the showroom

New, Digital Retail Reality



But this is automotive.
Why should we care?



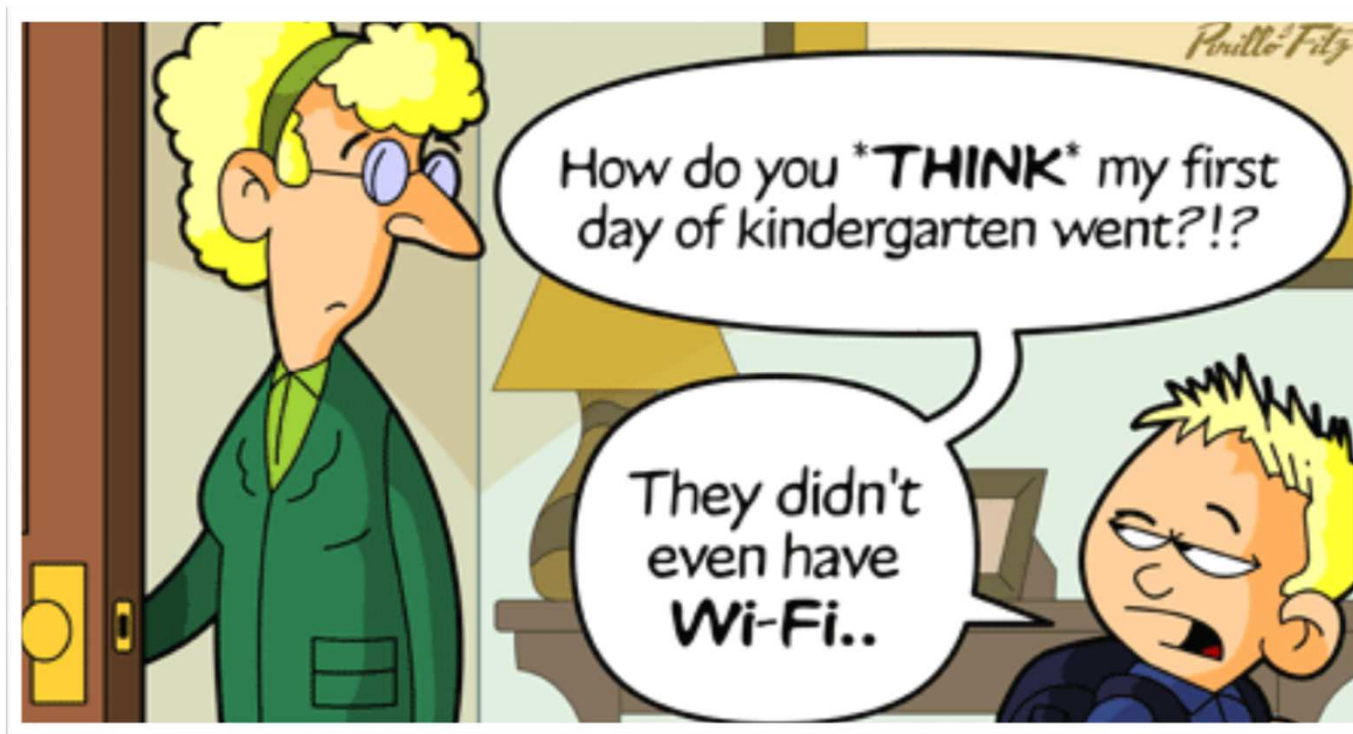
3 Reasons



#1

Customers are expecting online and store to be connected. They want to do more online and have more control and transparency in store.

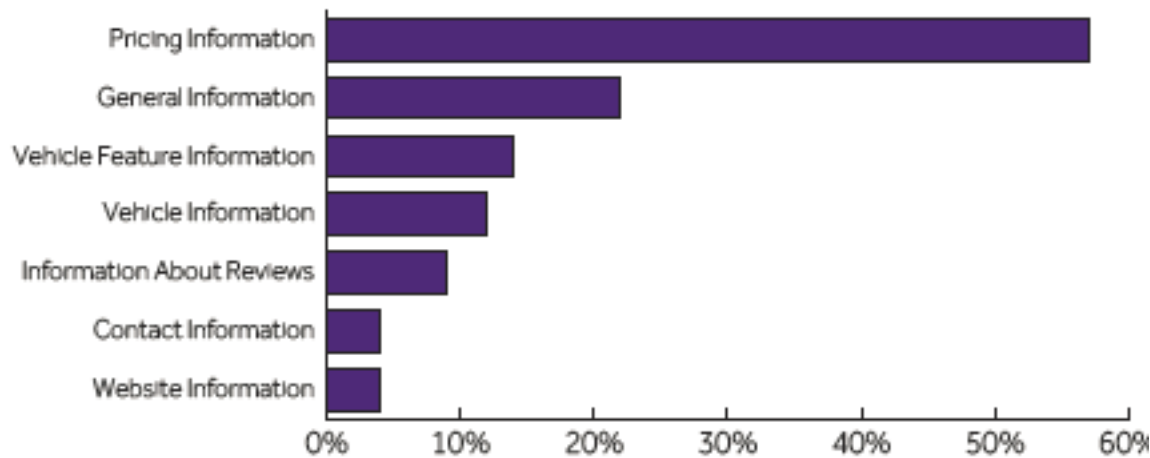
Customer expectations are shifting. It's time to meet them on their digital terms.



Mobile Devices are Showing up in Store



Top Mobile Activities on the Dealer Lot



Consumers are researching while on the lot, with 3rd party sites, OEM sites, or your own Web site.

Source: Mobile Device Use at the Dealership, Placed Inc. Jan 2014

Early Adopters are Responding by Exploring Retail Transformation

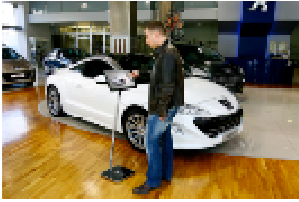


Mercedes-Benz

Vehicle Presentation was in the First Wave



The First Wave



Check-in & Research



Meet & Greet



Vehicle Search



Vehicle Presentation

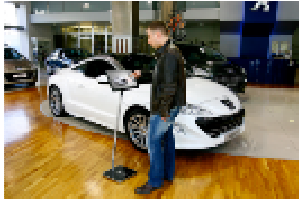


Vehicle Options

Next Wave Driving Deeper Change



The First Wave



Check-in & Research



Meet & Greet



Vehicle Search



Vehicle Presentation



Vehicle Options

The Next Wave



Review Menu Options



Vehicle Payments



Structure



Trade-in Appraisal



Review Contracts



Sign Contracts



Dealer Survey



Delivery



Connected Vehicle



Vehicle Service

One Sonic-One Experience



Developing proprietary technology and new in-store processes to remove the “pain points” of the automotive experience to provide a seamless buying and ownership lifecycle



Sonic's focus on tablets



Heath Byrd
Sonic EVP & CFO

“As customers go through the car-buying process, some of their biggest concerns are trust and time. We’re using iPad and iPhone to break down both those barriers”



#2

Innovators are starting to explore changing roles in dealerships. Product consultants in lieu of sales consultants. Sales consultants working the deal. Sales and F&I management functions merging.

Our Mobile Store Tools Bridging Across Channels and Enabling Changing Roles



1 Recognize the customer with visibility to online.

2 Help them find the in-stock car they will purchase.

3 Start deal structure and understand finance options

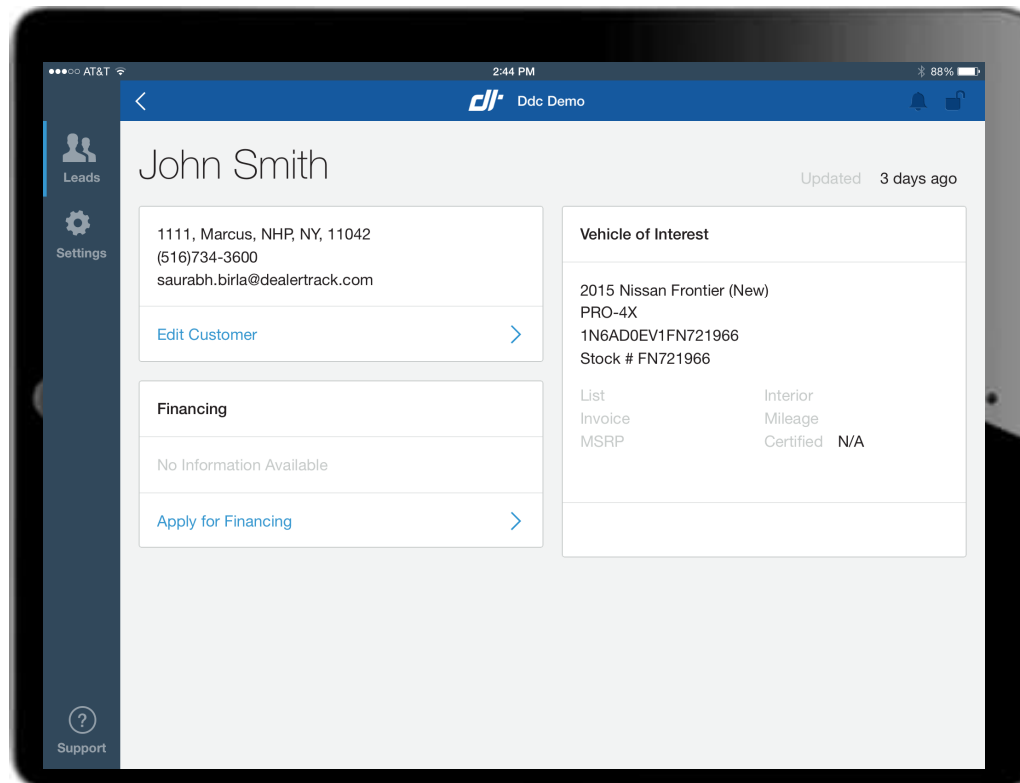
4 Capture the credit application

5 Explore F&I product and sell in a compliant way.

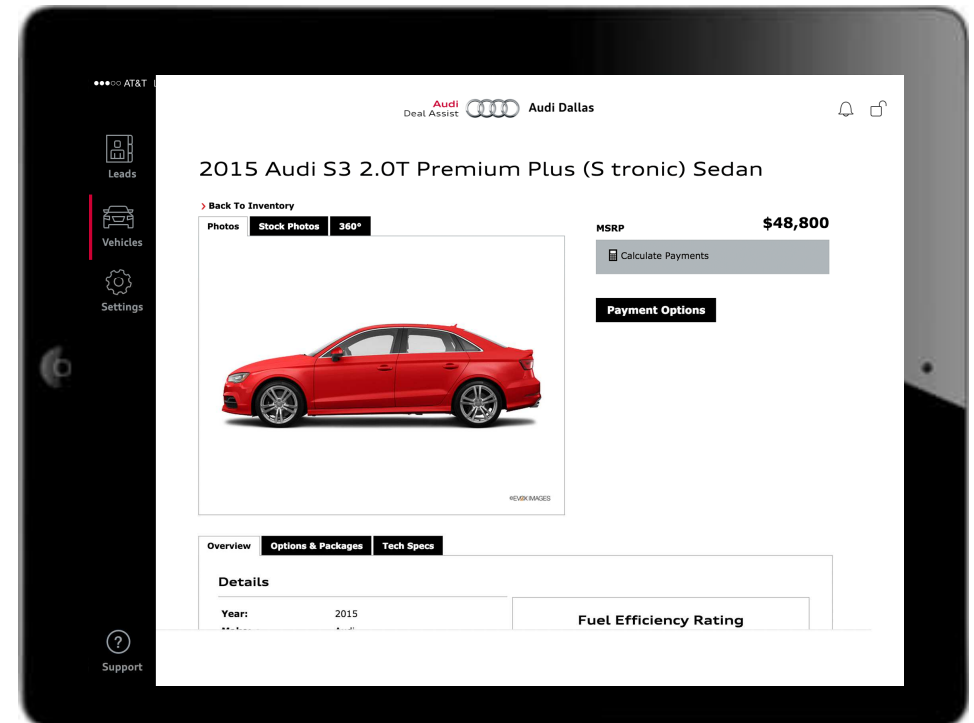
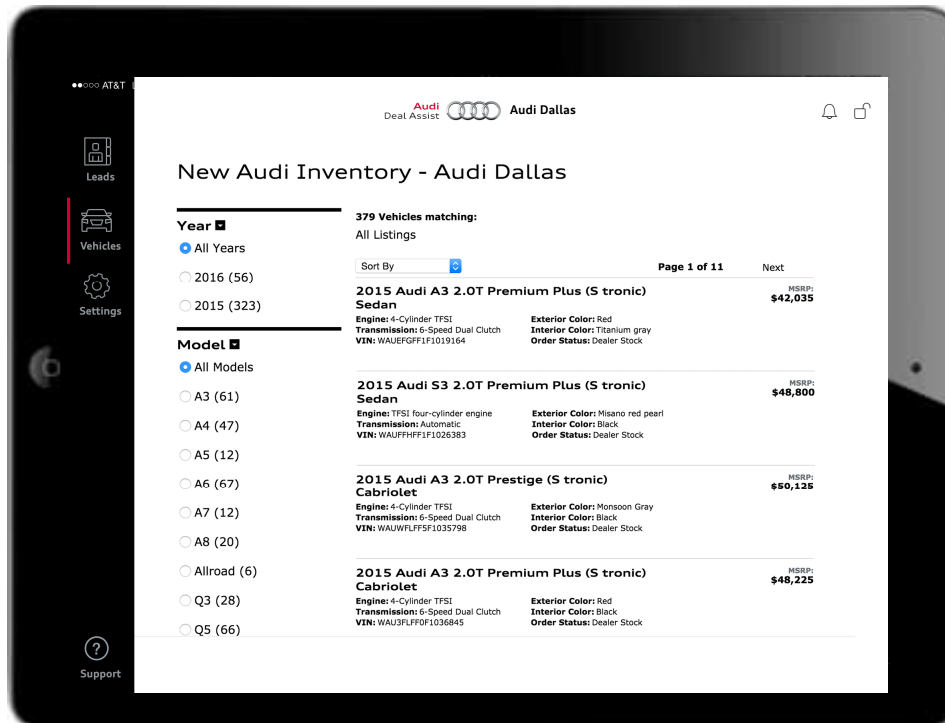
6 Go paperless from pencil to contract

Connected to Our Core F&I Platform

Recognizing the Customer




Finding an in-stock vehicle



Start deal structuring and understand financing options



John Smith [Select & Compare](#)

2015 Nissan Frontier 4WD King Cab Auto SV
VIN:


Selling Price \$26,310
Odometer 0 mi
Down Payment \$3,000
Trade Allowance \$0
Trade Payoff \$0
Net Trade \$0

[Recalculate](#)

All Types | All Terms | Highest to Lowest Payment

Retail

\$738 est / mo* 36 mos 0.0% Incentives Applied	\$574 est / mo* 48 mos 1.8%	\$463 est / mo* 60 mos 1.8%	\$395 est / mo* 72 mos 2.3%
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Lease

\$451 est / mo* 24 mos 0.001970 25,000 mi Incentives Applied	\$441 est / mo* 39 mos 0.001970 25,000 mi Incentives Applied	\$416 est / mo* 36 mos 0.001970 25,000 mi Incentives Applied	\$406 est / mo* 48 mos 0.001970 25,000 mi Incentives Applied
\$393 est / mo*	\$385 est / mo*	\$368 est / mo*	\$360 est / mo*

*All payments are estimated

Capturing the Credit Application



Applicant Contact Info Step 1 of 4

25% complete

Application Type

Individual Joint [View Disclosure](#)

Name

First Name MI (Optional) Last Name Select Suffix (Optional)

Primary Phone [View Disclosure](#)

Home

Email [View Disclosure](#)

Verify Email

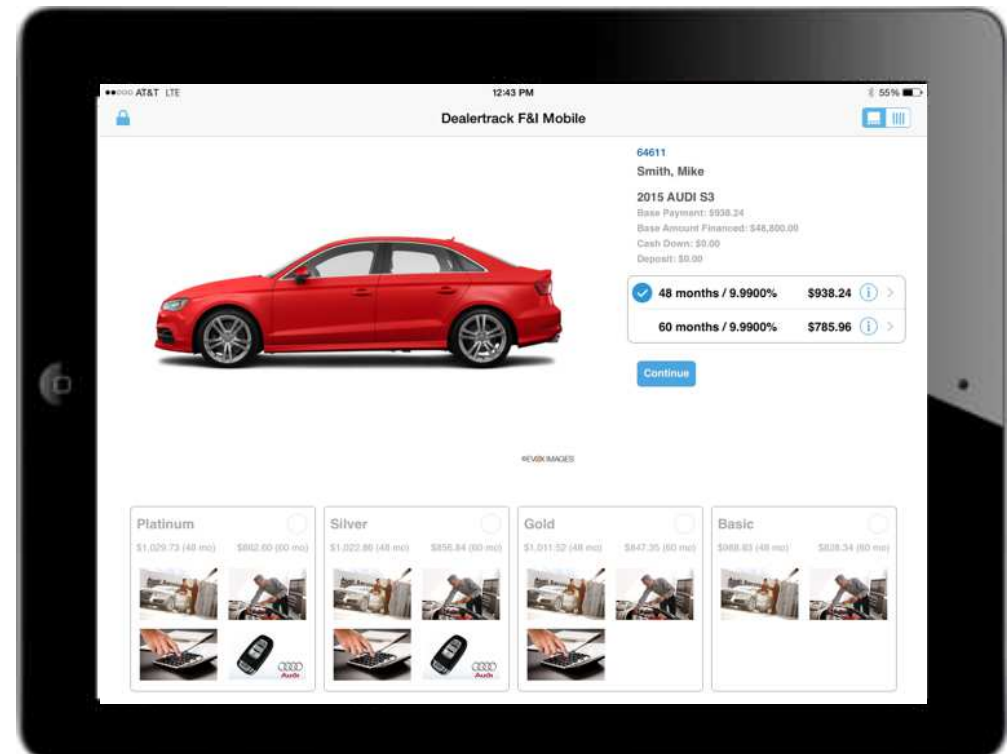
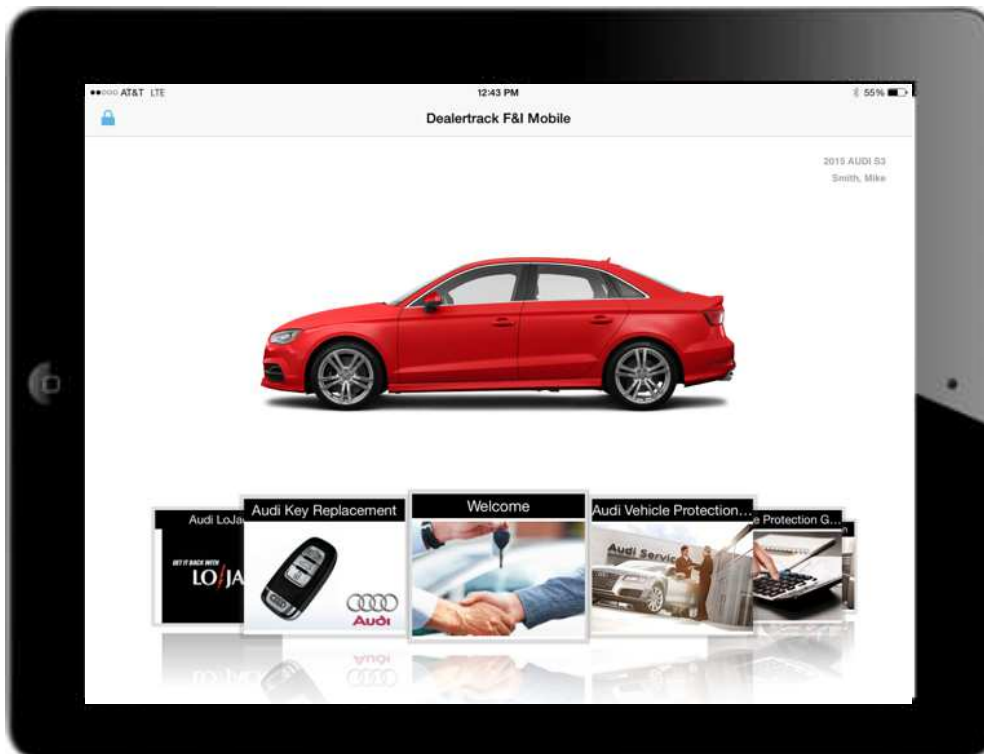
powered by VeriSign ABOUT SSL CERTIFICATES

Applicant Employment >

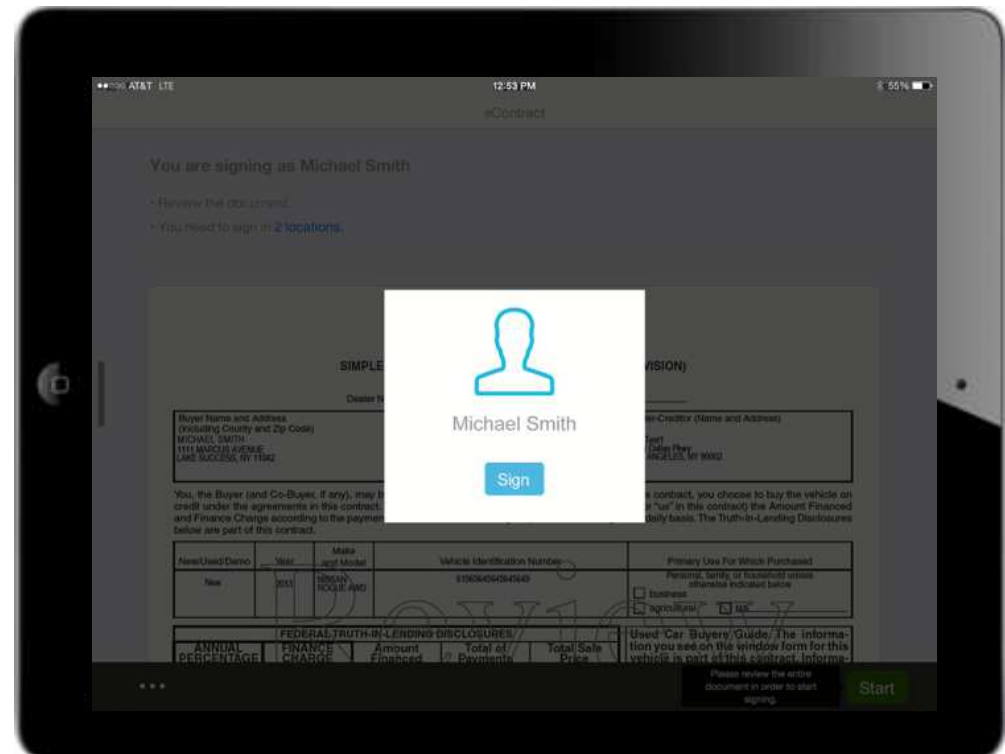
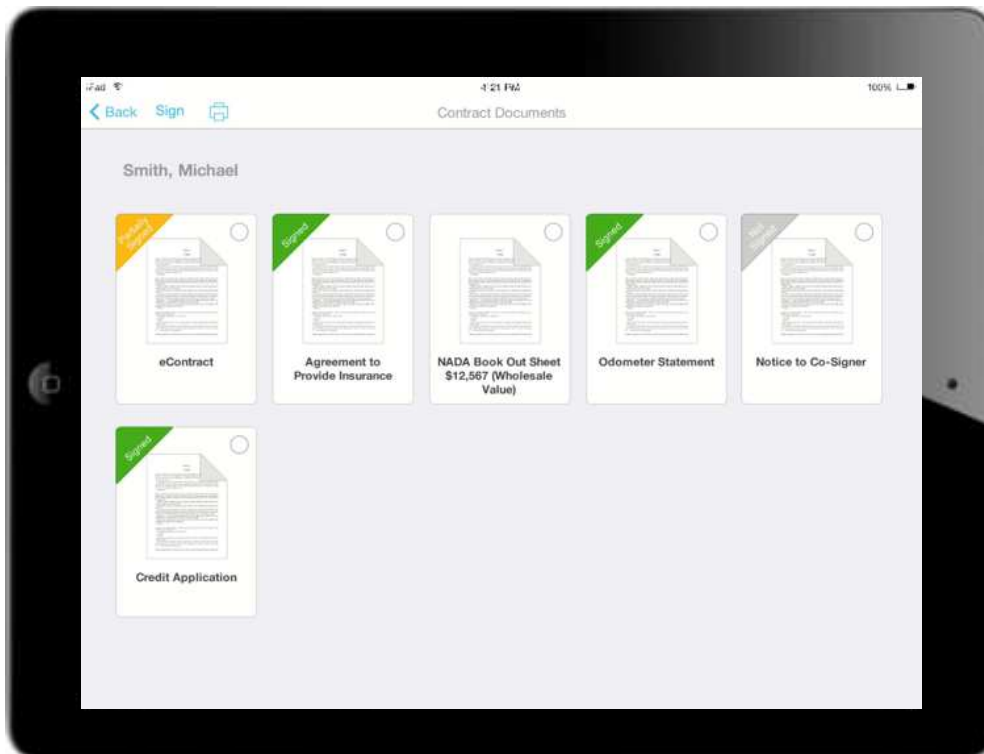


For some time...
Managers (most likely
an F&I Managers) and
Continue to Drive the
Transactional Process
via Desktop Tools.

Explore F&I Product and Sell via an Engaging, Compliant Menu



Going Paperless from Pencil to Contract





#3

Over time role transformation and consolidation may require a shift from individual know-how in sales and finance to system-driven workflow



Transformation driven by accumulated learnings from experimentation.



Dealertrack's role is to enable transformation not force it.

Mobility Enables a Secure, Compliant Transaction in a New Retail Experience



Phone

Tablet

Browser

Apps & Bureaus

Showroom Tools

Recommendations

Workflow Automation

Compliance

Loan Processing

Protected and Secure Data



Thank you.