

ACCELERATE MY DEAL

Subaru of America Pricing

OWN EVERY MOMENT.



P R E S E N T E D F O R



ACCELERATE MY DEAL

SUBARU OF AMERICA PRICING



Generate higher quality leads and higher close rates.

Accelerate My Deal employs award-winning design and intuitive user experiences to make it easier for you to engage with our products and give shoppers the critical information and flexible workflow they need to confidently start deals online.

Our next generation retailing experience provides a seamless, user-centric workflow that will save your shoppers and you time. Our tools can easily incorporate into your sales process. And with dedicated expertise and support, you are set up for success from day one.

Benefits

Dealer Profitability. To fuel those profits, you need an intuitive, seamless experience that caters to all types of shoppers. Accelerate My Deal leads close at a 65% higher close rate compared to other internet leads.¹

Higher Engagement, Conversion, and Profits. Trusted by more than 7,000 franchise and independent dealers, and endorsed by more than 30 manufacturers, Accelerate My Deal provides shoppers with personalized shopping options that deliver high-quality engagements and lead to improved profitability.

Dealer Control and Customization. Easy-to-use management tools let you control every point of the deal to align with your in-store operations, while improving efficiency.

Next Generation Design. Smart design and a customer- first approach guide the overall experience. Accelerate My Deal lets the shopper drive—and builds confidence and trust throughout the experience, delivering more transparency and control over the entire process.

¹ Lead to Close Analysis comparison versus other internet leads.
Data sourced from VinSolutions CRM dealers from Jan to June 2023.

Accelerate My Deal Core[^]

\$1099/month

Features include: Shop by Payment, Shop- per Self-Penciling on VDPs, Submit Price Offers, Finance & Lease Payments, Taxes, fees & retailer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Retailer em- bedded “How it Works” Video, Test Drive ap- pointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, VinSolutions Connect CRM integration (One Lead – No Dupes) Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Connect Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (VinSolutions & 3rd Party CRMs)

Add Ons:

Reservations[^]

\$149/month

Subaru Guaranteed Trade-In Program

\$0/month

Genuine Subaru Accessories

\$0/month

Credit Inquiries/Finance Application Standalone[^]

\$189/month

Credit Inquiries: Applications capture consumer data from a customer’s website, or from emails or other online marketing campaigns. Customers can offer a short form inquiry to pre-qualify consumers based on the customer’s finance criteria, or allow consumers to complete a full online credit application. Cox Automotive’s credit application supports the latest regulations and ensures that shoppers can easily complete their credit application completely online, with proper disclosures as required by state and federal government.



[^]Can be purchased by retailers not affiliated with the Dealer.com website platform.

Real-time Credit Decisions. Car shoppers can apply for credit and get real-time status update right from the AMD workflow.

Actual Monthly Loan and Lease Payments. Feature incentive and rebate data. Shoppers self-select conditional programs (for example, military and loyalty cash), and taxes and fees are adjusted based on zip code.

Self-Penciling Deal Terms. Quotes can be customized using OEM and dealer incentives, as well as applicable taxes and fees.

Trade Valuation. Capture trade-in details, provide trade-in price, and reduce friction of in-store trade negotiations with Kelley Blue Book, the industry's most trusted resource.

Price Offers. Give shoppers a sense of control by allowing them to send price offers based on actual monthly payments.

Online Finance Applications and Approvals. Capture consumer information and enable pre-qualification through a quick, easy, and secure process.

F&I Offers. Feature F&I products online and allow consumers to see how these costs impact their monthly payments.

Deal Terms, Vehicle Reservations and Deposit. Display deal terms clearly and enable shoppers to self-close by accepting terms online. Reserve a vehicle with a credit card deposit. Schedule an appointment for a final close and pickup.

Remote Communication Tools. Assist shoppers through deals and boost your virtual car sales from anywhere via text, email, video chat or cobrowsing capabilities.

Shopper Document Uploads. Help your customers securely submit personal documents from any device. Once a deal has been submitted, customers can quickly upload necessary paperwork including Driver's License, Proof of Insurance, W2 and Paystubs.

Finalize the Deal. Finalize the deal structure and credit application through integration with the Dealertrack F&I platform.

Dedicated, Strategic Support. Get up and running faster to ensure success with virtual trainings and check-ins with your Performance Manager. They'll work with you on deal-making strategies that help drive more sales.

VinSolutions Connect CRM and Desking Integration



Say goodbye to manual data entry and duplicate leads—Accelerate My Deal and VinSolutions Connect CRM & Connect Desking together eliminate repetitive tasks and smooth the way for faster deal-making.

Deal Visibility: Follow exactly what a customer did online with a clean, simple view of the customer record in your CRM.

One Lead Per Shopper: Eliminate confusion and double-date entry with one record per customer and real-time alerts every time a customer changes a deal structure.

VinSolutions Desking Integration: Pick up in-store exactly where a customer left off online by working a deal directly from your VinSolutions Desking tool.

VinSolutions Automotive Intelligence: Leverage key shopping behaviors and insights to increase deal personalization and closing.

Digital Deals: Create digital deals for every deal right in Connect CRM that can be easily edited, and quickly shared with customers through Connect Desking.

BETTER RESULTS

ACCELERATE MY DEAL



Core - \$1099/month

✓	Actual Finance/Lease Payments with Incentives, Taxes, and Fees
✓	Enhanced Deal Dashboard (Send Deal, Save Deal, Share Deal)
✓	Structure Finance, Lease, and Cash deals with Price Offers
✓	Manufacturer and Conditional Incentives
✓	Shop by Payment on Dealer.com Websites
✓	Dealer Configurable Branding (dealer branded image, video)
✓	Text Messaging, ActivEngage Chat, Cobrowse, Video Chat, Call Tracking by Source
✓	Test Drive and At-Home Delivery Scheduling
✓	KBB Trade Valuation®, powered by KBB.com or ICO ¹
✓	Shopper Document Uploads (Driver's License, Proof of Insurance, W2, Paystubs)
✓	Vehicle Protection Product with Monthly Payments
✓	Credit Application integrated with Dealertrack uniFI or RouteOne
✓	VinSolutions CRM Integration (Review a Deal, No Duplicate Leads, Start a Deal)
✓	VinSolutions Desking Integration
✓	Review a Deal for Third-Party CRMs
✓	Log-In to Continue Deal
✓	nVision Reporting
à la carte	Reservations w/Credit Card Deposit (Worldpay®) and Deal Certificate
✓	Virtual Performance Management
✓	Launch call to set up online configuration
✓	Training within three weeks of launch call
✓	Assessment/goal-setting/goal achievement with store leadership
✓	Consultations/retraining 60 days post-launch



1. Requires separate contract with Kelley Blue Book Instant Cash Offer.