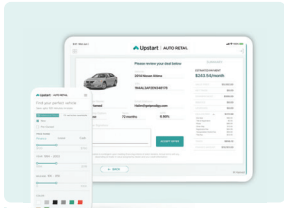


Drive deals from start to finish with a complete digital retailing platform

Get more than just a website (or lead generator) with Upstart Auto Retail (formerly Prodigy). Built with the in-store experience at its core, you can close more deals, more efficiently, with a solution that's customizable for dealerships and flexible for shoppers.



Online digital retailing

Engage customers with a modern and innovative digital retailing platform.

Offer a start-to-finish experience that allows customers to complete their deal online and pick up where they left off in your showroom.



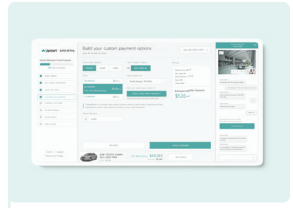
In-store digital retailing

Digitize your showroom experience. Our iPad app allows you to uplevel your in-store capabilities. Retailers can get started quickly with intuitive training and with seamless integrations to any system.



Upstart AI-powered lending

Get an accurate list of every loan option in an easily digestible menu. Managers and shoppers can make an informed decision and get a great rate quickly.



One integrated platform

Enable a custom-built integration between all of your third-party tools, from inventory feeds to CRM, F&I, and more.



DGDG conducted an in-depth evaluation of potential solutions, before **we ultimately decided to implement Upstart Auto Retail as the sole retail solution** across our entire dealership group.

Nathan Hollenbeck,
VP of Marketing
at Del Grande Dealer Group



Get in touch for more details and to schedule a demo today.



Our OEM partners report consistent, winning results:

Upstart Auto Retail repeatedly outperforms in lead-to-sale rates and number of showroom appointments

- ✓ upstart.com/dealers
- ✓ dealers@upstart.com
- ✓ 1 (833) Dealer-5
- ✓ 1 (833) 332-5375