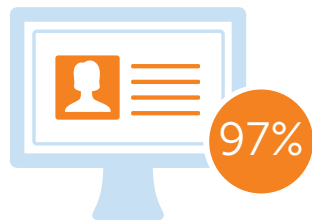


Unlock the power of your people. Sell more cars.



97% OF CAR BUYERS SAY THEY PREFER TO SELECT A SALESPERSON BEFORE VISITING THE DEALERSHIP.¹

So what happens when you feature your salespeople directly on the vehicle detail pages where shoppers are researching their next car purchase?

WHAT WE LOOKED AT....

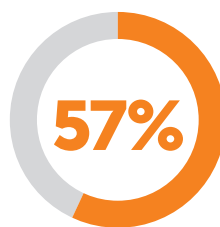
10 Dealerships & 16,500 Vehicle Sales all in the Twin Cities

We compared the results of the dealerships for three months prior to adding DealerRater Connections to the three months after implementing.

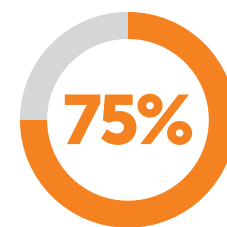
The screenshot displays a user interface for DealerRater Connections. On the left, a list titled "I'd like to work with:" shows three sales consultants: Anthony Williams (19 reviews), Drake Thomas (17 reviews), and Alfonso Zavala (47 reviews). In the center, a "Dealership Employee Details" modal is open for Anthony Williams, showing he is "DEALERATER CERTIFIED" and has 20 years of industry experience and 2 months of dealership experience. On the right, a grid of six employee profile cards is shown, each with a photo, name, title, and review count.



Dealers increased vehicle turn by 16%.²



Consumers looking at a VDP were 57% MORE likely to convert into a connection.^{2,3}



Dealers saw a 75% increase in the total connections received.²

Start creating connections that inspire trust and automating your review growth to drive more quality leads for your team.

Contact your local Cars.com sales rep or go to www.info.dealerrater.com/solutions to get started with DealerRater Connections.

SOURCES

1. Survey of 233 salespeople of DealerRater customers, June 2016
2. We analyzed 10 dealerships and 16,500 vehicle sales based on 3 months prior to and 3-months following each dealership's enrollment on the DealerRater Connections Plus product, during the timeframe of December 2017 - March 2018.
3. A connection is defined as any of the following: Dealer Text Message Lead, Dealer In-App Text Message Lead, New Car Chat Lead, Used Car Chat Lead, Used Car E-Mail Quote, Map to Dealership, Driving Directions Page Views, More Details Page Browser Print, Email This Page, Visit the Dealer Website, Deep Link VDP Website Transfer, New Car E-Mail Quote (Inventory), New Car E-Mail Quote (Employee), Used Car E-Mail Quote (Inventory), or Used Car E-Mail Quote (Employee)