



Express Storefront® Omnichannel

- ✓ Frictionless omnichannel experience (in-store and online)
- ✓ Integrates with any website provider
- ✓ CRM and inventory integration
- ✓ Beautifully designed payment and purchase options
- ✓ Built-in rebates, incentives, taxes and fees
- ✓ Integrated trade valuation
- ✓ Secure credit application and Pre-qualification soft credit pull
- ✓ Customizable F&I accessories menus
- ✓ Vehicle reservations and deposits
- ✓ Reporting and analytics dashboard
- ✓ Support and training
- ✓ Dealer-branded marketing video and assets

\$1995 / Rooftop
Monthly

\$2000 one-time integration and training cost per franchise / rooftop. Due at time of agreement.

6 month initial term, then month to month.

Monthly cost includes 25 Pre-qualification (Soft Credit) pulls and 25 AuthenticID identity checks per month. Total monthly volume beyond 25 per month per type is subject to fees per transaction (\$1.49 per pre-qualification inquiry and \$1 per identity check).

“

The Roadster team is responsive, empathetic and supportive. No exaggeration—with decades in this business, I’ve worked with them all and Roadster is the best vendor I have ever worked with.

Bob McCullen | Grappone Group



Request a live demo at dealersales@roadster.com or call **1.833.568.5968**.

CONNECTIONS THAT MOVE YOU

Digital Sales / CRM / F&I / Fixed Operations / DMS / IT Solutions / Intelligence

CDK GLOBAL

Learn more at Roadster.com



ADD-ON PRODUCTS



Express Trade®

- ✓ VIN scanning and license plate entry
- ✓ Simple e-valuation
- ✓ Upload vehicle photos
- ✓ Firm offers that you control
- ✓ Trade management tools
- ✓ "Sell Your Car" landing page

\$295* / Monthly



Express Response™

- ✓ Efficiently responds to any lead source
- ✓ VIN-specific responses
- ✓ Consistent price quotes
- ✓ CRM visibility
- ✓ Engaging calls to action
- ✓ Customizable messaging
- ✓ Optional delayed response
- ✓ Performance reporting

\$495* / Monthly



Express Store Live™

MANAGED SERVICES

- ✓ Live automotive experts
- ✓ Seamless Express Storefront integration
- ✓ Lightning-fast response time
- ✓ After-hours assistance
- ✓ Customer click-path visibility
- ✓ Store-level chat
- ✓ Chat summary and transcript
- ✓ CRM visibility
- ✓ SMS messaging

UNIQUE VISITORS**

UNIQUE VISITORS**		Price
MIN	MAX	
0	2,000	\$495 / Monthly
2,001	10,000	\$695 / Monthly
10,001	20,000	\$995 / Monthly
20,001	40,000	\$1,295 / Monthly
40,001	Unlimited	Custom

Available for purchase as an Express Storefront add-on. | *With standard contract terms.

** Unique Visitors value is the deduplicated monthly unique visitors to the Dealer's Tier 3 website and Express Storefront. The first month's Unique Visitor tier will be based on historical website traffic and Express Storefront usage estimates. If Unique Visitors exceed or fall short of the current Unique Visitor tier used for billing, the pricing will be updated to the adjusted tier for the following month. Subscription price includes implementations across the dealer's Express Store and native site as well as third-party messaging such as Facebook Marketplace/Messenger, Xtime, etc.



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