

Hyper-personalized, nuanced conversations. More appointments and conversions. Enhanced team productivity. Meet the industry's most powerful generative conversational AI platform, built specifically for automotive.

Boost sales productivity, efficiency and results

- Instantly engages online leads 24/7
- Delivers authentic humanlike conversations via email and text
- Intelligently handles VIN-specific questions, financing, and trade-in inquiries
- Maximizes engagement with 100% lead follow-up for 51 days
- Automatically schedules appointments in your CRM
- Hands off ready-to-buy shoppers to your sales team
- Fully configurable AI Knowledge Bank informs and trains the AI regarding dealership services, policies, offerings, and OEM brand standards

Tangible ROI for your dealership

- Enables sales team to focus on high-value leads, relationship-building, and deal closing
- Drives showroom appointments and live calls



“ I love the faster response during open hours and after hours, and the higher engagement. AI not only helped revive old leads, but helped with setting appointments and answering customer questions the minute the lead comes in. I've seen at least a 10% increase in appointment show rate [...] and just this month we met our goal of selling 200+ cars. I feel like AI played a big part in that - producing at least 30 unit sales influenced by the AI [...]

Annie Lam

BDC Manager | Jim Butler Auto Group



Watch Testimonial



Bob Rohrman Kia sees **43% increase in leads** converted to showroom appointments after launching Sales AI

The Challenge

Maximizing lead conversion without adding headcount

The Solution

Impel's Sales AI enhances the effectiveness of existing sales staff to drive higher lead conversion performance

Manual lead processing creates missed opportunities

The Sales team at Bob Rohrman Kia had no shortage of opportunities. Leads were coming in from multiple channels at all times of the day and night, with more than 45% originating during off-hours. With rapidly growing lead volume, the sales team was stretched to its limit. Responding to every inbound inquiry while trying to nurture customer relationships was becoming increasingly difficult. Too much time was being spent answering basic questions and chasing unresponsive leads, preventing sales reps from focusing on closing deals. Employee frustration was growing, but what could be done without adding additional headcount?



“We would have our best salespeople spend hours every day chasing down questions that came in overnight, only for the sale to go nowhere. I can't begin to estimate the number of hours or revenue lost.”

Allen Gooch

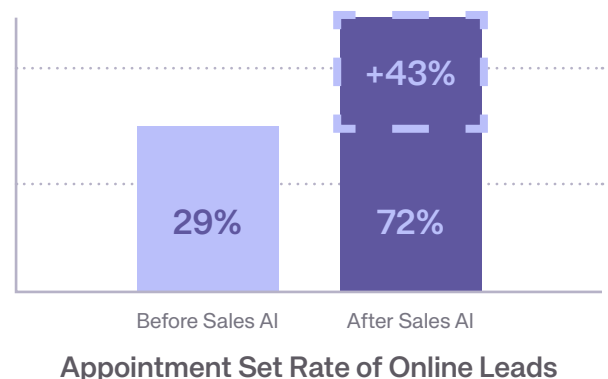
General Manager | Bob Rohrman Kia

Sales AI helps Rohrman convert more leads

Rohrman's Sales AI, nicknamed Megan, enables the sales team to focus on closing deals and nurturing low-funnel shoppers. That's because Megan takes care of everything else – from after-hours lead handling to long-term follow up and even appointment scheduling. After just 30 days with Sales AI, the Rohrman team saw a 43% increase in showroom appointments set.

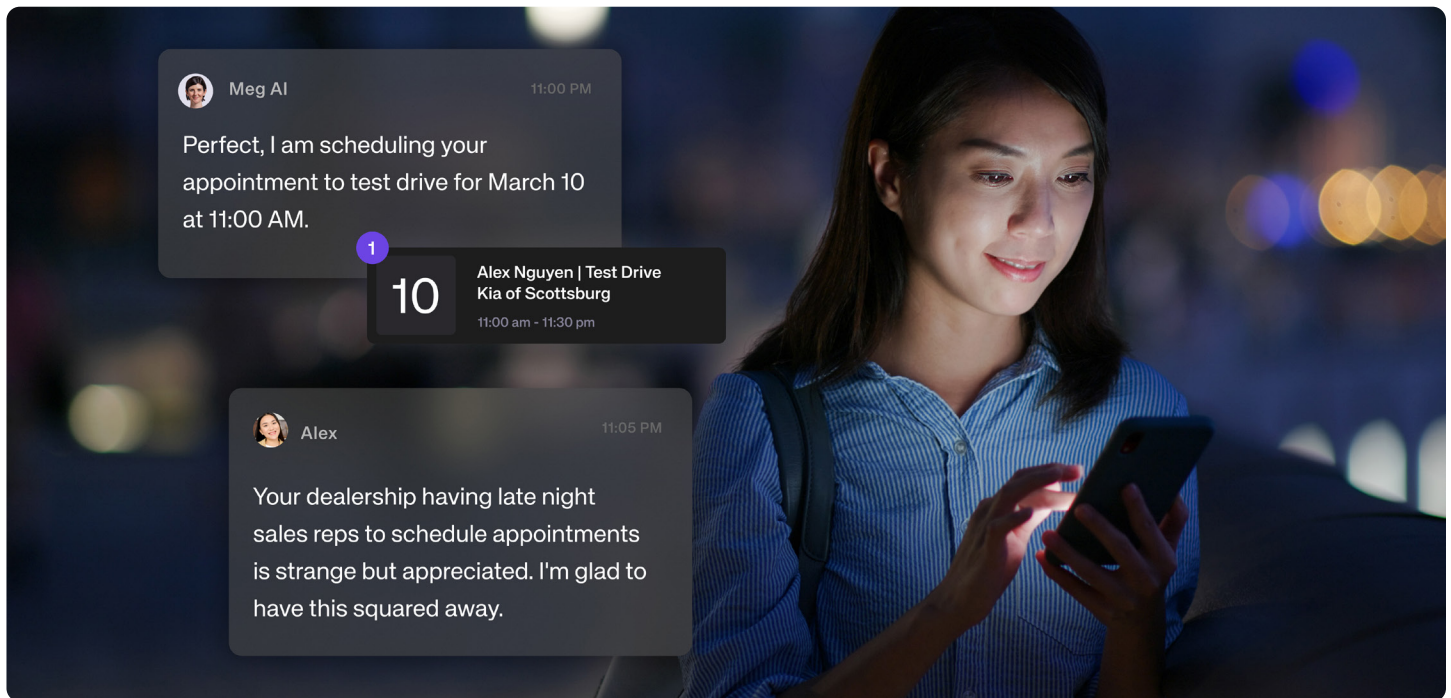
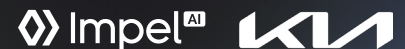
Sales AI ensures that Rohrman responds to every internet lead, delivering personalized replies via SMS text and email while consistently following up to ensure that shoppers have everything they need to find the perfect vehicle. The best part? Megan works 24/7 so the sales team never has to miss another opportunity.

43% lift in leads converted to showroom appointments



Sales AI

Significantly Increases Appointment Set Rates



Automation that drives your dealership forward

In today's hyper-competitive environment, every lead counts. That's why leading retailers rely on Impel for technology solutions that drive higher levels of shopper engagement every hour of every day. And seamless integrations with leading CRM and DMS platforms mean that your team members can focus on doing what they do best - closing deals and delivering the best possible service to every customer.



"We couldn't be happier with Megan — I mean, Impel's Sales AI. It's really helped us focus on getting deals across the line while she handles the things that don't need as much hands-on care."

Allen Gooch

General Manager | Bob Rohrman Kia

43%

increase in appointment set rate

\$1M+

in vehicle sales influenced in the first 12 months

56X

return on investment for Sales AI

ROHRMAN
AUTOMOTIVE GROUP



About Bob Rohrman Kia

Rohrman Kia offers new and used vehicles, financing, and on-site automotive service. As Indiana's largest volume Kia dealer, the team at Bob Rohrman Kia takes pride in being the best resource possible for its customers and community.

Lafayette, Indiana | rohrmankia.com

Impel AI

Impel offers automotive dealers and OEMs the industry’s first Automotive AI Operating System—the only fully integrated platform managing the complete customer lifecycle. Sales AI instantly engages every internet lead in true conversational dialogue, building trust and driving conversions. Purpose-built for automotive retail with state-of-the-art generative AI and automotive-specific language models, Sales AI delivers the scale, intelligence, and personalization needed to convert interest into sales—and sales into lifelong loyalty.

100% CO-OP ELIGIBLE

FEATURE	Price \$1,949
Purpose-built for automotive dealers and OEMs outcomes	✓
Engages customers in humanlike conversations via email and text	✓
Intelligently handles complex VIN-specific, financing, and trade-in inquiries	✓
Automatically schedules appointments in your CRM	✓
Follows up persistently to nurture leads and re-engage inactive shoppers	✓
Summarizes every conversation and recommends next steps for sales teams	✓
Built with enterprise-grade safeguards to prevent hallucinations and malicious inputs	✓
Enables dealers to customize and tailor the AI to their unique offerings and policies	✓

Exclusive Preferred Pricing
for Kia of America Dealers

Sales AI

\$1,949

Chat AI

\$949

Exclusive Package Price

~~\$2,898~~ \$2,500

Onboarding & Training

Our implementation specialists will ensure a successful launch, working with your team to get you up and running in no time.

Performance Management

Your dedicated Performance Manager will be with you every step of the way, ensuring that Sales AI drives meaningful business results.

Monitoring & Reporting

With Impel’s automated monitoring, reporting, and interactive AI dashboard, you’ll have the information you need to drive true accountability and higher performance.

Technical Support

Our experienced product and technical specialists are available to handle any issues or questions that arise so that your business performance never skips a beat.