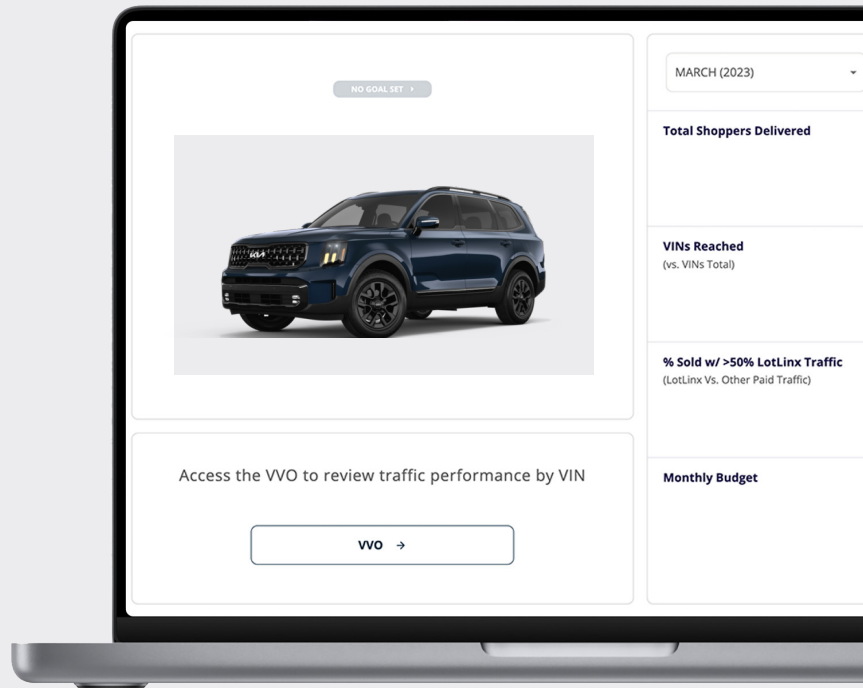


Run a data-driven business.



Control turn, market share, margins, and risk

Lotlinx data gives you the best possible market advantage on every vehicle transaction.

Execute VIN-specific strategies to increase turn, reduce waste, improve margins, and control risk. Maximize your profits with innovative features and precise machine learning models, including real-time market analysis, inventory management, and precision-targeted vehicle demand management.

- > 100%**
Unique VINs Tracked Daily
 Track your inventory performance against similar units in the market.
- > 20,000**
Dealer Websites Crawled Daily
 Monitor your store's performance compared to your top local competitors.
- > 100 Million**
Tracked Shopper Actions
 Identify how active shoppers navigate the buyer's journey with omni-channel activity insights collected daily.
- > 160**
Publisher Integrations
 Promote your inventory in ads across the largest publication network in the automotive industry.
- > 163**
Data Variables per VIN
 Access insights on pricing, demand, VDP traffic, shopper intensity, DOL, and more for every vehicle with the largest data set in the industry.
- > 1**
Intelligent Partnership
 You know your inventory best, and when you partner with us, you'll gain more insights from your data.

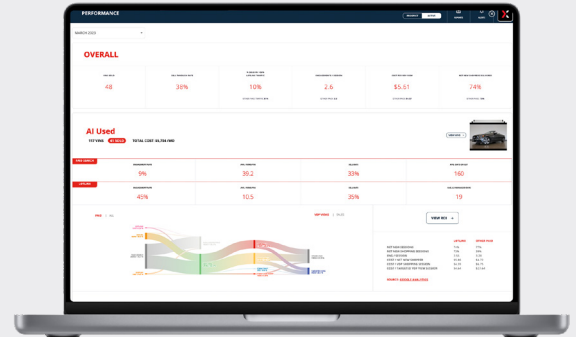
Lotlinx Products & Solutions

> Lotlinx VIN Manager

Control your dealership at the **VIN level**

Manage every part of the retail process with predictive technology and an interactive platform of customized business tools.

- > Detect at-risk VINs based on market signals and lot conditions automatically.
- > View real-time market share rankings to inform marketing adjustments.
- > Understand a vehicle's market position to manage turn rate, days on lot, gross sales profit, and inventory risk.
- > Reach consumers down to the ZIP code with demand insights on local active shoppers.

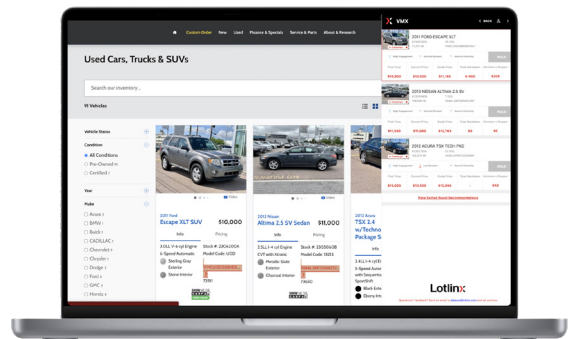


> Lotlinx VMX

Leverage **real-time data** for promotions

VIN-level recommendations advise on the most optimal time to promote vehicles with this easy, free browser extension. Real-time proprietary market, pricing, and shopper engagement data deliver these recommendations.

- > Get real-time insights on when to boost a VIN.
- > Be alerted when VINs are at risk to take immediate, corrective action.
- > Track price, local market supply, and active shopper demand against local dealerships and national market standards.
- > Check your VINs' performance based on analytics, demand, and pricing.



Learn more at lotlinx.com, email hello@lotlinx.com, or call 1-800-625-5469.



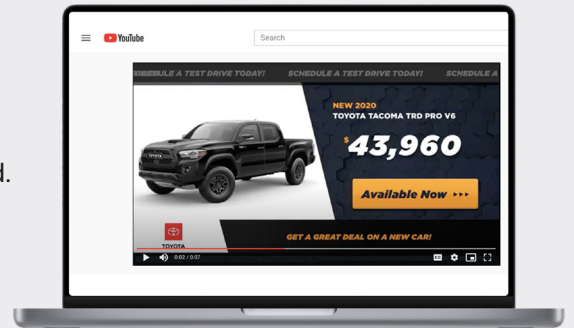
Lotlinx Products & Solutions

› Lotlinx Video

Supercharge VIN-specific video ads with AI

Optimize your video ad spending with an end-to-end video inventory solution. Increase sales, lower operational costs, and enhance the customer experience with Video.

- › Generate 7-second video ads for each campaign vehicle.
- › Pull visual and voiceover details from inventory listings.
- › Add AI-powered text-to-speech and video overlays to every ad.
- › Execute ads on Google, Facebook, YouTube, and OTT streaming.



“Lotlinx allows us to look at cars the same way we run our operations, at the VIN level, and that makes the whole process a lot more efficient and more effective.”

Herb Anderson - Stephen Wade Auto Center

› Lotlinx Showroom

Increase conversions by 5X on VDPs

Transform your VDPs into mobile-optimized pages to drive conversions and more sales. This consumer-designed solution enables car buyers to engage with you on any device.

- › Let shoppers interact with your dealership, wherever they are, via mobile.
- › Display relevant actions with “click-to-call” buttons, dealership directions, lease prices, test drive scheduling, and live chat.
- › Access meaningful ROI data.
- › Accelerate conversions based on your inventory needs.

“People are emotional. Lotlinx AI takes the emotion out of it and simply works the statistics and numbers.”

Jeremy Wiggains - General Manager, Vanguard Kia of Arlington



Learn more at lotlinx.com, email hello@lotlinx.com, or call 1-800-625-5469.



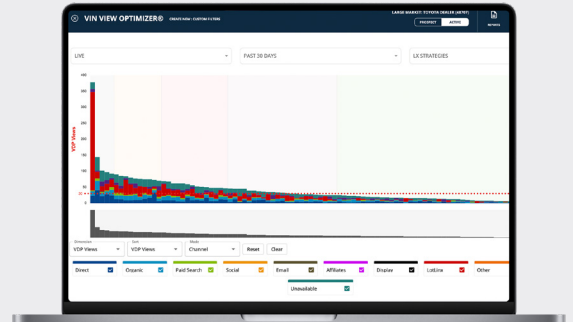
Lotlinx Products & Solutions

› Lotlinx VIN View Optimizer

Better data leads to **better performance**

View your spending and its ROI by tracking VINs' digital presence and optimizing it. You can evaluate the distribution of spend, views, engagement, and more in one spot.

- › Reduce wasted spending.
- › Achieve 100% transparency of campaign dollars.
- › Identify inventory risk.
- › Analyze channel performance.



“The Lotlinx platform oversees every step of the ad creation to get those ads up and running, which I just don’t have the time or means to do. I’d like to think I’m the smartest guy in the room, but I leave it up to the machine to build my campaigns for me.”

Dan Liguori - General Manager, Ray Catena Mercedes-Benz of Union

Optimize Every Dollar with Lotlinx

Leverage the most comprehensive inventory data in the market. Work with our experts to develop a strategy that addresses your needs and goals.

VMP Select

Units	Per Unit	Monthly Spend	Size Requirement
20	\$120	\$2,400	Small market dealers
30	\$120	\$3,600	Medium market and above
50	\$120	\$6,000	Medium market and above
75	\$120	\$9,000	Medium market and above
Custom	\$120	Based on VIN count	Must exceed inventory minimum

Product	Program	Cost
VMP Preferred	New Car Program	\$1,250 platform fee
	CPO Program	\$475 platform fee *Requires purchase of New Car Program, platform fee, + \$3k min. media investment
Lotlinx Video	\$120/unit	Same investment requirements as Select
Lotlinx VIN Boost	Add-on	No additional cost

› **Enroll with Lotlinx today to start your journey to become a more profitable dealership.**



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