

vAuto

LIVE MARKET VIEW

Pricing Powered by Reality



Over 80% of used car buyers shop online before ever setting foot in a dealership. Each Internet search produces a list of hundreds of similar vehicles available in the local market. To narrow the focus, these potential customers rank vehicles with the best price and mileage at the top of their list – and never even consider the rest. Where do you rank?

Rank higher. *Hello, buyer.*

Your pre-owned showroom traffic can be driven by the Internet, or obliterated by it, depending on how your vehicle ranks against competitors. The vAuto Pricing Tool provides you with an edge over your competition with up-to-the-minute, market-specific competitive information for every car on your lot. Leading dealers throughout the country have experienced increased showroom traffic and turn now that they can:

Price vehicles to top buyers' lists: vAuto eliminates the guesswork and hours of researching the competition's prices.

Eliminate lost profits: vAuto tells you how far you can stretch without sacrificing your competitive position.

Rank each vehicle as a consumer would: vAuto compares your vehicle to the current competition in the market — not past performance on the lot.



FEATURES



Used Car Days Supply

The most powerful number you've never had.

Every day, dealers across America ask themselves these key questions:

- Is this a car I want to stock?
- If so, how much do I want to pay for it?
- If I own it, how much should I ask for it?

vAuto delivers the answers with the industry's first days supply for pre-owned vehicles.

In the past, dealers based decisions on intuition, vehicle age and their own history – supply and demand for a vehicle was anybody's guess. Now, the hidden market for any vehicle is revealed in one powerful number – vAuto's Days Supply.

vAuto scours the market to identify every competing vehicle according to every factor a car competes on – far beyond just year, make and model.

Equipped with this accurate, real-time days supply for a vehicle, you can make supply and demand work in your favor.

Drive customers in your doors and cars out of them with the vAuto Pricing Tool.
1-877-988-7648

◀ **Easy Control**
Green-light any vehicle to attract more buyers and maximize gross with an interactive dashboard that shows the car's current position in the market and lets you preview the effects of any price adjustments.

Stock #212078 - 2007 Honda Civic EX

Odometer: 7,357 Body: Coupe 2 door Engine: 4 cyl 1.8L SHF SOHC
Days in Inv.: 10 Color: Gray Drive Trans: PWD
Certified: Yes VIN: 2HGFG12857H512807

Pricing Competitive Set

List Price: \$ 20020 Market Average: \$21,161
Unit Cost: \$ 17059 Days to Sell Overall: 51
Profit: \$ 2961 Like Mine: 59

Adj. % Market: 100%-125%
Price Rank: of 10
vRank: of 10

Adj. % Market

Price Rank

vRank



◀ **Alerts**
Easily identify problem vehicles and respond quickly when market changes effect your competitive position.

Market Average: \$21,161

% of Market: %

vRank: / 10

▶ **Pricing Targets**
Fine-tune your pricing strategy on either an inventory or per-car basis to meet turn or gross profit objectives.

Rule Properties

Name: vAuto: Balanced

Description: A pricing target rule set that balances age and % of market to maximize both profit and turn.

Days In Inventory	Minimum %	Maximum %
21	95	105
41	90	100
61	0	95

▶ **vRank**
Know if you're positioned for the buyer's shopping list or chopping block. See your vehicles ranked against the competition according to best value.

▶ **vMax**
Never lose a dollar of gross profit. Know precisely how much more you can ask for a vehicle while maintaining your rank at the head of the pack.

List Price: \$ 20,020
Unit Cost: \$ 17,059
Profit: \$ 2,961

vRank: Increase by \$967 to \$20,987 and stay at vRank 3/10.

vMax

▶ **Competitive Set**
Study your rivals before you price a vehicle. See how close the competition is according to the most relevant vehicle attributes and distance from you.

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Refine Competitive Set **Pricing** Competitive Set

Distance: miles

Expand Results

2007 Honda Civic (121)
Series: EX (47)
Certified: Yes (26)
Body Type: Coupe (9)

Vehicles Like Mine: 9

Narrow Results

Price Rank	vRank	Description	Body	Odometer	Price	Age	Dist.
1	1	VIN: 2HGFG12877H513128 Seller: Dealer Trans: Automatic 5-speed	Color: Silver	14,077	\$17,999	13 days	< 10mi
2	2	VIN: 2HGFG12837H510388 Seller: Dealer Trans: Automatic 5-speed	Color: Black	9,136	\$19,491	12 days	< 20mi
3	3	VIN: 2HGFG12837H502837 Seller: Dealer Trans: Automatic 5-speed	Color: Blue	8,733	\$19,987	29 days	< 20mi
4	4	VIN: 2HGFG12877H57Hd0 Seller: Dealer Trans: Automatic 5-speed	Color: Gray	7,076	\$20,988	68 days	< 20mi

Here's what those in the industry are saying:



Customers are not just strolling onto the lot; they're researching on the Internet. We knew we had to land a higher spot when consumers performed Internet searches and the traditional practice of pricing a car \$2-3,000 over book value wasn't going to get us there anymore. vAuto helped us realize how off-base we were and gave us the ability to approach pricing and purchasing more strategically. **Once we faced the reality, not only did we find a way to get more vehicles placed on customers' short shopping lists, we improved our own status to the number-one Honda Certified used car dealer in the country."**

*Brian Benstock
Paragon Honda, Queens, New York*



Mr. Pollak walked CDI through a demo of vAuto. Although we don't endorse products, we have to say we were impressed. **It's very easy to change the parameters, and color-coded charts make it easy to detect when vehicles are priced too high or too low."**

*DealersEdge/Car Dealer Insider
July 2007*

Everyday, leading automotive dealerships throughout the United States operate with a one-of-a-kind competitive edge in the used car department. A complete view of the live market. Its pricing. Its supply. Its demand. Real information from the real field, as it develops. You no longer have to rely on arbitrary markups or assumptions. Make the right moves based on real factors — in time and every time. Bring this advantage to your dealership today. You'll constantly stay one step ahead of the competition when you're **Powered by Reality.**

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