

## What is E-SHOP DIGITAL RETAILING?

Digital retailing, or the tool set that gives consumers the ability to configure payments, get trade-in valuations, and even apply for credit, has been at the forefront of the digital marketing conversation for years. **Digital retailing takes your online shopping strategy to the next level with online selling.**

E-Shop is a crucial part of our North American sales strategy for a better customer experience. E-Shop seamlessly **integrates Brand and Dealer Websites** to offer buyers a consistent online selling experience from anywhere they start the process. E-Shop **leverages Stellantis systems and Dealertrack Canada** to smoothly transfer your buyer from online to instore to finalize the sale.



**2/3 EV buyers expect to purchase their next vehicle completely online**

Google Think Auto 2022



**87% of Dealers said digital retailing positively impacted at least one area of their business:**

- Time spent on the deal
- Ease of completing the deal
- Staff efficiency
- Number of vehicles sold
- Customer relationships
- Vehicle sales profit
- F & I Profit

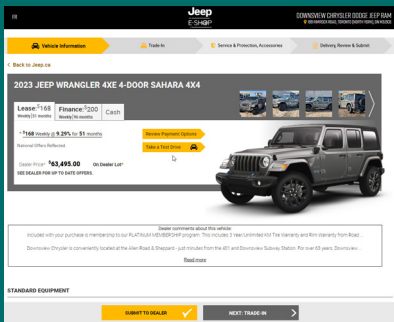
Cox Auto 2022 Study

*Our Industry will change more in the next 5 years, than the last 50*

*1/3 of retail sales will happen online by 2030*

*Automotive is hitting the Digital Tipping Point of change. Embrace it to succeed!*

## E-SHOP FEATURES? FOR NEW AND USED VEHICLES



### Payments

Lender accurate pricing shown is completely customizable - Customers can toggle between payment type to view estimated monthly payments, which are fueled by National incentives and inventory syndication.



### Trade In Evaluation

E-Shop trade-in valuation, powered by KBB, is automatically applied to Payment Calculator to update estimated monthly payment.



### Credit Application

E-Shop offers customers a full credit application, complete with dealer-selected Lender, customization, all powered through your Dealertrack system.



### Upfit Details

Quick and easily add "Upfit" options for any vehicle with a detailed description which shows the increased price details, i.e. "spoiler, lift kit" etc.



### Warranties

Customers can review Mopar® Vehicle Protection products. Dealers can manage customized plans/pricing in the Admin Tool.



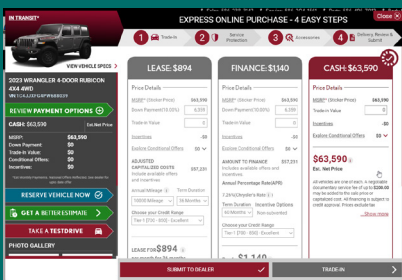
### Test Drives & Home Delivery

Using your dealership hours (via DealerCONNECT, My Operations), shoppers can submit test drive or delivery preferred date and time. Dealers can elect to turn off this feature in the Admin Tool.



### Reservations

Consumers can elect to place a deposit and reserve the vehicle they want.



Have questions?

We have answers: **Program Headquarters: [info@stellantisdigital.ca](mailto:info@stellantisdigital.ca) / 1-877-344-1227**