

BuyNow is a robust, live-assisted digital retailing platform which provides consumers with interactive shopping tools and leads to dealers receiving more high-quality leads and showroom visits. BuyNow is fully customizable, allowing dealerships to determine how many of the digital retailing platform's features they want to provide to customers and aligning the tool with processes that work best for the dealership. BuyNow integrates into any website and most backend systems including Dealertrack and RouteOne. Through CarNow's proprietary calculation engine, payments can be adjusted in real-time with both national and regional incentives as well as incorporating complete tax logic. Trades are made simple through integrations with Kelley Blue Book and TradePending with additional integrations planned in 2020.

Education on over 300 F&I products and built-in payment calculations help make consumers comfortable with their purchase. This leads to increased backend gross. BuyNow integrates with key dealership infrastructure like CRMs, DMSs, vAuto, Inventory +, national and regional OEM Incentives, as well as multiple payment gateways to collect deposits online. BuyNow's digital retailing platform provides shoppers with a premium customer experience through ease of use and commitment to responsiveness.

The Problem:

Many digital retailing tools are rigid in their development and are designed with a belief that consumers buy cars in a linear manner. Competitive digital retailing tools either provide a very robust platform or conversely a very slimmed down version. Some dealers want all the bells and whistles; they may even offer home delivery. For others, they want to provide shoppers with educational tools to help with their car-buying research but stop short of allowing an online vehicle purchase. Each dealership has a particular environment; one which should be reflected in their digital retailing philosophy.

How It Works:

BuyNow is an advanced automotive retailing suite of products that can be customized based on dealership culture and process. It can

Digital Retailing

BuyNow

A powerful and customizable digital retailing software that conforms to the dealer's needs yet provides the customer with control, options, education, and live assistance.



"Customers want answers and car buying is complicated. BuyNow allows us to answer those questions when and where the customer wants and to speed up the car buying process overall. We are very happy customers."

Billy Yark
Group Marketing &
eCommerce Director
Yark Automotive Group

CarNow

www.CarNow.com

"When you hear 'we installed today and have already sold a car,' you know you are onto something. BuyNow simply sells more cars for our dealers."

Tim Cox
SVP of Sales
CarNow

be configured to offer all its features to consumers or configured to show just a small subset of features. The dealer chooses the experience, and consumers appreciate having additional tools to discover the affordability of vehicles online.

CarNow has banners and hero images that can be placed on websites to encourage shoppers to use the digital retailing tools. CarNow will also help dealers with video production to explain the ease of use and benefits of digital retailing to the dealership's customers. BuyNow integrates with all CRMs and all inventory syndication providers. If dealers have a customer that is interested in a vehicle who hasn't used the digital retailing tool, the dealer can start a BuyNow session via text message or email. We like this feature because BDC agents can be proactive and encourage consumers who call to engage online. This strategy provides the shopper with an empowering showroom experience, no matter their physical location. If the customer has used the BuyNow tool before they came to the dealership, then they received an email with a QR code which allows the salesperson to scan and pick up right where the shopper left off; eliminating any redundant work.

BuyNow First Pencil is a widget designed for the dealer who is not ready to go all-in on digital retailing – they don't want to do contracts online or initiate live bank calls. Instead, this is a tool that helps the customer understand if this car is what they are looking for and if it fits within their budget. They can view all of the regional and national offers and flip between Cash/Lease/Finance to determine the differences. Shoppers can input their credit information, or they can do a soft pull pre-qualification. Additionally, they can add their trade-in with values powered by TradePending, or Kelley Blue Book. The customer can even elect to receive a KBB Instant Cash Offer.

The screenshot displays the BuyNow First Pencil interface. On the left, there are three vehicle listings:

- 2020 BMW Z4**: 40i Roadster, Black Sapphire Metallic | Magma Red. Price: \$70,955. VIN: WBAHF9C09LW55810 | #200137.
- 2020 BMW 4 Series**: 440i xDrive Convertible, Black Sapphire Metallic | Coral Red/Black. Price: \$77,120. VIN: WBA427C06LN78751 | #200089.
- 2020 BMW 4 Series**: 430i xDrive Convertible, Mineral White Metallic | Cognac/Dark Brown. Price: \$60,405. VIN: WBA423C09L5N37037 | #200072.

On the right, a 'Personalize Your Payments' modal is open. It contains a form for user information:

- Name: Aaron Baldwin
- Email: aadbalw2@gmail.com
- Phone: 9045342532
- Zip: 30022

Below the form, there are tabs for 'LEASE', 'FINANCE', and 'CASH'. The 'LEASE' tab is selected, showing a monthly payment of \$930. The 'FINANCE' tab shows \$957, and the 'CASH' tab shows \$65,031. There are also input fields for 'Down Payment' (set to 0), 'Term of Lease' (with options for 24, 30, 36, and 42 months; 36 months is selected), and 'Annual Mileage' (with options for 10,000, 12,000, and 15,000).

In only about 60 seconds, the shopper can build a deal that leverages all of the taxes and registration fees and gives them a penny perfect payment for their deal. It is designed to be a very easy process and even if the customer stops here, the dealer gets the super lead with all of the customer's information.

Search by Payment. NEW. A new feature for BuyNow is the ability to search the entire inventory by the customer's exact payment requirements. The results are returned in milliseconds. CarNow is one of the few digital retailing companies that built and owns their own payment calculation engine; this allows for instantaneous filtering when using the Search by Payment tool.

Search by Payment

Find your payment and calculate your deal!

How It Works

Powered by CarNow

Search model, color, option etc.

NEW

PRE-OWNED

SORT BY

Relevance

YEAR

Any

MODEL

Any

PRICE

Any

BODY STYLE

Any

DRIVETRAIN

Any

FUEL SYSTEM

Any

TRANSMISSION

Any

SEATS

Any

MORE SAVINGS - Unlock additional savings, add a trade-in and configure your payments.

SEARCH BY PAYMENT

Cash Down

Term

Credit

Net Trade-in

Desired Payment

LEASE (200)

FINANCE (240)

0

60 months

Tier 1

0

0

2019 BMW

VIN WBAAJ7C55KWW24133

Stock 190954

Exterior Dark Graphite Metallic

Interior Black

LEASE \$663,845

BUY \$1,301

2019 BMW

VIN 5UHCRC57KLL37889

Stock 191203

Exterior Black Sapphire Metallic

Interior Tartufo

LEASE \$83,845

BUY \$1,703

2020 BMW

VIN WBAAZ7C06L

Stock 200380

Exterior Black Sapphire Metallic

Interior Coral Red

LEASE \$83,845

BUY \$1,703

ESTIMATE MY PAYMENTS

ESTIMATE MY PAYMENTS

ESTIMATE MY PAYMENTS

As the shopper changes their credit tier or updates their down payment, the algorithm revises the inventory that is available to them for their desired payment. They could designate a lease payment, under \$700/month, define their trade in, and designate an SUV. BuyNow has now allowed them to drill down based on their individual circumstances and they can choose to compare vehicles side-by-side.

Appointments. The appointment process is typically used for dealership visits but also supports in-home vehicle deliveries. The customer can use their smartphone to snap photos and upload their driver license and insurance card to alleviate that step at the dealership as they prepare for their test drive.

Save and Continue. The customer, when viewing their vehicle of choice, has the option to proceed by scheduling a test drive, however, the true separation for digital retailing begins when they click the 'Save and Continue' button. This launches the bigger digital retailing workflow as seen in the process illustrated below which can be as inclusive as the dealer wants - including completing the online purchase of the vehicle and scheduling at-home delivery.

2020 BMW 4 Series 430i xDrive Convertible

MSRP: \$60,405

Sales Price: \$60,405

Registration

30022, Alpharetta, GA

Only takes a minute.

Payments

LEASE: \$680 / mo

10,000 miles / 36 months

Only takes 3 minutes.

Offers

1 available

Only takes a minute.

Trade-in

\$11,115

Only takes a minute.

Packages

Only takes a minute.

Credit Application

Only takes 2 minutes.

Appointment

Only takes a minute.

Documents

Only takes 2 minutes.

Lease \$680

Finance \$803

Cash \$59,638

Down Payment

\$

Term of Lease

\$806 24 months

\$731 30 months

\$680 36 months

\$733 42 months

Annual Mileage

10,000 miles

12,000 miles

15,000 miles

I want to do a one-pay lease.

Not what you are looking for?

Send a request and we will get back to you as soon as possible.

SEND A REQUEST

Do you or someone in your household currently own or lease a BMW or have you owned or leased a BMW in the last 12 months?

Show Details

\$1,500 off

YES

NO

Chat with an agent.

Hi, I need help.

The customer can see the process, the short time it requires and information they have put in. Dealers can design the information flow to fit their in-house process.

Conditional offers are displayed and applied to payments.

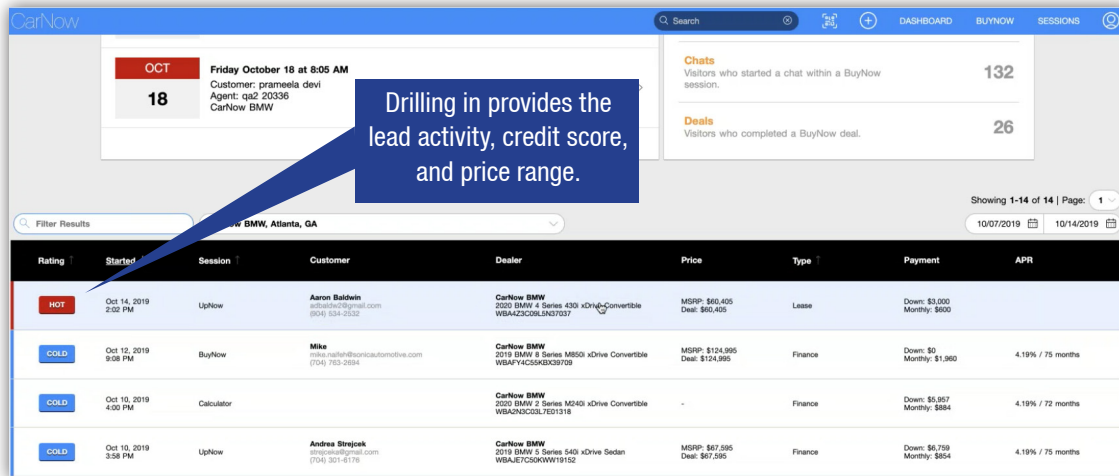
Live Assistance. With chat built into the application, customers and dealers can work deals together in real time. All aspects of the car buying journey are live-assisted so at any time someone can raise their hand and say 'I need help.' The dealer can route this outreach to CarNow's Managed Services team or their own designated support team.

Live Negotiation. To recreate an in-store experience, BuyNow also offers Live Negotiation for dealers who want to include it on their site. *I want more for my trade, I want a lower payment. I want a discount.* The desk can have the conversation with shoppers and restructure a workable deal in real-time.

Deal Health. NEW. To avoid having the shopper build a deal that isn't viable, CarNow has built algorithms to identify a deal that just won't work loan-to-value. The shopper will be able to monitor their 'Deal Health' notification and won't waste time or experience a let-down if they are turned down for the loan.

Backend Notifications. On the backend in the example below, the dealer is notified that there is a customer who wants to pay \$600/month for this car. The dealer can see in the orange profile the customer's vehicle of interest, including the deal they have been building. It is easy to desk the deal and send the offer back to the customer. In the chat, the dealer responded affirmatively to the customer's negotiation offer and subsequently increased the customer's trade value. The customer can accept or decline the deal and continue to move forward. The dealership can monitor the customer's progress in proceeding with each step. (see red arrow)

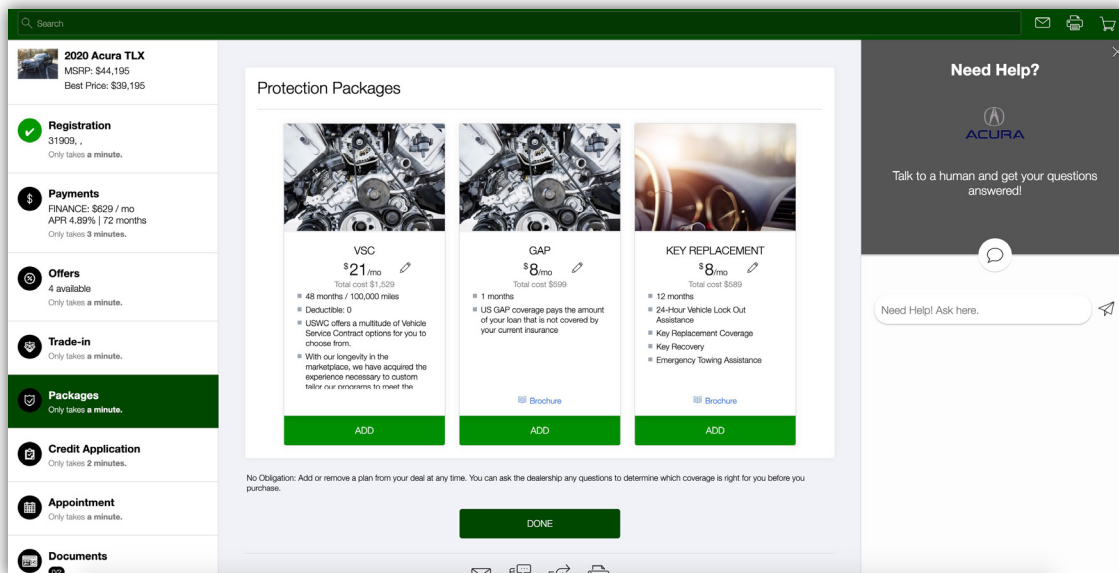
Dashboard. The sales team can drill into the customer's profile to see where they are in their car buying journey. They may ask qualifying questions to help identify conditional rebates.



Drilling in provides the lead activity, credit score, and price range.

Rating	Started	Session	Customer	Dealer	Price	Type	Payment	APR
HOT	Oct 14, 2019 2:52 PM	Uplow	Aaron Baldwin adbalwin2@gmail.com (908) 534-2552	CarNow BMW 2020 BMW 4 Series 430i xDrive Convertible WSA4Z2COL0ND7037	MSRP: \$60,405 Deal: \$60,405	Lease	Down: \$3,000 Monthly: \$600	
COLD	Oct 12, 2019 9:08 PM	BuyNow	Mike mike.nash@bncanautomotive.com (704) 752-2894	CarNow BMW 2019 BMW 8 Series M850i xDrive Convertible WSA4Y4CSA9K03700	MSRP: \$124,995 Deal: \$124,995	Finance	Down: \$0 Monthly: \$1,960	4.19% / 75 months
COLD	Oct 10, 2019 4:50 PM	Calculator		CarNow BMW 2020 BMW 2 Series M240i xDrive Convertible WSA4Z2COL0TD1318	-	Finance	Down: \$5,857 Monthly: \$854	4.19% / 72 months
COLD	Oct 10, 2019 3:58 PM	Uplow	Andrea Strzajek astrajek@gmail.com (704) 321-6179	CarNow BMW 2019 BMW 5 Series 540i xDrive Sedan WSA4ETCS9K9W19152	MSRP: \$87,595 Deal: \$87,595	Finance	Down: \$6,759 Monthly: \$854	4.19% / 75 months

Protection Packages include links to brochures and videos to help educate the customer. CarNow has a vast library supplied by the product providers. The dealer can also record their own videos to include custom content. All of the products selected by the customer will be built into their deal. The built-in logic determines which products are an appropriate match for the deal – i.e., no gap insurance is offered for a lease deal. Customers who viewed the F&I screen chose 24% more products per unit than the average customer.



2020 Acura TLX
MSRP: \$44,195
Best Price: \$39,195

Registration
31909, ✓
Only takes a minute.

Payments
FINANCE: \$629 / mo
APR 4.89% | 72 months
Only takes 3 minutes.

Offers
4 available
Only takes a minute.

Trade-in
Only takes a minute.

Packages
Only takes a minute.

Credit Application
Only takes 2 minutes.

Appointment
Only takes a minute.

Documents

Protection Packages

- VSC**
\$21/mo
Total cost \$1,519
• 48 months / 100,000 miles
• Deductible: 0
• USWC offers a multitude of Vehicle Service Contract options for you to choose from.
• With our longevity in the marketplace, we have acquired the experience necessary to custom tailor our programs to meet the
ADD
- GAP**
\$8/mo
Total cost \$999
• 1 month
• US GAP coverage pays the amount of your loan that is not covered by your current insurance
ADD
- KEY REPLACEMENT**
\$8/mo
Total cost \$999
• 12 months
• 24-Hour Vehicle Lock Out Assistance
• Key Replacement Coverage
• Key Recovery
• Emergency Towing Assistance
ADD

No Obligation: Add or remove a plan from your deal at any time. You can ask the dealership any questions to determine which coverage is right for you before you purchase.

Need Help?
Talk to a human and get your questions answered!
Need Help! Ask here.

Applying for Credit. Using Dealertrack and RouteOne for full bank approvals, BuyNow can prepopulate the screen, customers can auto-submit and receive a response in real time – 90 seconds. Within the chat window, customers are notified of all bank approvals as they are received. If the customer has left the chat, they will be notified by chat or email with a link to view the additional offers. The dealership can write the deal using this step. If there is an adverse decision, someone from the finance department will get in touch with the customer.

Taking Online Deposits. Using integrations with Square and Paypal as well as multiple other payment gateways, BuyNow can effectively receive a customer's online deposit.

Super Leads and UpNow. Many customers are satisfied with the vehicle information they gather by only completing part of the digital retailing process. Those leads are batched and sent to the CRM so the dealership can follow up. When the customer arrives at the store, the dealer can utilize an additional CarNow tool called UpNow. It is device-agnostic, and there are native versions for iPad, Android, and Surface. For the shopper who has been using BuyNow, a customer search will produce all of their current set-ups

and where they were in their car research process. There is also a QR scanner at the top of the screen that will scan the QR code that the customer has received via email and will automatically look up the customer and their 'deal.'

MessageNow Integration.

Even if the customer has not been through any of the BuyNow process online, CarNow has integrated all of the data from MessageNow. This improves the transaction in the showroom, regardless of acquisition point. All of the brochures and videos are built-in electronically and sortable; they can be delivered through MessageNow as can side-by-side (3-way) comparisons. The salesperson can also send an email that links the shopper

back to the online version of their deal they were working on. The customer is able to move back and forth online AND, in the showroom, seamlessly with emails, text messages, and relevant content to help improve their buying experience.

Training. Available both onsite and through video libraries, CarNow provides sales team training and teaches best practices. The success of the showroom product is about achieving efficiencies with trained personnel. CarNow ensures that they are teaching the processes that the dealer wants to follow. The sales teams have historically experienced that deals that run through BuyNow have higher gross margins than deals that didn't.

What do dealers say about BuyNow?

"CarNow has been a 'game changer' for us. They allow us to interact with our clients and potential clients in ways that we have never been able to before. The ability to provide incredible amounts of valuable rich content in a easy to use application has made visits to our website last longer, generated more appointments, and much more sales and service than we ever expected! The CarNow tool allows us to provide the type of on-line experiences that our clients expect from shopping for other products and services on-line. Customers and employees are thrilled with CarNow, and we are excited to explore more ways to WOW our clients with CarNow."

*Mike Gruber
General Manager
Paul Miller BMW*

"CarNow has been awesome for us. It is allowing us to service the customer faster and better to fit their needs."

*Drew Tutton
General Manager
Ed Voyles Automotive*