

Feature Tour helps drive conversions and fight margin compression by showcasing key vehicle features and promoting their value in a revolutionary new way. Its proprietary personalization engine creates an immersive multimedia tour of each vehicle's most valuable features based on the individual shopper's preferences. Feature Tour brings carefully crafted videos, images, and explainer content directly to consumers as they explore vehicles online. Meanwhile, SpinCar's SpinTelligent Behavioral Insight platform captures first-party behavioral data and intelligently prioritizes leads and recommended VINs. Feature Tour is powered by a comprehensive database of OEM-approved content that includes high resolution images, videos, and in-depth descriptions.

The Problem:

Today's vehicles are equipped with complex features and capabilities that are often difficult to explain. Lengthy lists and descriptions included on traditional VDPs do little to inform and educate online shoppers, especially in a mobile-first world. As a result, many consumers are forced to leave a dealer's website to conduct additional research on other websites. Some consumers may disregard features altogether and use price as their primary decision driver when comparing vehicles from various retailers. These factors have contributed to eroding gross margins for dealers. Consumers may have the perception that a specific vehicle is overpriced because they don't understand the added trim package features.

How It Works:

SpinCar's newest product offering replaces static VDP feature lists, instead providing customizable multimedia experiences based on a consumer's self-identified interests. Feature Tour helps consumers make more accurate product comparisons while also providing tangible justification for a dealer's published price. Feature Tour content is currently available for more than 1,700 features across 29 OEMs and counting.

Using SpinCar's cloud-based software platform and database of OEM-endorsed content, dealers are able to automatically add Feature Tour to any vehicle detail page (VDP). Online shoppers who visit those VDPs are then able to take a guided, virtual walk-through of

Website Merchandising

Feature Tour

A proprietary multimedia personalization engine which educates consumers by showcasing the valuable features of a vehicle that are most relevant to each individual shopper.



"Feature Tour adds a lot of content for the visitor while they are engaging with the images. These are lower-funnel shoppers and the more content we can give them, the better chance we have at closing that deal. I can definitely see in my analytics that time on site has increased, and my VDPs are getting longer engagement."

Al Gillespie
Chief Marketing Officer
Feldman Automotive Group



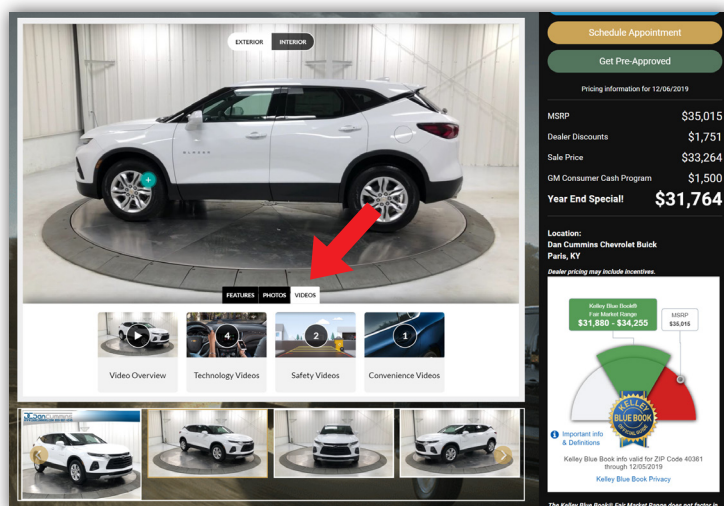
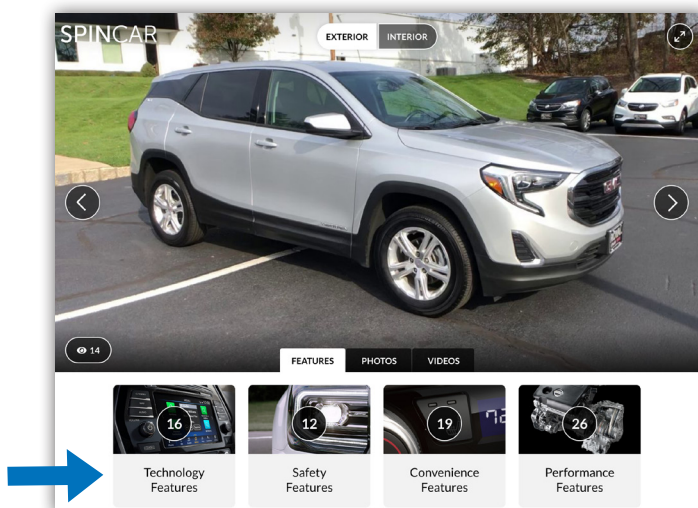
www.SpinCar.com

"Feature Tour provides a whole new way to tell the unique story of a vehicle's most valuable features, harnessing the power of digital merchandising technology to transform the customer experience while maximizing the value of every shopper visit."

Devin Daly
Co-founder and CEO
SpinCar

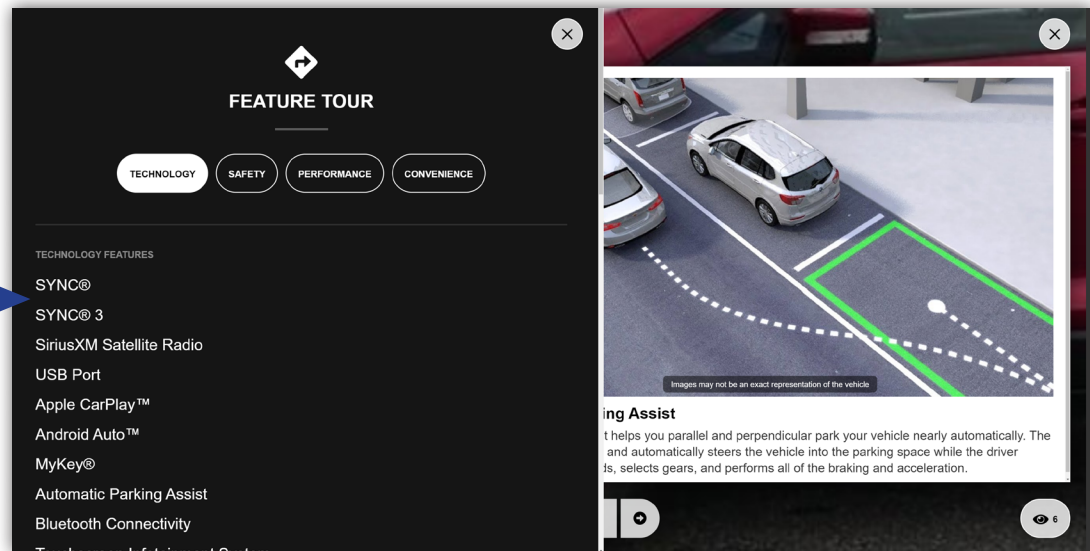
the vehicle's key features and options. Users can review all of a vehicle's key features, or they can customize their Feature Tour based on their areas of interest: safety, performance, technology, or convenience (see [blue arrow](#)). Valuable information regarding the shopper's preferences and interests is then captured and used to suggest other vehicles with similar features, as well as facilitate more personalized follow-up communication from the dealer.

Navigating Through Features. Customers can navigate through the Feature Tour experience in two ways: 1. clicking through in a sequence or 2. by choosing one or more of the four menu options: technology, safety, performance, and convenience. This gives shoppers the ability to customize their experience.

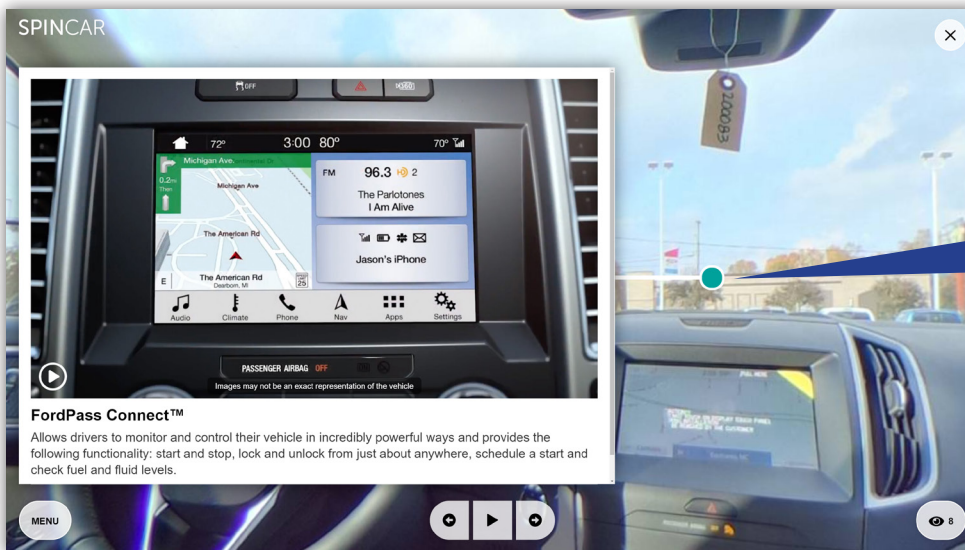


If they aren't interested in particular features, they can browse through all features, with the option to watch videos in each area (see [red arrow](#)). SpinCar tracks engagement and is able to see how customers are self-identifying, their interaction data, engagement patterns, time spent on VDP, dwell time on copy and video content, and other metrics.

Clicking 'technology features' will prioritize those features above the others and, if there is a second choice, that category will follow.



Feature Tour highlights the specific options that customers care about. Dealers can decide if they want to provide an automated, guided virtual tour, or whether the visuals remain static so that the customer can explore on their own.

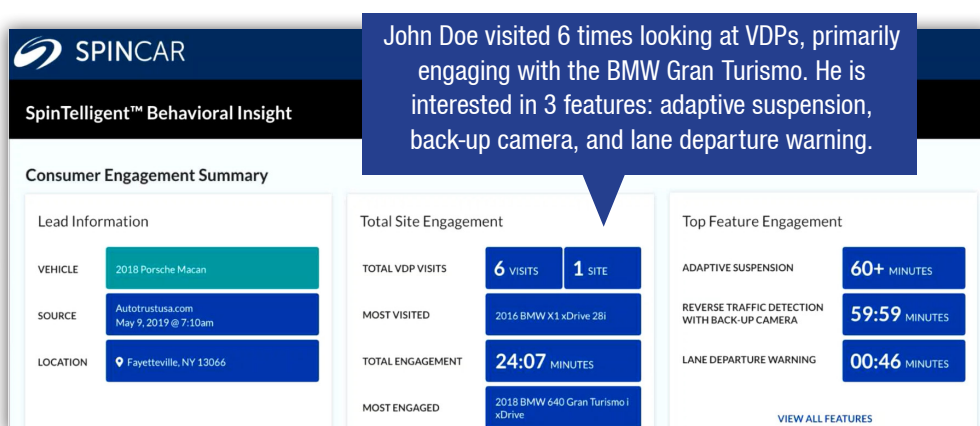


As a feature is displayed, it draws a "hotspot" on the vehicle to the general location where the feature is located. These features, images, descriptive copy, and videos are drawn directly from the OEM site. The static images and the video further enhance the explanation within the copy.

Value Propositions for Feature Tour are as follows: 1. *Provides an educational space for consumers and reduces VDP bounce rate.* Shoppers find the information they are looking for on the dealer's site and don't have to leave to search elsewhere. 2. *Highlights the vehicle features that shoppers care about.* More and more consumers are displaying demanding buying behavior. They may be non-negotiable on the features they want in their next car. 3. *Highlights emerging technologies.* Dealers may be touting features or terminology that is unfamiliar to the customer. Feature Tour is actually selling and adding value to the feature by explaining it through photos, videos, and descriptive copy. 4. *Creates an interactive user experience compared to a static VDP.* Typically, no context or explanation is provided with the list of features displayed on a VDP, and, too often, it is confusing, dense, and found below the fold. 5. *Reduces pressure on the sales staff.* Particularly with used inventory, the sales staff may not be familiar with the options on the vehicle. It's easy

for them to pull up the Feature Tour and show how the features enhance the value of the vehicle. Likewise, consumers viewing two similar VINs with highly different pricing are able to review the features to understand the vehicle's added value.

Reporting. SpinCar sends out three reports to dealer customers. The Daily Photography Report tracks productivity metrics, time to online, and inventory coverage rates. The Weekly Website Performance Report monitors engagement metrics including SpinCar leads submitted, trending vehicles by VIN and stock ID, overall VDP engagement, feature clicks, call-to-action (CTA) engagement, and others. Lastly, the SpinTelligent Behavioral Insight (SBI) reports provide both broad and granular first-party behavioral data for the BDC department at a dealership. These reports include up to six months of visitor VDP interaction, with information such as prioritized feature engagement and dwell time, shopper source and location, feature tag interactivity, VIN-specific prioritization based on engagement, and more. This allows the sales team to gather data for hyper-personalized conversations with the shopper. SBI, in particular, provides both granular, shopper-specific behavioral data of every VDP interaction as well as aggregate-level data across all dealer-owned and third-party websites. SBI also intelligently prioritizes leads using this data. New this year is full Google Analytics integration to enhance transparency in reporting.



Pricing. Feature Tour is currently offered as an add-on to SpinCar's 360° WalkAround product at an additional monthly subscription cost.

What do dealers say about Feature Tour?

"Most customers and salespeople don't truly understand just how many features are included in our vehicles, which means they won't comprehend their true value. Feature Tour showcases the true value of the vehicle shoppers are considering. Customers can choose to go as deep as they want to go in engaging with each VDP, watching feature videos and reading clear explanatory content. Best of all, they stay on the site longer. As a dealership, our priority is to ensure shoppers stay on our site as long as possible - and SpinCar makes that happen. Feature Tour is a game-changer for us."

*E. Dale Early
Owner/Principal
Hyundai of Silsbee*