



Find you next car in a Swipe!

- » REAL CAR LISTINGS.
- » SIMPLE. FAST. ACCURATE.
- » CAR BUYING MADE FUN!

Every Search Brings New and Unique Results!



About CarSwipe



CarSwipe is a company founded to develop a mobile app technology platform designed to provide high quality car leads to dealerships across the country. This application leverages mobile app swipe technology to simply connect buyers to dealership inventories via Smartphones and enable functions to deliver a strong user value. Our mobile application search engine will allow auto dealerships to broadcast their inventory to car buyers. CarSwipe is providing a unique platform with a fresh new look & feel that is attractive to clients as well as new features providing an optimal car buying experience!

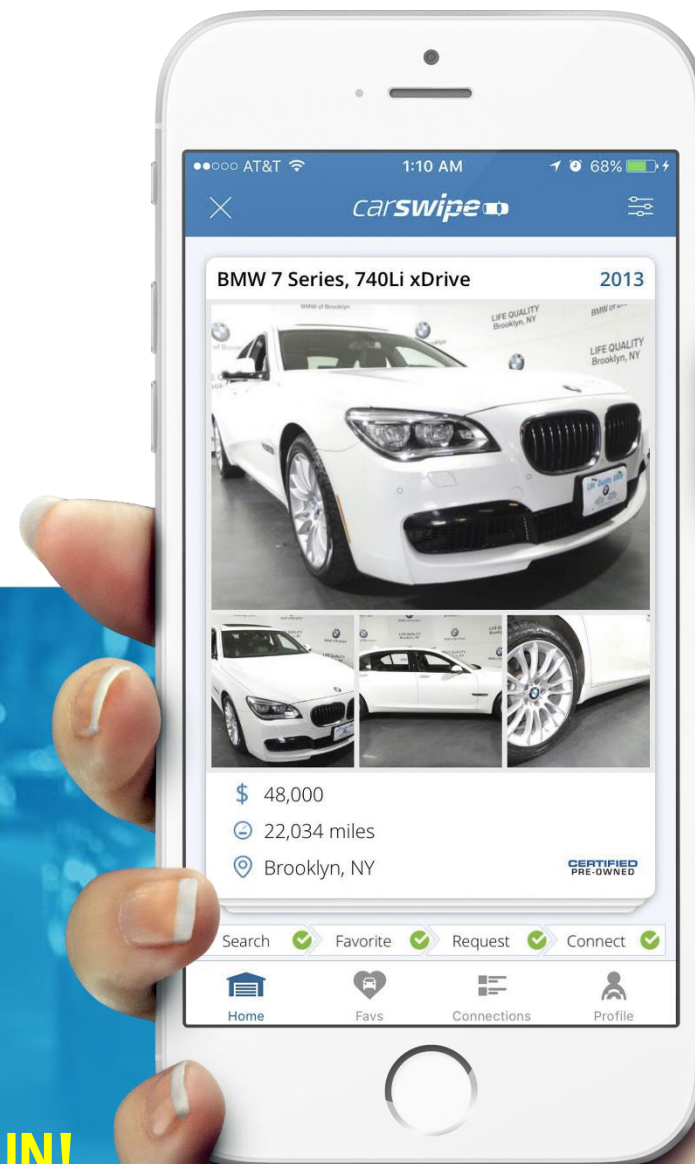
CarSwipe is revolutionizing the car buying experience for both consumers and Dealerships alike.



Mission statement:

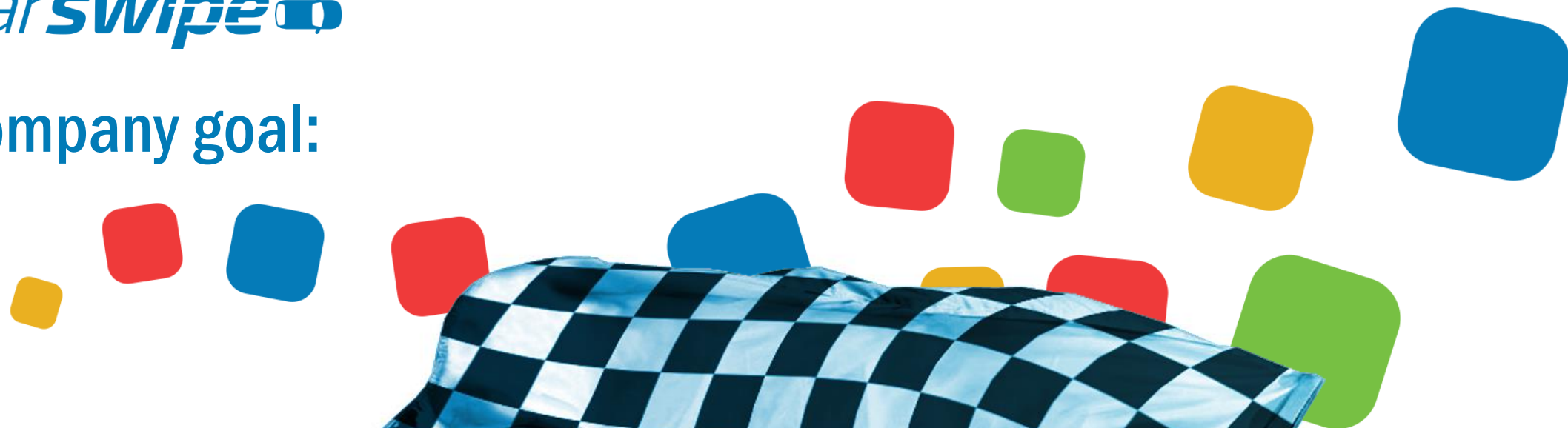
CarSwipe's mission is to change the perception of the car buying experience. We believe by empowering the consumer and dealership with the right technology and communications channels we can displace the traditional car marketing channels as the defacto standard for a consumer to find their next vehicle.

WE MAKE CAR SEARCHING EASY, FAST, ACCURATE, AND FUN!





Company goal:



TO BECOME

THE #1 APPLICATION

IN THE MARKET FOR SMARTPHONE VEHICLES SEARCHES



Market Challenges



- » Frustrating Buyer/End User Experience
- » Irrelevant Vehicle Listings
- » Time Consuming
- » Irrelevant Details
- » Overload of Information
- » Not Intuitive
- » Lack of Mobile Strategy
- » Does not capture the Millennials
- » Complex Dealership Contracting

The traditional car buying experience is frustrating, antiquated and ready for change!



Our Solution

“We believe that swipe technology is the best solution to present the consumer car information. Swipe technology is growing at a rapid pace.” – Shirri Aviv, CMO



Relevant. Efficient. Effective.



» Optimal User experience

» All verified car listings

» Easy, fast and fun platform

» Save & track favorite cars

» Automated Dealer/salesperson connections Tracking

» Get Dealership Directions

» Near Real Time Availability Status updates

» Share Favorite cars with family & friends



Video Calling and Live Chat

CarSwipe is designed to support seamless integration to dealership video and chat communication platforms such as Cisco Jabber and Skype for Business.

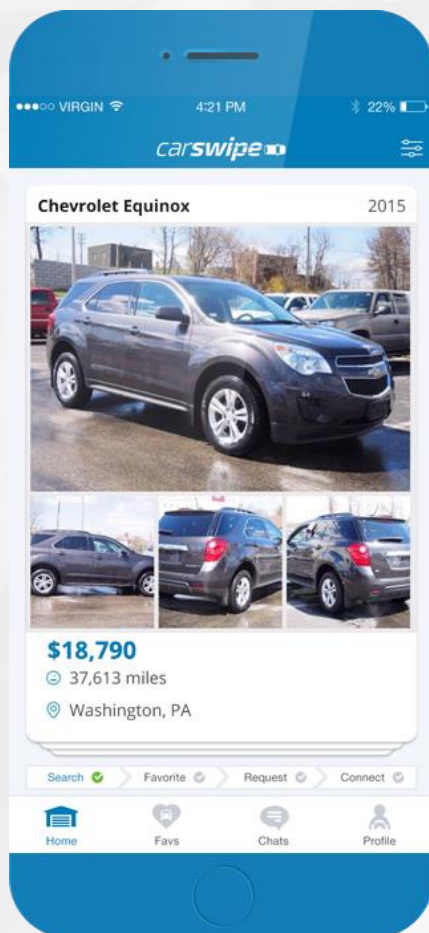
**Consumer to Dealership Engagement
via Advanced Communications**



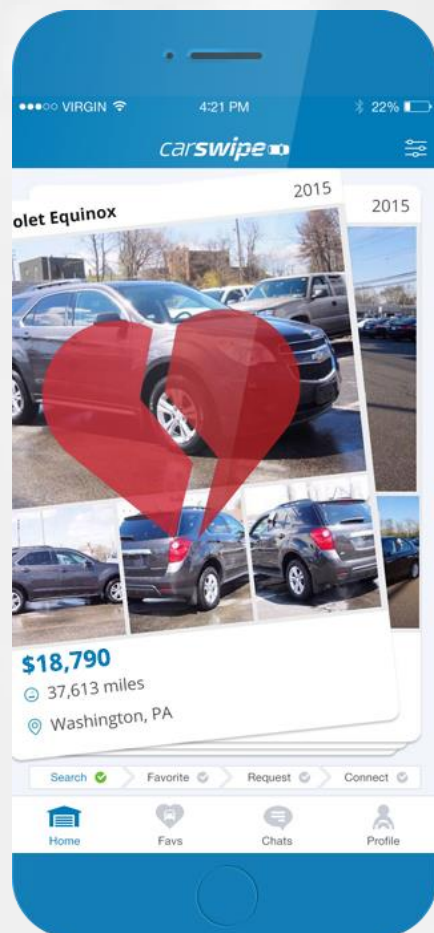


How does CarSwipe Work?

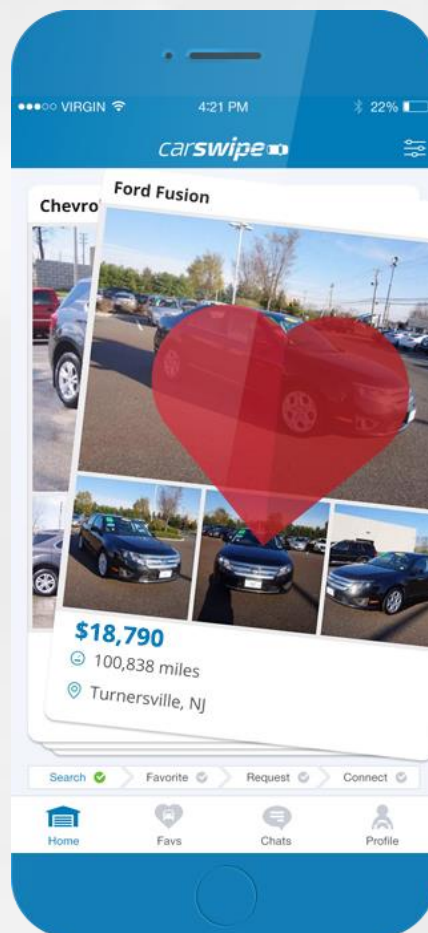
Search



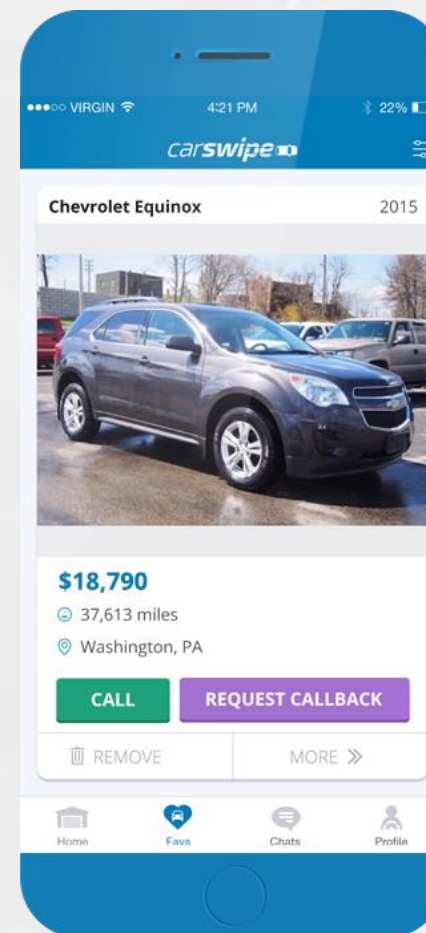
Swipe Left to Skip



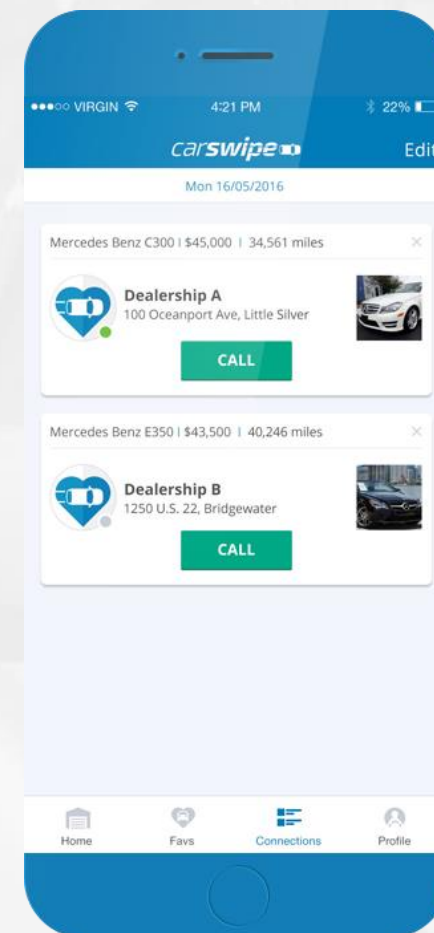
Swipe Right to Add to Favorites



Contact Dealership



Track Connection





Buyer-Dealership App

Engagement Model



Quickly Save Favorite Cars and Automated Connection Tracking!

- » **Direct Call to the Dealership or Salesperson**
- » **Request Callback**
- » **Request Email**
- » **Get Directions**
- » **Direct Text Message / Chat (Coming Soon)**
- » **CRM Integration Option for Direct Person-to-Person Engagement.**



Auto Dealership Value



Real. Relevant. Verified.

» High Quality Leads:

- » Verified User mobile phone numbers
- » Verified User Email Address
- » Verified Vehicle Interest

» Simple & Flexible Contracting Options:


- » Easy Integration and Inventory Feed options.




CarSwipe Listing Options



Listing Options – Results based on customer location and vehicle model searched

STANDARD	Standard listings are placed after the Premium listing or after the 5 th listing whichever comes first. Placement is placed on user search, location, criteria, and radius.
 PREMIUM	Premium Listings are tagged with the high priority and are positioned within the top 5 results based on radius search and distance to the user in a round-robin fashion. Premium listings are also badged with our Premium badge on the vehicle advertisement.

CarSwipe CarSwipe Monthly Charges

<i>CarSwipe</i> Monthly Charges	PREMIUM 	STANDARD
Number of Vehicles Advertised	Monthly Cost	
0-100	\$35	\$30
101-250	\$30	\$25
251-500	\$25	\$20
500+	\$20	\$15
Custom Package	CUSTOM	CUSTOM



2017 New Customer Promotion

- ✓ No Set up fees & No up front costs.
- ✓ Unlimited Standard Listings
- ✓ Unlimited Leads
- ✓ **Only \$749/ month**

**** Prepay for 1 year and receive 1 month free!**

Promotion expires: 12/31/2017





App Content Growth:

Flexible Inventory Data Feed Options



API

FTP Uploads

Scheduled Fetches

Files Supported: CSV, XML, CUSTOM



User Downloads & App Growth

Strategy



- » Online Advertising
- » Social Media Growth
- » Offline / Regional Marketing
- » Direct Email Marketing
- » Search Engine Optimization (SEO)
- » Targeted Marketing to drive user downloads
- » Key Strategic Partnerships
- » Drive Content, New Features, end-user Value
- » Television & Radio Advertisements



2017-2018 Solution Roadmap

- Person to Person engagement (CRM Integration)
- Instant Text Messaging / Chat
- Local Deals - Vehicle Purchase/Lease and Service
- Buyer Analytics and Recommendations
- Quick Buyer Financing Pre-approvals





Contact Us:

Phone:

866-88-SWIPE (866-887-9473)

Email: sales@carswipe.com

Web:

www.carswipe.com



Download on the
Apple Store



carswipe 

Thank you!

Find your Next Car in a Swipe!