



Find you next car in a Swipe!

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



## 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.

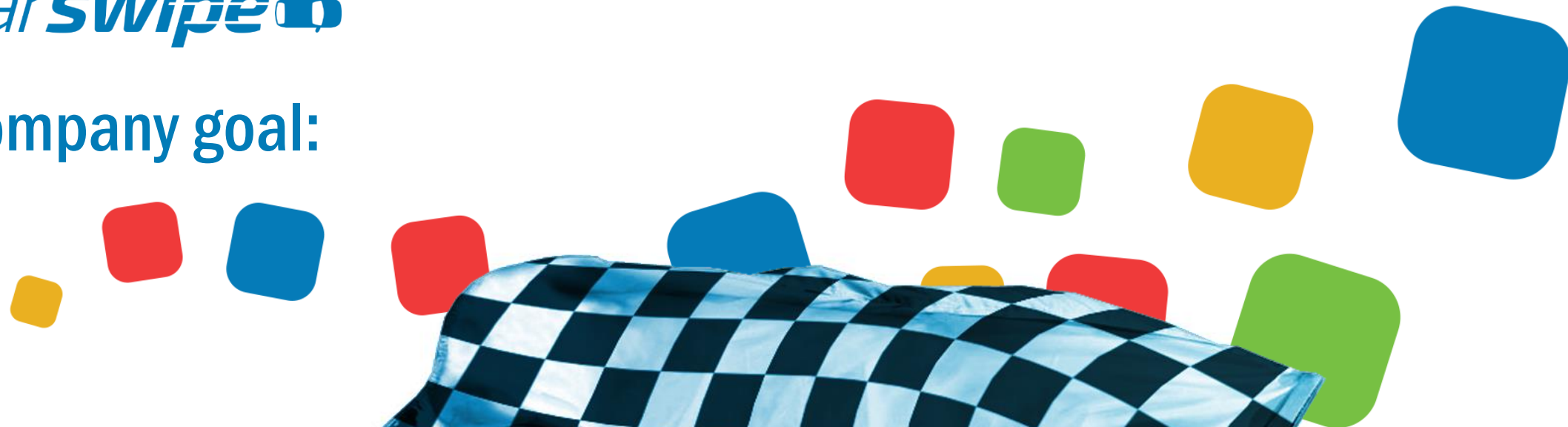
**WE MAKE CAR SEARCHING EASY, FAST, ACCURATE, AND FUN!**







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.

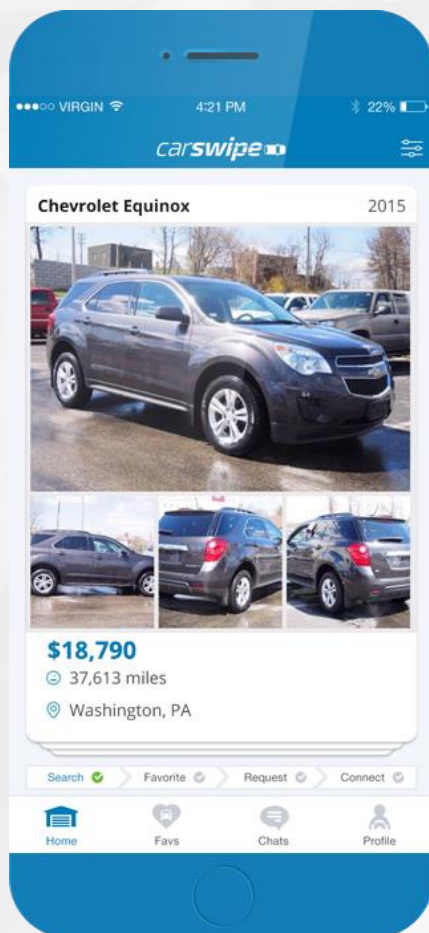
**Consumer to Dealership Engagement  
via Advanced Communications**



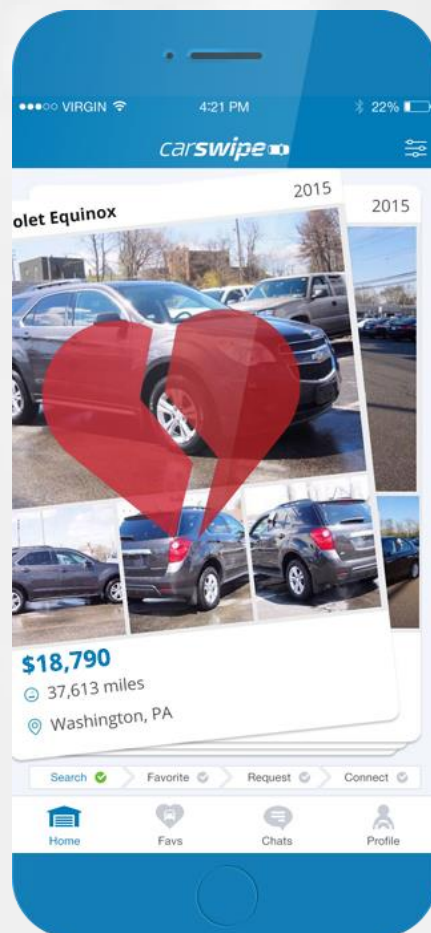


# How does CarSwipe Work?

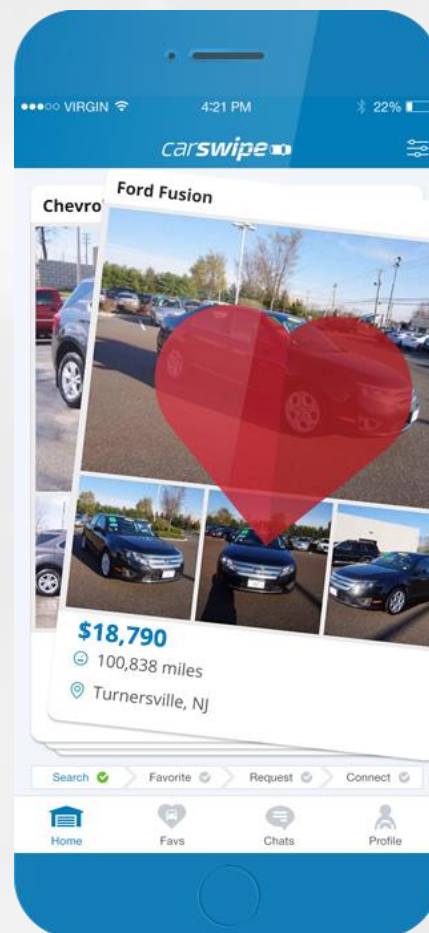
Search



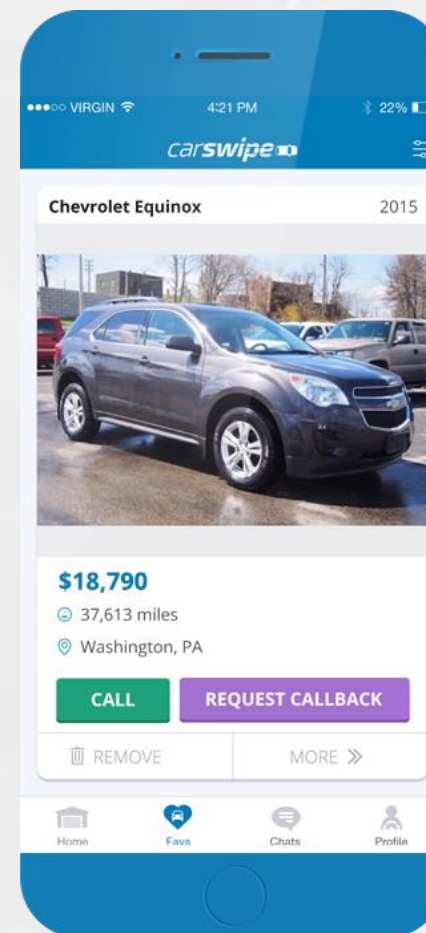
Swipe Left to Skip



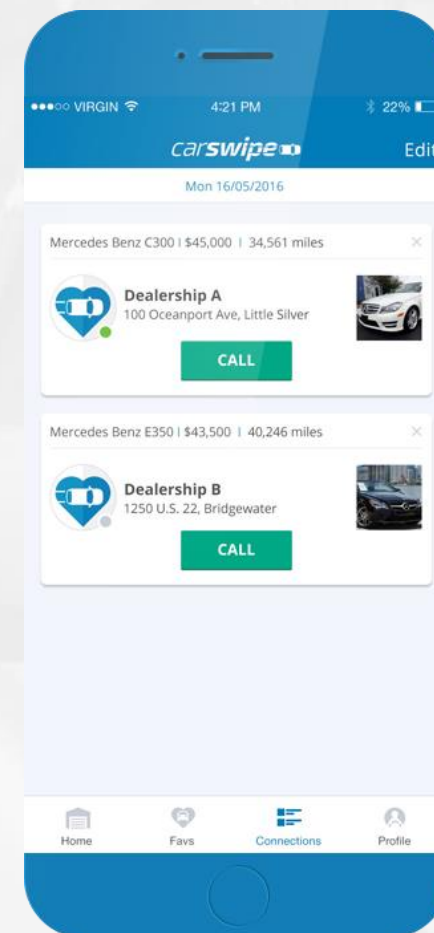
Swipe Right to Add to Favorites



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)



## 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.



## Flexible Pricing Model

## Simple Contracting



1

### Pay Per Unique Lead Per Car:

Starting at just \$10 per Unique Lead.

2

### Fixed Cost Contract:

Pricing based on Inventory Quantity Range.  
Starting at Just \$20 Per vehicle .

3

### Custom Billing:

We will work with you to meet your business needs.





# CarSwipe Advertisement Packages



## Package Details – Results based on customer location and vehicle model searched

STANDARD	Standard listings are placed after the Premium listing or after the 10 <sup>th</sup> 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 10 results based on radius search and distance to the user in a round-robin fashion.

# *CarSwipe* CarSwipe Monthly Charges

<i>CarSwipe</i> Monthly Charges	PREMIUM	STANDARD
Pay Per Lead Package (PPC)		
Unlimited	\$15	\$10
Inventory Package (Fixed Cost)		
0-500	\$40	\$35
500-1000	\$35	\$30
1000-5000	\$30	\$25
5000-15000	\$25	\$20
15000+	CUSTOM	CUSTOM



## Dealership Financial Benefits

- ✓ **Lower Cost** on both Inventory and Lead based pricing model.
- ✓ **No Minimum** on usage based – no leads no payment
- ✓ **Control costs** – limit number of leads per vehicle
- ✓ **No charge** for duplicate leads – Per User, Per Car, Per Lead.
- ✓ **No Set up fees & no up front costs.**
- ✓ **New Customer Promotion:**
  - ✓ **Lead package: First 100 Leads FREE + 20% Discount!**
  - ✓ **Inventory Package: First 30 days FREE + 20% Discount!**







## 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
- » Search Engine Optimization (SEO)
- » Targeted Marketing to drive user downloads
- » Key Strategic Partnerships
- » Drive Content, New Features, end-user Value
- » Television & Radio Advertisements
- » Newspapers and Magazines



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*carswipe* 

# Thank you!

**Find your Next Car in a Swipe!**