

Ownership

“I don’t trust or like my dealer.”

**“What do I *really* need to do to
care for my car?”**

– Owners

**“I Need:” a trusted source to help
me maintain my vehicle**

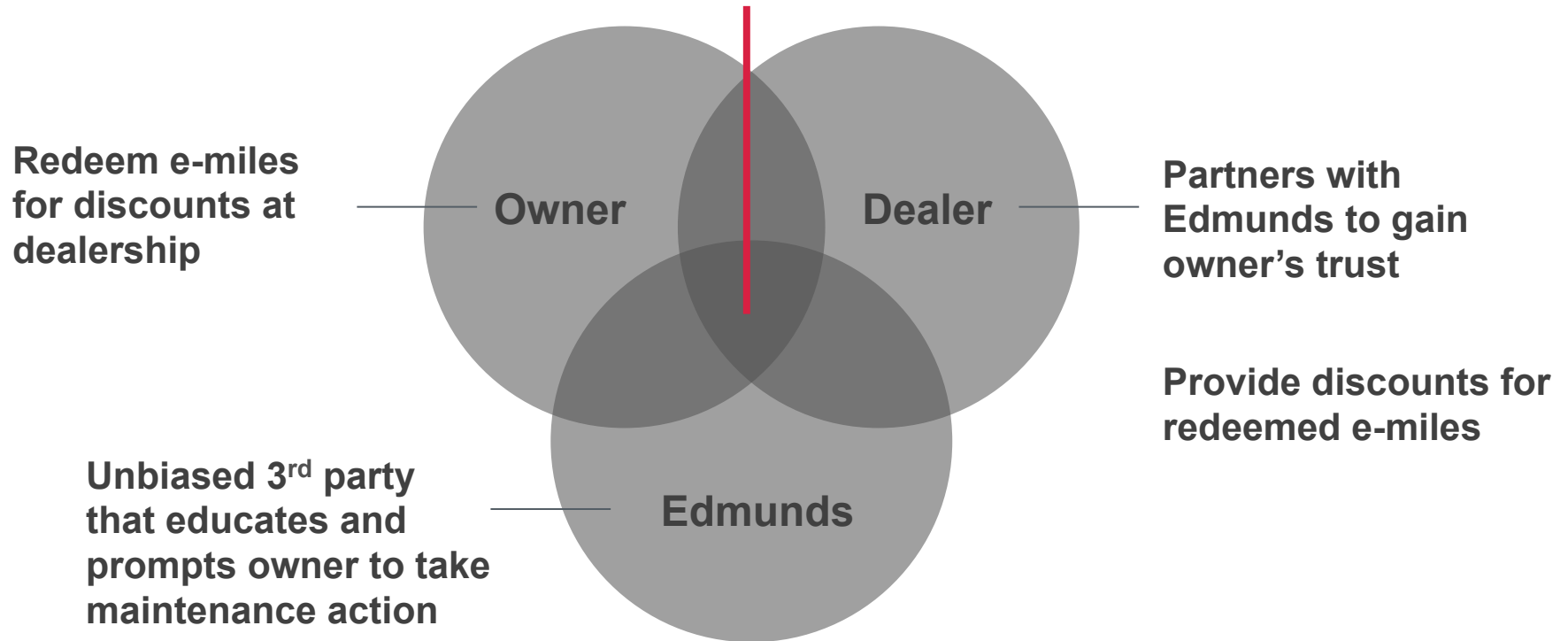
**“I want:” to be rewarded for taking
good care of my vehicle**

**“It would be great:” if I could gain
some control of the experience**

Solution: Create a long-term loyalty program for owners—*regardless of brand and/or dealer*—based on the individual owner's maintenance behaviors

How does it work?

Edmunds Owner Portal & e-miles



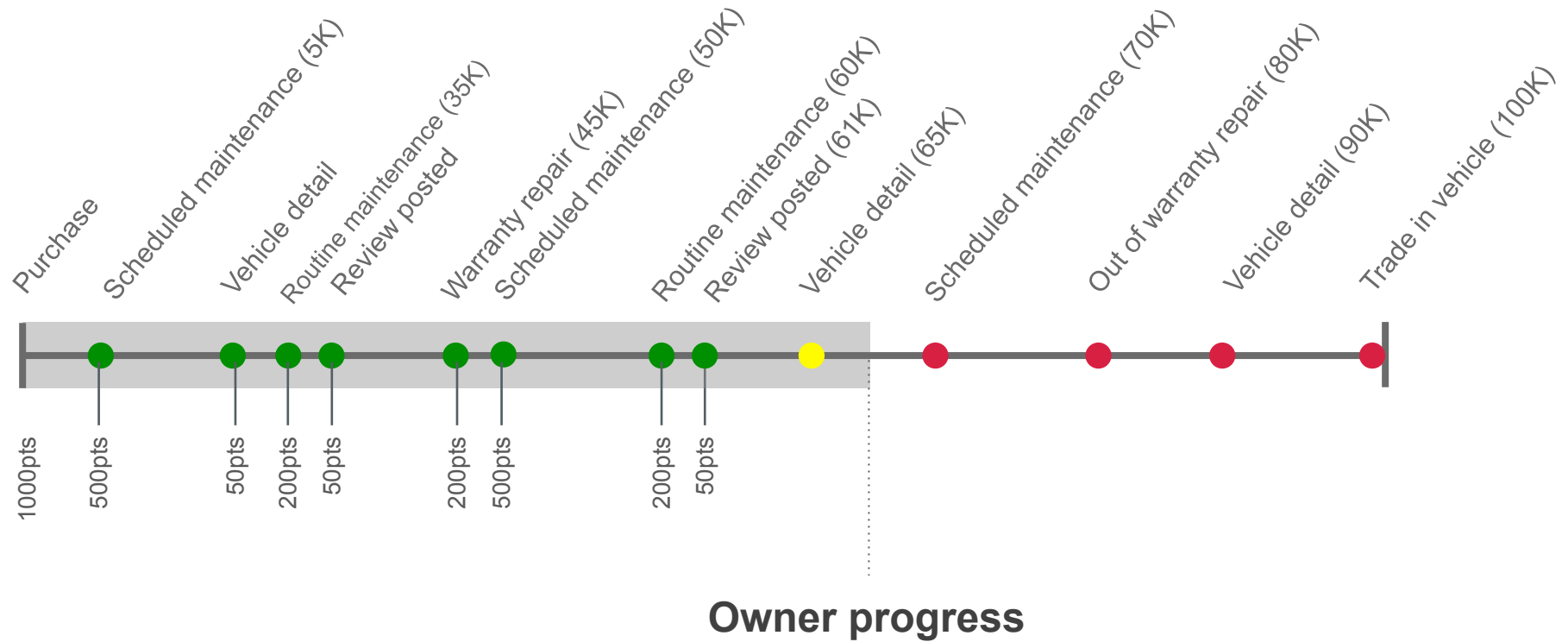
Rewarded behaviors:

- Owners complying with OEM vehicle maintenance schedule
- Getting vehicle detailed
- Oil changes
- Routine maintenance (wear and tear)

Rewards:

- Discounts on routine maintenance (not covered by warranty)
- Discounts on wear and tear items (purchased through dealer)
- Discounts on my next vehicle purchase

Ownership lifecycle



- Completed
- Not completed, past due
- Not completed. (To be completed in the future)


Incentivizing adoption of the owner portal and loyalty program

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Exterior Interior 360° View

Integrating the owner portal into Edmunds.com

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Welcome back, Joe Blow

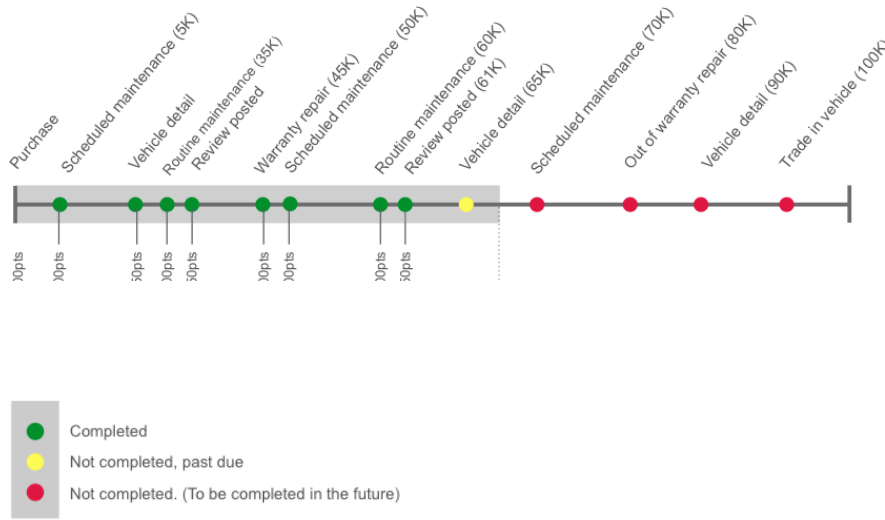
Your reward points total:

560

Earn Points

Redeem Points

Owner journey




● Completed

● Not completed, past due

● Not completed. (To be completed in the future)

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