

# CARMATCH



HACK  
MOTIVE  


It's 2013, so why are we still car shopping like it's 1993?



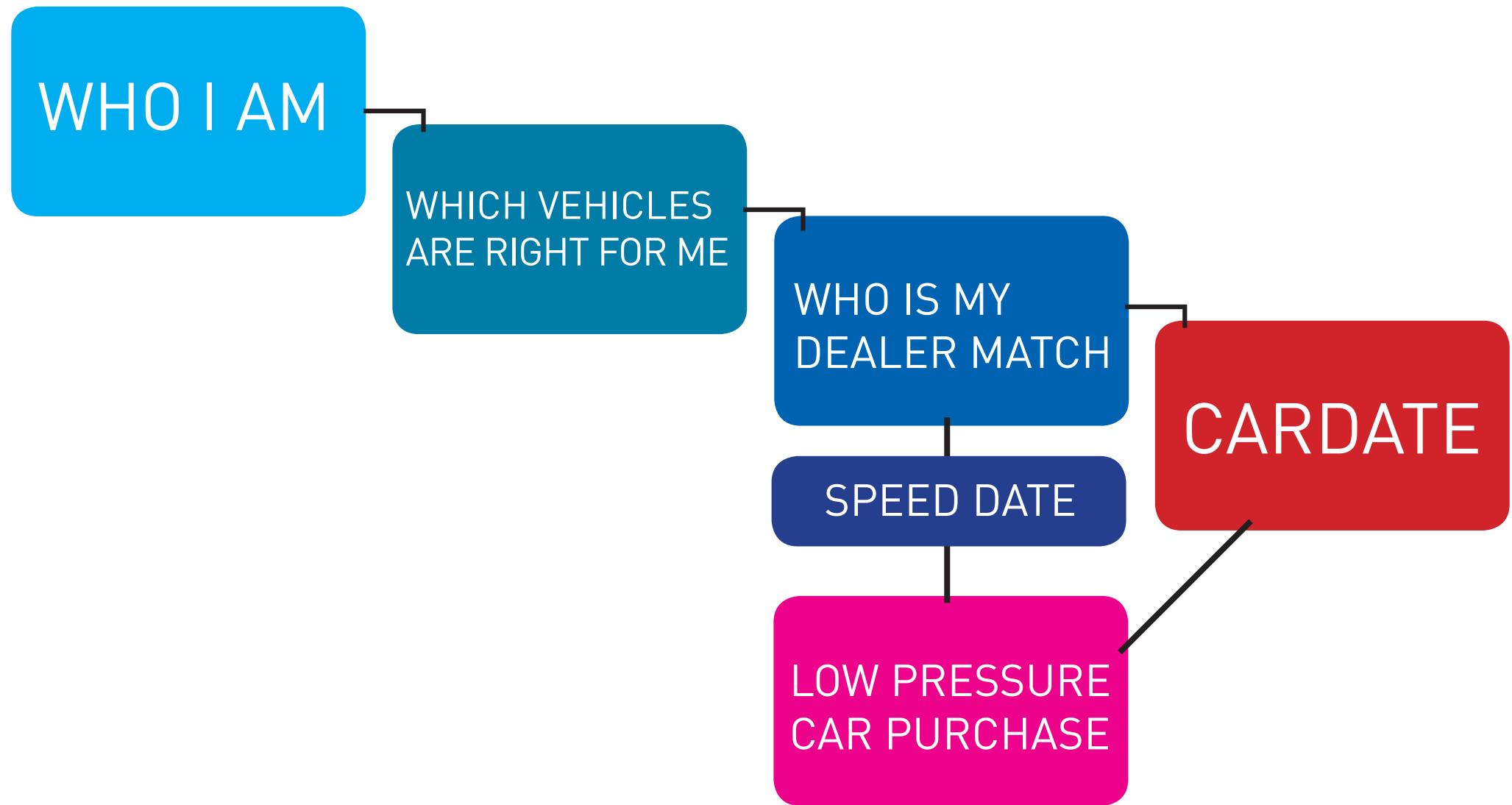
CARMATCH brings the customer, their perfect vehicle, and the dealer together. This new shopping experience is based on a customer's individual lifestyle and preferences.



CARMATCH takes a data driven approach to matching a selection of vehicles to a customer's online and offline lifestyle.



# CARMATCH PROCESS



# CARMATCH PROCESS - WHO I AM

31 Boards | 1,634 Pins | 7 Likes | Activity | Edit Profile |

253 Followers | 9 Following

Experiential Marketing a...  
149 pins

Store Fronts  
28 pins

Digital & Projections  
74 pins

Furniture  
92 pins

Lighting  
91 pins

HyperModern  
32 pins

Edit

Edit

Edit

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DigiFab aka Digital Fabri...  
73 pins

Materials  
95 pins

Vehicles  
185 pins

Motorcycles  
45 pins

Bicycles  
68 pins

Outdoor Adventures  
72 pins

Edit

Edit

Edit

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Edit

**PANDORA®**  
radio from the Music Genome Project®

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Your Profile | About the Music | Share | Help |

Pandora on the Web

Create a New Station...

Your Stations

Marvin Gaye Radio

Mogwai Radio

Neko Case Radio

The New Pornogr...

NP, GBV, Shins

Pink Martini Radio

Sam Cooke Radio

QuickMix

The Jessica Numbers  
by: The New Por...  
on: Twin Cinema

Flicker Street  
by: Tenderhooks  
on: Vidalia

Overwhelming  
by: PT Walkley  
on: And The Adv...

Guide Us...

LinkedIn Account Type: Basic | Upgrade | 14 notifications

Kirsti Scott | Add Connections

Home | Profile | Contacts | Groups | Jobs | Inbox | Companies | News | More | People | Search... | Advanced

**HTML5 Development - Using Closure, Sencha Touch or vanilla JS.** From: Tringapps, Inc

**Larry East**  
1st  
Founder of Joie de Vivre  
San Francisco Bay Area | Hospitality

Previous: Joie de Vivre Hospitality  
Education: MBA at Stanford University Graduate School of Business

**Send a message** | 500+ connections

[www.linkedin.com/in/chipconleysf](http://www.linkedin.com/in/chipconleysf) | Contact Info

**Summary**

**Specialties**  
Maslow's hierarchy of needs and creating self-actualized organizations; Inspiring leaders to learn to value the intangible.

**Experience**

**Founder**  
**Joie de Vivre Hospitality**   
Privately Held; 1001-5000 employees; Hospitality industry  
December 1986 – 2010 (24 years)  
Handcrafted California hotels with soul...  
Whether you are looking for hotels in Marin, San Francisco, Sacramento, Silicon Valley, Los Angeles, Orange County or the Coastal regions, you will find style, serenity, personality and friendly service whenever you stay at a Joie de Vivre boutique hotel in California. We're in the business of creating dreams and landmark destinations full of personality and heart. Joie de Vivre hotels mirror the California lifestyle: we're fresh, inventive, grass-roots, casual and experience-driven. Our eclectic collection of California boutique hotels offers something for every budget and personality. We've got a distinctive hotel for every travel need, whether you seek a romantic getaway, destination wedding, family vacation, weekend escape, unique event or meeting venue, or the alternative to the bland and cookie-cutter business hotel. We're the rebel in hospitality; no two hotels are the same. We invite you to celebrate the joy of life at one of Joie de Vivre's 35 boutique hotels in California.  
Chip has 2 recommendations (2 partners) including:  
[\(2nd\) Andy Partridge, Director, Andy Partridge Training](#)  
[\(2nd\) Morris Lasky, CEO and Founder, Lodging Unlimited Inc](#)  
Recommend Chip's work at Joie de Vivre Hospitality

**Volunteer Experience & Causes**

**Chip's Activity**

Chip Conley is now connected to Susan Lopes, Founder at Good News Reuse™, Heather McGough, Founder at Urbanity Events, and 2 other people.  
1 day ago

Chip Conley is now connected to Amy Worth, Sales Productivity and Field Enablement Leader, Cheryl Rosner, director, entrepreneur, investor, and 2 other people.  
5 days ago

Chip Conley is now connected to Brian Lerkins, Specification Manager at Victoria & Albert Bath LLC, Yuval Goren, CEO of Success Wizard & Executive Life Coach, and 9 other people.  
9 days ago

Chip Conley is now connected to Peter Bookah, Experienced Business Advisor, Public Speaker, Investor & Business Owner  
10 days ago

[See more Activity »](#)

**Contact Information**

Email & Phone: cc@jdhospitality.com primary

Tags: classmates, [Edit tags](#)

Kirsti, Follow Xerox  
Kirsti Scott  
Keep up with interesting, relevant updates about Xerox.  
[Follow Company](#)

CARMATCH adds a new dimension to the car shopping experience via the customer's social media profile. Shoppers can input additional personal information to improve the matching experience.

# CARMATCH PROCESS - VEHICLE MATCH



A selection of vehicles are presented that match the customers interests and preferences based on their personal profiles.

Shoppers can refine their search, compare options, and customize their selected vehicle.

# CARMATCH PROCESS - DEALER MATCH

Google nissan los angeles

Get directions My places Print Go

nissan near Los Angeles, CA

**Los Angeles Nissan Dealer**  
Choose **Nissan** Official Site.  
Find your Local **Nissan** Dealer.  
[www.chooseanissan.com/los\\_angeles](http://www.chooseanissan.com/los_angeles)

**Cerritos Nissan**  
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(818) 769-8100 · [universalcitynissan.com](http://universalcitynissan.com)  
8 49 reviews  
good experience · sageauto.com · rental car · totally different · extended warranty  
"My car had a check engine light on. After checking they said repair was ..." -

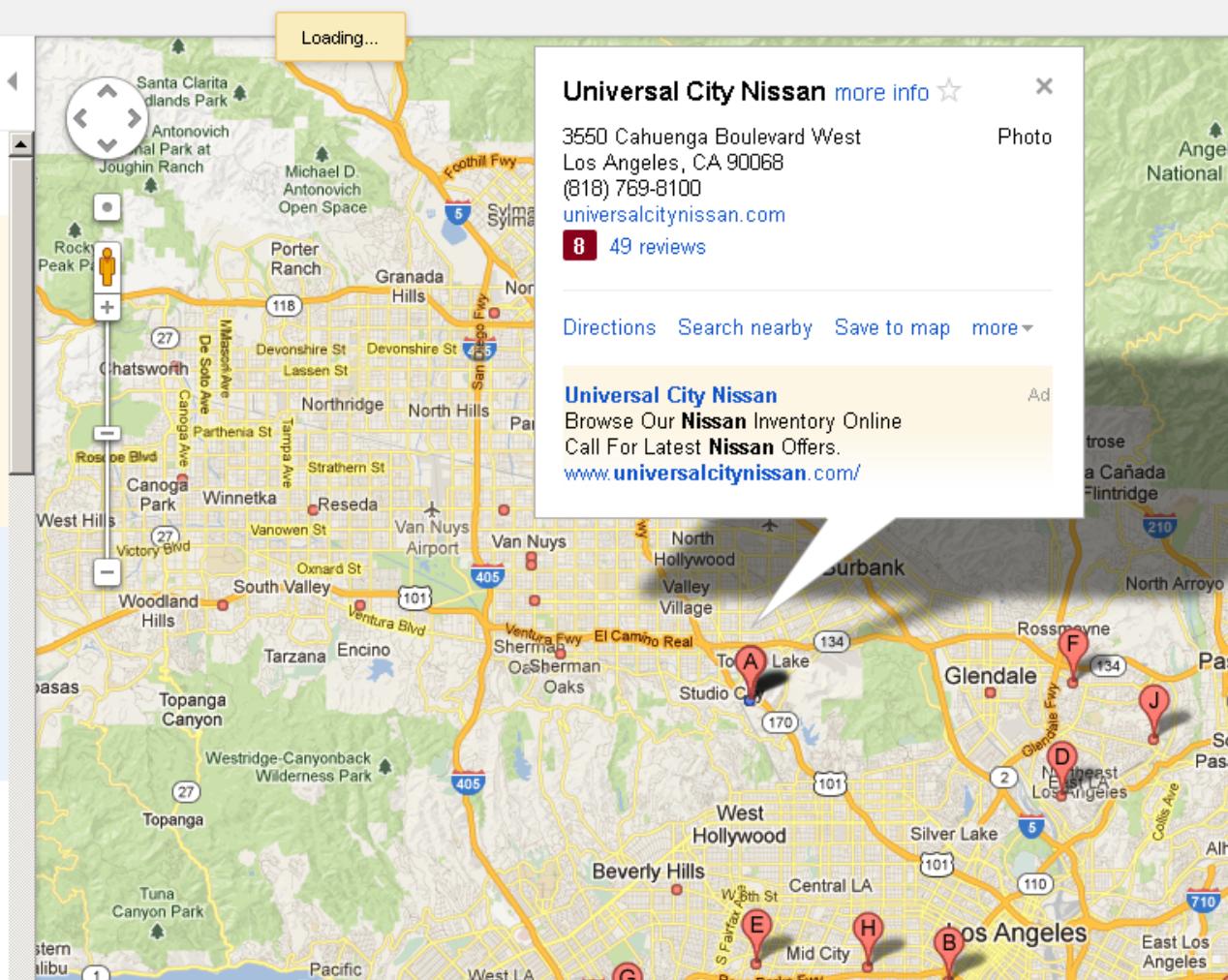
**B Nissan Of Downtown L.A.**  
635 W Washington Blvd, Los Angeles, CA  
(888) 419-0743 · [downtownnissan.com](http://downtownnissan.com)  
13 11 reviews  
"My car lighted on "Service Engine Soon" 10 days ago. So I went **Nissan** of ..." -

Loading...

Universal City Nissan more info Photo  
3550 Cahuenga Boulevard West  
Los Angeles, CA 90068  
(818) 769-8100  
[universalcitynissan.com](http://universalcitynissan.com)  
8 49 reviews

Directions Search nearby Save to map more ▾

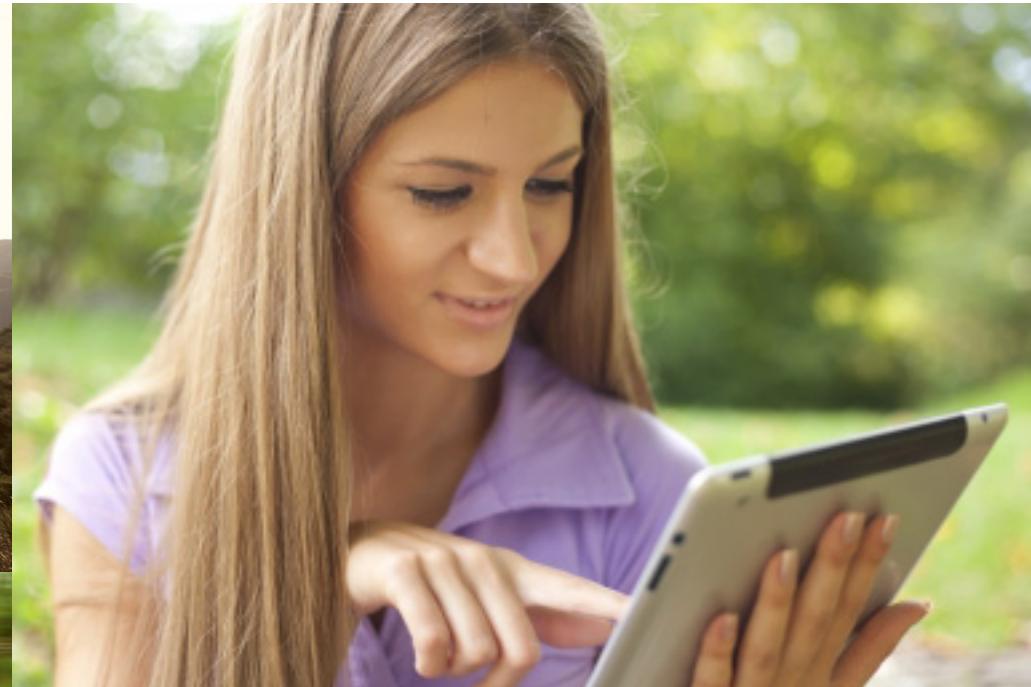
Universal City Nissan  
Browse Our **Nissan** Inventory Online  
Call For Latest **Nissan** Offers.  
[www.universalcitynissan.com/](http://www.universalcitynissan.com/)



Dealers are matched based on vehicle availability and geo-location.

Dealers match a salesperson to the customer based on the customers profile.

# CARMATCH PROCESS - CARDATE EXPERIENCE





CARDATE offers a customer-centered experience not found anywhere else.

The CARDATE packages draw from the customer's social media profile to craft a 24 - 48 hour experience. A variety of packages are offered.

With CARDATE, customers

- build a memorable relationship with the vehicle
- can share their on-road experience with friends and family
- develop a love affair with their vehicle

# CARMATCH MAKES LIFE GREAT FOR CUSTOMERS



TYPICAL ONLINE CAR  
SHOPPING EXPERIENCE



THE CARMATCH EXPERIENCE

# CARMATCH MAKES LIFE EASIER FOR DEALERS



LESS OF THIS...



MORE OF THIS - CHA CHING!

WIN



WIN

### WHAT'S IN IT FOR THE CUSTOMER

- The experience matches the value of the purchase
- They feel in control
- It's an efficient non-threatening process
- Expanded range of choice

### WHAT'S IN IT FOR THE DEALER

- Very high quality lead
- Prequalified customers
- Efficient use of time and resources
- Builds a stronger relationship



LUVOMOTIVE TEAM

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