

# HACKOMOTIVE 2013

Reinventing the automotive shopping experience



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# Our Challenge

For the money I am spending, the dealership experience and environment isn't on par with other retail experiences.



Think  
Nordstrom  
REI  
Apple  
IKEA

**What Do You Hate  
Most About The  
Car Dealership?**

# The Salesperson

Assistance with

**no trust**

They pick you  
and you have

**no control**



# What If...

Linked 

match.com<sup>®</sup>



yelp. 

edmunds 



**There Would Be An Emotional Shift**



**There Would Be An Emotional Shift**

**I am done  
being your  
b\*tch**







**There Would Be An Emotional Shift**

**I am done  
being your  
b\*tch  
You are  
going to be  
**MY** b\*tch!**

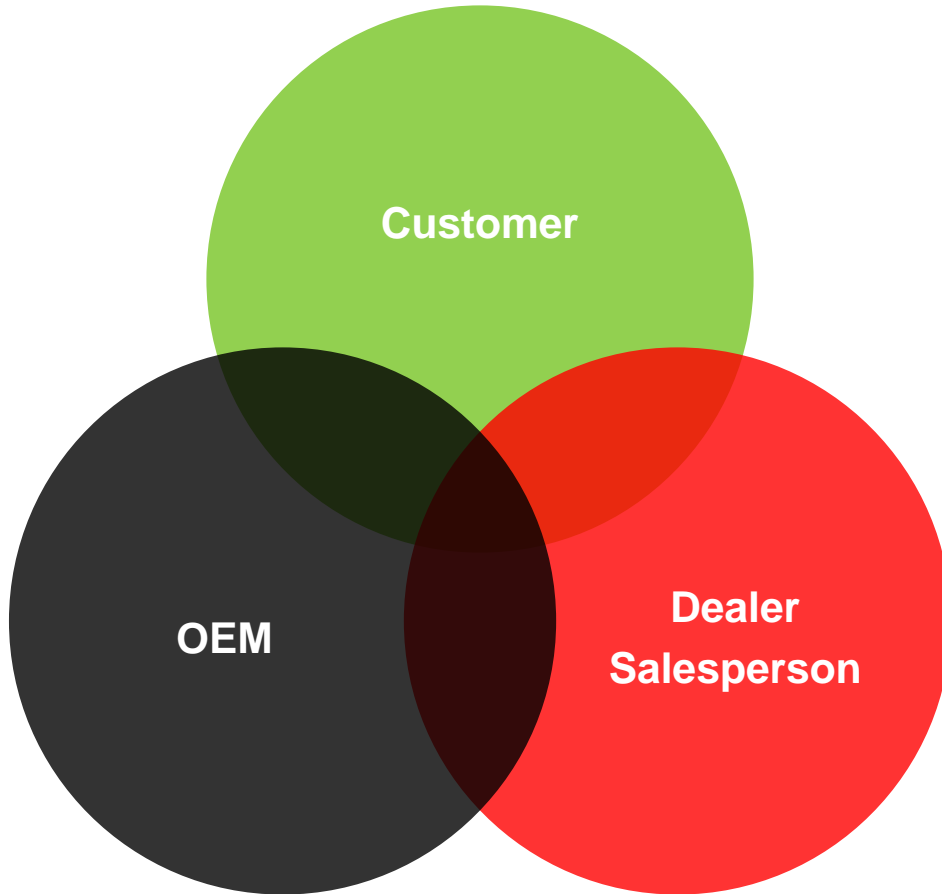


**There Would Be An Emotional Shift**

**EMPOWERMENT**



# Introducing MyMotive



- **Social Media data platform** that matches the consumer to his or her ideal salesperson.
- **Provides feedback and data** to salespeople enabling them to: improve performance, increase skill levels, build personal brand and ensure accountability.
- **Increased transparency**, accountability and marketing capability, results in a better car buying experience.

# The MyMotive Experience

edmunds.com Ask the Car People.™

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Home > New Cars > Subaru > Forester > 2013 Subaru SUV > 2.5X PZEV Price With True Market Value®

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Better EPA-estimated city/highway MPG\* than Subaru Forester† at a lower MSRP.†  
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2013 Subaru Forester SUV - Price With True Market Value®

Overview Pricing Photos Inventory Dealers More...

1 Choose a Style 2 Colors and Options 3 True Market Value® 4 Get Dealer Quotes

2.5X PZEV  
(2.5L 4-cyl, AWD 5-speed Manual)

Style Engine Drive Type Transmission Invoice MSRP

2.5X PZEV 4dr SUV	2.5L 4-cyl	AWD	5-speed Manual	\$20,166	\$21,295
2.5X PZEV 4dr SUV	2.5L 4-cyl	AWD	4-speed Automatic	\$21,256	\$22,495
2.5X Premium PZEV 4dr SUV	2.5L 4-cyl	AWD	5-speed Manual	\$22,870	\$24,295
2.5X Premium PZEV 4dr SUV	2.5L 4-cyl	AWD	4-speed Automatic	\$23,502	\$24,795

Tanya Diggs – Subaru Santa Monica



Eco Families Hybrid Certified™



MyMotive Triple Verified

[More>>](#)

Tanya Diggs – Lexus Santa Monica



Eco Families Hybrid Certified™

MyMotive Triple Verified



Boating Football Towing Certified™ Diesel Certified™



Michael – Subaru Venice



Android Hybrids Bluetooth Certified™



Keith – Subaru Hollywood



# MyMotive Activation



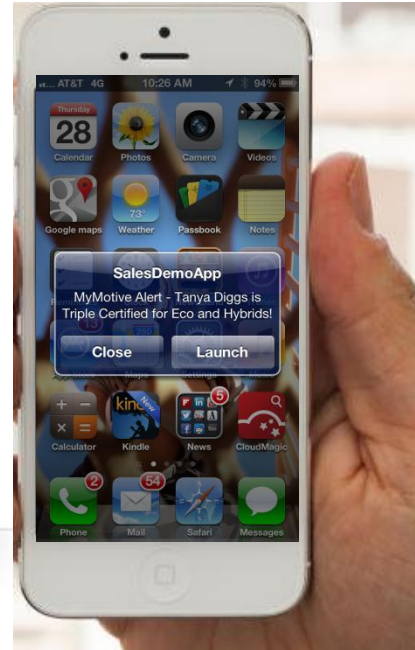
Dealership  
Window  
Clings



QR Stickers  
For Business  
Cards



Dealership  
MyMotive  
Kiosk



MyMotive  
Geo-location  
Push  
Notifications



Salesperson  
Mobile  
Dashboard

# Sustainable Benefits



# Validation From A Local Dealer

“My dealership gets rated- It would be great if I would get rated too.”

- Robert

“Shoppers trust Edmunds”

- Monty



Thank you

