





CROSSLEY FORD  
6405 METCALF  
OVERLAND PARK, KS 66202

## **RE: VINSOLUTIONS' SILVER PACKAGE PROPOSAL**

Dear Todd:

We're pleased to present this proposal for a VinSolutions products package tailored to fit your specific dealership's needs. When you select VinSolutions, you are teaming up with outstanding software developers, knowledgeable sales people, thorough trainers, and dedicated customer service consultants. Our goal is to partner with you for the life of your business. We understand that long-lasting relationships based on trust are valuable, and to show our good faith we won't ask you to sign a long-term contract. We'll earn your trust and your business every day by providing you with the best products and services in the industry.

When we receive the following information, we'll initiate the solutions sequence that will help you drive your dealership's success:

Go to <http://www.vinsolutions.com> and click the "create account" tab at the top right hand corner.

Read and click the "I read and understood" icon just above the continue button, then click the continue button.

Fill out the required fields and click on the "sign-up!" tab. An e-mail will be sent to your Regional Manager and they will contact you shortly.

Please note any alterations to this proposed solutions package will necessitate a new quoted price reflecting the desired changes. We look forward to working with you, and appreciate the opportunity you've given us to earn your business.

Best regards,  
Don Favero, Sales Guy



## MOTOSNAP™ DEALER INVENTORY MANAGEMENT

Managing your inventory online has never been easier. VinSolutions is an industry leading provider of inventory related software solutions. See VinManager for more details.

### Feature Overview

- Industry leading VinManager™ online inventory management
- Robust pricing analysis tool including market pricing, KBB, NADA, and Black Book
- Hundreds of internet classified partners
- One of the largest providers of custom designed VinStickers™ window labels
- VinCamera for easily taking your own pictures and videos
- VinBuddy for managing your inventory on the lot or on the go

## MOTOSNAP™ VINMANAGER™ - DEALER INVENTORY MANAGEMENT MADE EASY

Cost counts. Quality counts. But control makes it happen. VinSolutions' puts you in complete inventory control of your internet marketing destiny. VinSolutions empowers you, the dealership, to take your own photos, print your own window stickers, and manage your own inventory.

- VinSolutions is your single point of online dealer inventory management
- Taking photos with our integrated VinCamera™ makes the process simple to "do-it-yourself" and stop paying third party service providers
- Integrated pricing analysis tool including market pricing, KBB, and NADA
- Supports unlimited vehicle photos and videos
- Automated daily updates to Internet classifieds and your dealer website
- Easy to use window sticker and buyers guide module
- View and purchase CARFAX reports
- Powerful dual VIN decoders provides rich vehicle descriptions
- DMS integration automatically adds & removes vehicles from inventory daily
- MotoBlast sends your online inventory to Craigslist, Backpage and more
- Create VinBrochures™ as hand outs or by email through VinSolutions ILM/CRM
- Create and manage eBay Motors listings and much more

## PRICING ANALYSIS

VinSolutions offers an integrated Pricing Analysis tool within our Inventory and CRM modules.



### Pricing Analysis Overview

- Market pricing view and comparison
- Kelley Blue Book integration
- NADA integration
- Black Book integration
- Print & email book out sheets
- Trade appraisals

### Market Pricing

VinSolutions market pricing lets you compare your inventory to your competitors. Is your inventory under priced or over priced compared to your competition? Our market pricing tool will show you how your vehicles compare.

## YOUR INVENTORY. IT'S EVERYWHERE YOU WANT IT TO BE.

VinSolutions seamlessly sends your dealership's entire inventory to over 200 web partners nationwide. Centralize critical data changes to your inventory and trust VinSolutions to deliver those changes.

VinSolutions centralized classifieds broadcasting assists your dealership being out ahead of your competition. We send your inventory to online auto malls, automotive magazines, television commercial companies, advertising agencies and newspapers nationwide. Leave the heavy lifting to VinSolutions. Tell us who needs your inventory, and we'll make it happen.

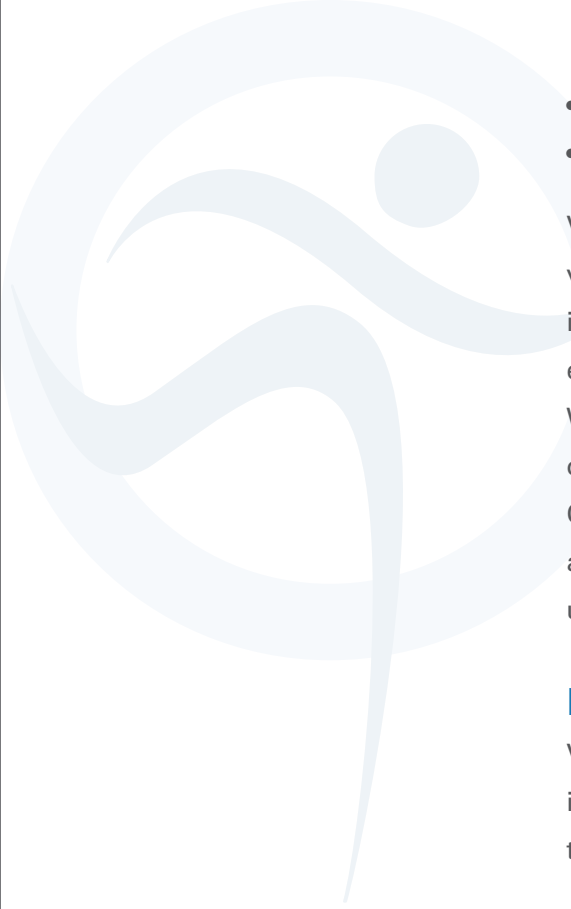
\* eBay Motors, Craigslist, and video modules requires a product upgrade at an additional cost.

## VINCAMERA™ GIVES YOUR CONTROL OF YOUR INTERNET MARKETING

VinSolutions gives you complete control of marketing your vehicles online. Control counts. Using VinSolutions VinCamera sells vehicles faster and puts money in your pocket.

### VinCamera Streamlines the Process

- Matching photos and videos to the proper vehicle while taking the photos.
- Auto-resizing photos for fast upload.

- 
- Automatically upload multiple photos to the correct vehicle.
  - Automatically encode and upload videos to the correct vehicle.

VinCamera matches the photo to the correct stock number as photos and videos are taken. This saves time and reduces mistakes compared to using an ordinary digital camera. The difficult process of uploading photos is eliminated thus allowing you to spend more time selling cars.

With a normal camera you would take 10 photos of 10 cars and then figure out how to deal with 100 files named RM0001.jpg through RM0100.jpg...

Our solution is so easy to use that a porter or anyone can take the photos and videos. VinCamera is the industry leading solution and is already being used by hundreds of dealers on a daily basis.

## MOTOSNAP™ VIDEO FUNCTIONALITY

VinSolutions' provides robust video capabilities. Videos can be uploaded in most common video formats and then utilized in a variety of ways within the MotoSnap suite of products.

### Video Functionality Overview

- Upload videos from your video or snapshot camera
- Optionally use our VinCamera to easily capture videos of your inventory
- Inventory walkarounds, video greetings, TV commercials and more are supported
- Post your videos on your website, YouTube, Cars.com, AutoTrader.com and others
- Gain valuable Video SEO benefits
- Easily email inventory videos to customers with MotoSnap CRM or ILM
- Easily email video greetings, TV commercials, or other content with MotoSnap CRM or ILM

### YouTube Video SEO Benefits

VinSolutions can send all of your videos directly to your own YouTube account. By sending your videos to YouTube you can also benefit by what is called "Video SEO". YouTube's videos are rated very highly by Google and other search engines for common search phrases like "make model city". Therefore, these search results can potentially return your YouTube videos ranked highly in the search engine rankings. This provides you more opportunities to brand your dealership, drive website traffic, and out-rank your competitors in the search engine rankings!

Please note that videos of your inventory are automatically removed from



YouTube when the vehicles are sold.

### Sample Walkaround Videos

Video walkarounds create a much better presentation of your vehicle than photos alone. Start taking your own walkaround videos today and send them to your website, AutoTrader.com, Cars.com and more!

## MOTOBLAST™

Some of the hottest marketplaces on the web are consumer posting sites like Craigslist, Lycos, Backpages, and Oodle.com. For example, Craigslist receives over seven billion page views per month. An estimated 20 million dollars worth of private transactions are taking place between Craigslist users every day. Retailer's that can successfully place and keep their products in front of these users are enjoying success that you just can't achieve through conventional automotive sites.

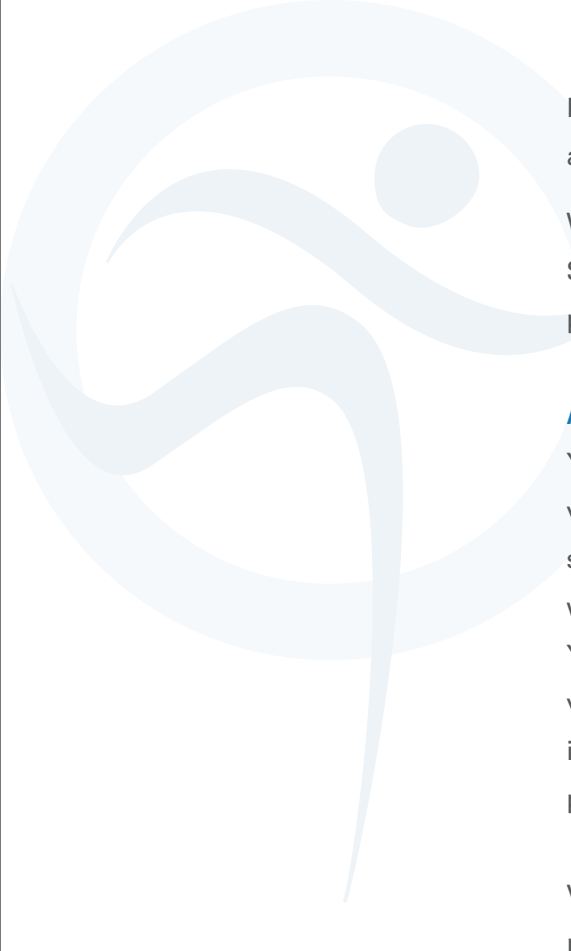
But it's not as easy as just signing up. These sites are built for individual listings, not your whole inventory at once. Conventional listing process includes manually entering a verification code, which takes an inventory manager an average of 20 hours per week of mind numbing manual labor. Then, once listed, your listing can be blocked or ghosted, rendering it useless. Without professional assistance, it appears to be a losing proposition. How can you reach this hotbed of clients without wasting time and money listing and relisting inventory?

MotoBlast is the answer. MotoBlast will post your entire used car inventory without any manual intervention. Are your listings being ghosted? We'll relist them for you. Does each listing need a manual verification code? We'll enter them for you.

You simply subscribe. We list the cars. We relist as needed. You follow up on the leads, and sell more cars. With MotoSnap, listing on these unconventional sites is a snap. Handling the leads generated from 40 million customers a month is now your next concern. Nice problem to have, isn't it?

## BRAND YOUR DEALERSHIP EVERYWHERE YOUR VEHICLE PHOTOS GO

Every photo is now a chance to get a call or email. Have your dealership logo, contact email, website address or slogan be part of every photo of your inventory seen on the Internet.



Branding is automatic. Your branding is everywhere. AutoTrader, Cars.com, anywhere your photos go, your branding goes!

We automatically keep you in compliance with the internet classifieds. Some pay-per-lead sites don't allow your phone number or website on your photos. No sweat! We'll keep you compliant.

## AUTOMOTIVE USED CAR WINDOW STICKERS & LABELS

Your dealership branding and logo is the most important part of your advertising. If branding and logos did not matter, there would be nothing to set you apart from your competition. Advertise your dealership inventory with VinStickers used car window stickers, because your image matters. Your used car window stickers should reflect the pride you take in the vehicles you sell. They're an extension of your advertising anywhere your inventory is seen. Whether your vehicles are on a web mall – or on a local parking lot. Let people know where they can find your vehicles.

VinSolutions provides the very finest VinStickers designs in the automotive retail industry. VinStickers are graphically pleasing with informative equipment & price data placement. Choosing VinStickers for your vehicles sets your dealership apart from the competition- both on and off the lot.

Dealer branded VinStickers can be purchased directly from VinSolutions. VinStickers and FTC Buyers guides can be ordered in quantities of 250, 500, or 1000. Please contact our sales team for detailed pricing and more information.

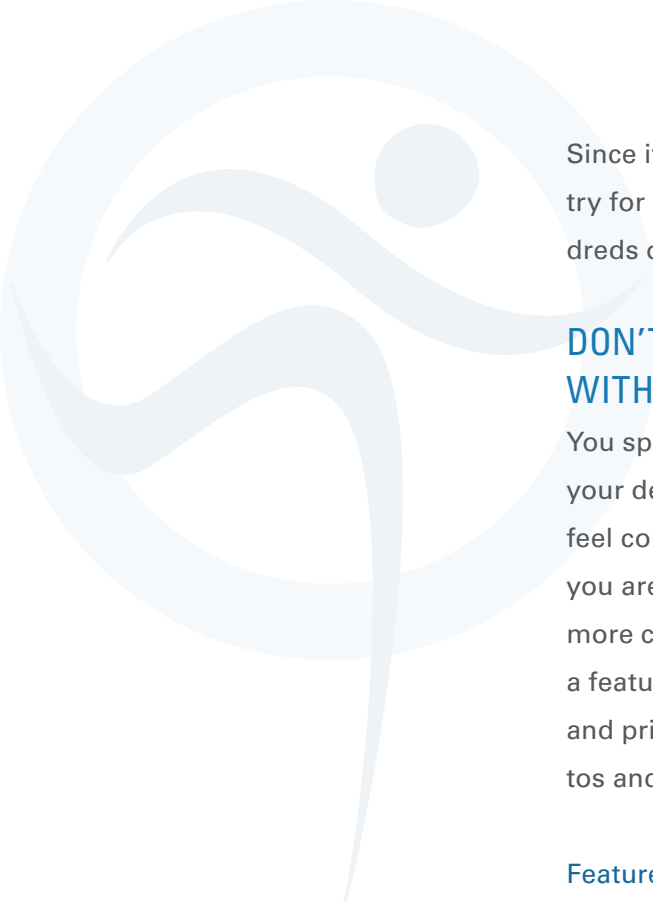
### Federal (FTC) Mandated Buyers Guides

VinSolutions offers several options for your compliance with the FTC. Every buyer guide we offer for sale or print from the VinSolutions Suite follow the required federal and state laws.

- As-Is warranty buyers guides
- Implied warranty buyers guides
- Spanish translated warranty buyers guides

## TAKE YOUR INVENTORY EVERYWHERE YOU GO

VinBuddy™ is a Windows Mobile application that empowers car dealerships to have complete control over their inventory. VinBuddy will download and hold your entire inventory in the palm of your hand.



Since its inception in 2003, VinBuddy has been the benchmark in the industry for mobile inventory management. VinBuddy has been through hundreds of revisions to continue pushing the envelope

## DON'T LET A CUSTOMER LEAVE YOUR LOT OR YOUR WEBSITE WITHOUT A VINBROCHURE™

You spend thousands of dollars every month attracting car buyers to visit your dealership. Even more time and money is spent making those buyers feel comfortable and confident about your dealership and the vehicles that you are selling. The more granular you can become with your customer, the more comfortable the dealership experience becomes. The VinBrochure is a feature within the Inventory Management and ILM/CRM. It's easy to click and print a vehicle specific advertisement that incorporates the vehicle photos and data along with your dealer image.

### Features:

- Provide your customers with a powerful marketing campaign within your dealership for each and every vehicle on your lot.
- Include your dealership branding and image along with easy to understand data and photos.
- Start the sales process using VinBrochure to collect visitor information 'on the lot'.
- VinBrochure is integrated within the VinSolutions ILM and CRM modules and may be used as auto responses to online leads.
- VinBrochures are placed on your VinSolutions dealer website or inventory gallery. Your online visitors can 'click and print' an instant VinBrochure to bring with them to your dealership.

## DMS INTEGRATION

VinSolutions provides seamless DMS integration between your inventory and internet marketing. VinSolutions polls your DMS every night for new and pre-owned inventory changes. Those inventory changes are processed on our server to add incoming vehicles and remove sold units from your internet marketing sites. This eliminates the need for physical monitoring of several sites to meet truth in advertising benchmarks.





### DMS Integration Features:

- Integration is available with most DMS systems
- DMS integration done by VinSolutions to eliminate finger pointing with other vendors
- Daily polling of inventory, sales, and service data
- Push a deal from MotoSnap Desking to your Reynolds, ADP, Arkona, Auto/Mate, or Autosoft DMS in real time

### EBAY

- Create national listings in 3 simple steps!
- Custom branded for your dealership
- Unlimited photos
- Receive HTML or ADF XML emails of bidders contact information including phone numbers
- DMS Integration & equipment VIN decoding eliminates vehicle data entry
- Use the same photos and vehicle information that is already being sent to other internet classifieds

### Ease of Use

Listing a vehicle on eBay could never be easier. Simply add a vehicle description; set a few listing options and you're done!

### Custom eBay Banners

The dealership can provide a banner to use within their listings or a custom banner can be designed by VinSolutions. A custom banner makes a pre-designed template uniquely yours. Our designer will work with you to create a unique identity that will add consistency and brand image to your eBay listings.

### Listing Templates

Various templates are available. Add photos, stats, descriptions and specifics of the auto you want to post. Add a custom banner with your logo and information, and you have a winner.

### Bidder Notifications

VinSolutions can email you whenever someone places a bid, makes a best offer, or has a question for you. VinSolutions can even send your notifications in ADF XML format to MotoSnap or your lead management system.



### Bidder Notifications

Automatic notifications are sent to all bidders that include your contact information and all the information about the eBay listing.

### Inventory Gallery

The VinSolutions Inventory Gallery not only showcases your full pre-owned and new inventory, but it also highlights your national eBay listings.

### Selling List

VinSolutions provides you the command and control that you need over your active eBay listings.

VinSolutions seamlessly sends your dealership's entire inventory to over 200 web partners nationwide. Centralize critical data changes to your inventory and trust VinSolutions to deliver those changes. It's a part of every package we sell, at no extra cost to you.

VinSolutions centralized classifieds broadcasting assists your dealership being out ahead of your competition. We send your inventory to online auto malls, automotive magazines, television commercial companies, advertising agencies and newspapers nationwide. Leave the heavy lifting to VinSolutions. Tell us who needs your inventory, and we'll make it happen.

\* eBay Motors requires a product upgrade at an additional cost.