





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



AUTOMOTIVE DEALER CUSTOM WEBSITES & DESIGN

Your dealership's website is making your first impression with the majority of your new customers. What kind of impression are you making?

VinSolutions websites deliver success by putting all the tools you need in one place – at your fingertips. We've done all the heavy lifting for you.

Our VinCamera software allows unlimited photos, and the easiest interface in the industry.

- Available VinVideos technology
- Display recorded Video Walkarounds
- Create your own coupons
- Robust and customizable Inventory Gallery
- Secure credit application
- Color matched stock photos
- All system provided pages allow custom content and editing by the dealer
- Create your own custom pages and edit the content whenever you want
- Promote your National eBay listings in your Inventory Gallery
- Detailed website traffic analytics

SEARCH ENGINE OPTIMIZATION & SEARCH ENGINE MARKETING

Search Engine Success. Delivered.

VinSolutions.com provides a range of search engine marketing packages to help fit your internet budget. With our flexible packages, we can meet all of your search engine marketing needs and grow your marketing efforts as your internet department grows. We want you to start with the package that is right for you and help you walk, run, then sprint into the search engine marketing revolution!

SEO Basic > Natural Search Engine Optimization Solution!

- Keyword & market research analysis
- Title & page name optimization
- Page heading & content optimization
- HTML optimization
- Local listings & URL submission plan
- Monthly web ranking report



SEO Advanced > Complete Search Engine Optimization and Lead Enhancer!

- Keyword & market research analysis
- Title & page name optimization
- Page heading & content optimization
- HTML optimization
- Local listings & URL submission plan
- Website lead enhancer
- Monthly web ranking report

PPC Complete > Pay Per Click Marketing with Results!

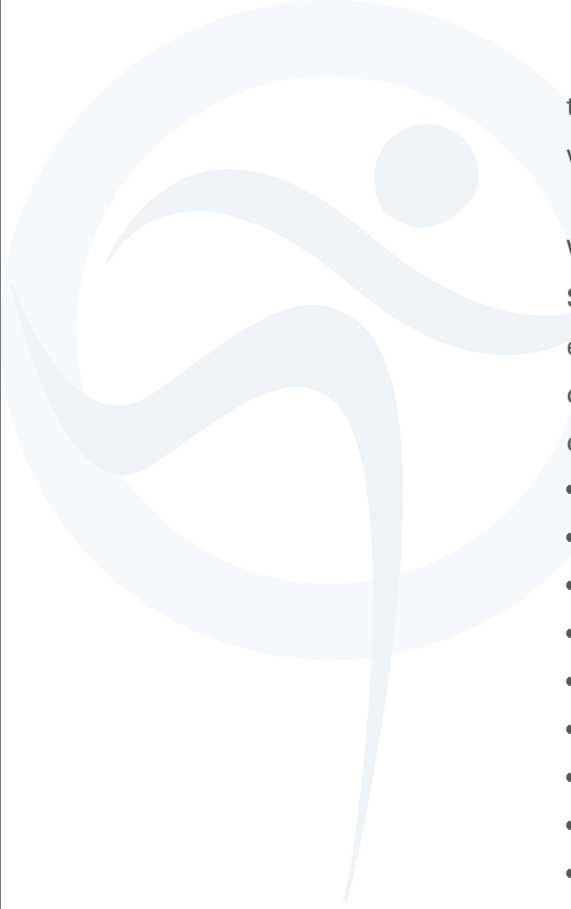
- Keyword & market research analysis
- Ad budget recommendation
- Campaign management
- Bid management
- Keyword & ad copy optimization
- Landing site technology
- VinSEO – online reporting analytics tool

SEM Professional > The Complete Search Engine Marketing Solution!

- Keyword & market research analysis
- Title & page name optimization
- Page heading & content optimization
- HTML optimization
- Local listings & URL submission plan
- Website lead enhancer
- Monthly web ranking report
- Keyword & market research analysis
- Ad budget recommendation
- Campaign management
- Bid management
- Keyword & ad copy optimization
- Landing site technology
- VinSEO – online reporting analytics tool

ADD YOUR VINSOLUTIONS INVENTORY TO YOUR EXISTING WEBSITE

Internet marketing success. It's about getting your inventory and photos on-line quickly. Your inventory should be easy to find on your website. Showing multiple photos of each vehicle and supplying professional data content



that educates your visitor is critical. You can do all these things with your website inventory in real time.

With VinSolutions websites and inventory galleries, you are in control. VinSolutions websites and inventory galleries provide your dealership the very elements that create internet marketing success. Go ahead and take your dealership's Internet marketing to the next level. Call today for an online demonstration.

- Can be "plugged-in" to any website
- Real time updates based on your VinSolutions inventory
- Links to your eBay Motors listings
- Multiple photos & photo slideshow
- Custom banners and color schemes available
- Extensive and categorized vehicle features
- ADF XML support for CRM software
- VinBrochures available on every vehicle
- Very fast and robust search
- Page views & leads statistics

[VinVideos integrate vehicle photos & information to create an interactive marketing message for dealer websites.](#)

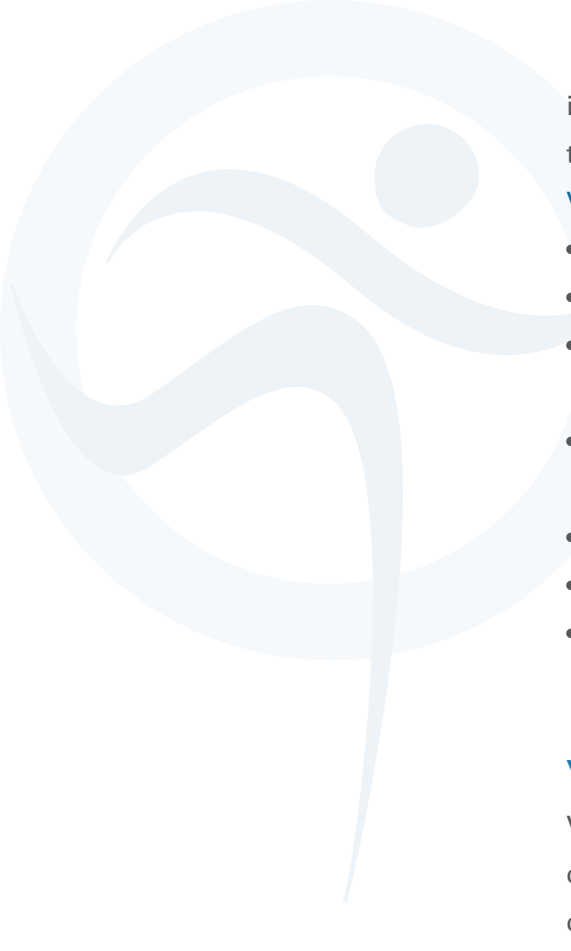
- Videos on your website are shown to increase visitor traffic and page view times.
- Provides a highly interactive experience for the consumer
- Available on any VinSolutions inventory gallery or dealer website
- Videos automatically created from photos with no effort by the dealer
- Text-To-Speech auto generation of sound track
- Customized intros, salutations, and messages available to add dealership branding

SEARCH ENGINE OPTIMIZATION & SEARCH ENGINE MARKETING

Vinsolutions offers up to 16 different templated websites in basic, non flash, advanced flash, and splash page templates. In addition we can create an absolutely custom site to suit your needs.

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 other sites
- 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!