





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™ NO CONTRACT AUTOMOTIVE CRM SOFTWARE

MotoSnap CRM has established itself as the benchmark in automotive CRM software solutions because we understand what it takes to run a dealership, and work a car deal. More importantly, we know how to apply technology to get the job done proficiently, effectively, and resourcefully.

MotoSnap CRM is the perfect fit for all dealerships because it was created and designed by experts and professionals from automotive sales. Previous dealership owners, general managers, finance directors and salespeople combined their expertise to create this comprehensive automotive CRM system.

MotoSnap CRM makes it easy to manage your personnel, maximize your lead proficiency, and monopolize your marketplace.

MotoSnap is the automotive CRM software solution built with your needs in mind.

MotoSnap Automotive CRM Software Features:

- No contracts
- Web based software, no servers required
- Ongoing bi-Monthly product enhancements
- BDC department
- Total showroom control
- Desking
- Monitors and forecasts sales
- Prints deal sales forms
- Enterprise reporting for dealer groups

MotoSnap Automotive CRM Integrates with your:

- DMS bi-directionally
- ILM and inventory systems
- Email
- Service department
- DealerTrack & RouteOne



MULTIPLE OR SINGLE ROOFTOPS – SINGLE SCREEN, SINGLE LOG-IN

Business Development Center (BDC) functionality for multiple or single rooftops is easily supported within the MotoSnap™ CRM and ILM. Business development agents (BD Agent) can easily be assigned tasks to assist in Internet leads, unsold followup, sold followup, service followup and much more. For multiple rooftop dealership groups (see Enterprise) a BD agent can easily view and complete tasks across all the stores. Performance reports are available to track how well your business development agents set appointments and what happens with those customers.

MotoSnap BDC was developed by a group of automotive and business experts. They are specialist in dealership operations, sales process, e-commerce, telephone and sales training. They are qualified to train and set up; phone center, BDC operations, and sales departments. All of this allow your dealership to concentrating on what it does best; match the customer to the vehicle that meets their needs.

As you know, a well trained Business Development Center can increase monthly showroom traffic by upwards of 25-35%. Our goal is developing and training your BDC to manage all the incoming, outbound sales calls, sold follow-up, unsold follow-up, and internet leads. VinBDC has taken a total accountability management approach to insure that our dealers and their customers are dealt with in a timely and professional manner, to increase profitable opportunities.

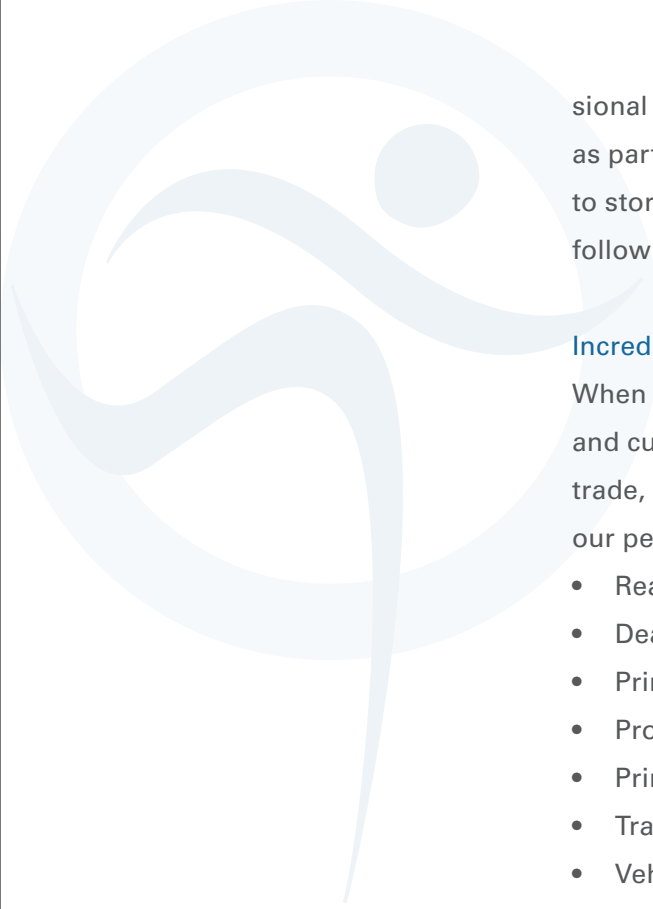
DESKING

Ever missed a customer on numbers?

It happens. What about having a customer come back a week after you last bid his trade, expecting the same deal. Where is that worksheet, anyway? Doesn't it seem like this always happens when someone else started this deal, but they're not around right now? Now you're on the phone with his 9 year old, tracking him down on his night off, digging through desk drawers, and sorting out that pile of bid slips in the used car office, trying to piece the story together.

It doesn't have to be that way

Introducing the MotoSnap Desking Module. Now you can create profes-



sional sales proposals, custom printed for each customer, and save them as part of the customer file – where they logically should be. Where better to store deal proposal information regarding your clients than in their own follow up history?

Incredibly Easy to Use

When you need to print a proposal, MotoSnap already has the vehicle and customer information stored from the demo drive. Put a figure on the trade, and click print to receive up to 9 payment options clearly defined on our personalized sales proposal. It's that simple.

- Real-time DMS push for ADP, Reynolds, Arkona, Auto/Mate & Autosoft
- DealerTrack & RouteOne integration
- Print loan/lease worksheets
- Provide 9 loan or lease payment options
- Print deal forms
- Trade appraisals
- Vehicle finder tools to match the customer to the right vehicle

SERVICE OPERATIONS MODULE

If buying the car is just the beginning, then the service department carries the majority of the burden of keeping customers satisfied. That's why MotoSnap encompasses your service department interaction.

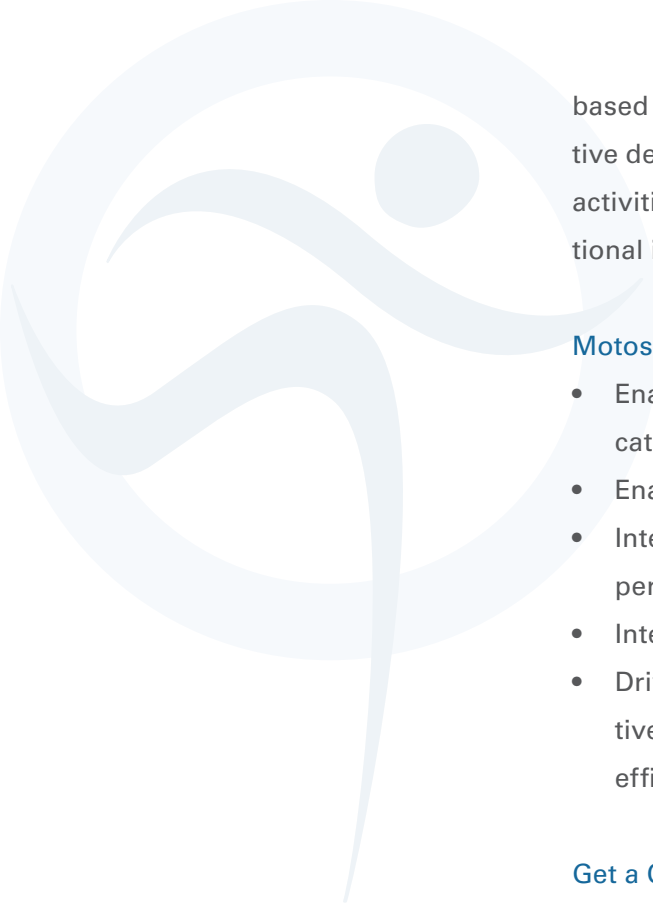
BDC ENTERPRISE EDITION

In today's marketplace, business development centers are more important than ever. But challenges abound, so only BDC's that can prove their worth can continue to operate. MotoSnap's CRM tools can empower your BDC, while enhancing their ability to measure their worth. Since MotoSnap is utilized throughout the sales cycle, and across all departments, it improves interdepartmental communication, while delivering total accountability. We can tailor our software performance to fit any size department from one person to several agents covering multiple rooftops.

COLLABORATIVE CRM

Better Customer Interaction - Letter, Fax, Phone, e-mail

Motosnap automotive collaborative CRM facilitates interactions with customers through all channels (personal, letter, fax, phone, web, e-mail) and supports coordination of employee teams and departments. It is a web-



based solution that brings people, processes and data together so automotive dealerships can better serve and retain their customers. The data and activities can be structured, unstructured, conversational, and/or transactional in nature.

Motosnap Collaborative CRM Benefits:

- Enables efficient productive customer interactions across all communications channels
- Enables web collaboration to reduce customer service costs
- Integrates multi-store based BDC centers enabling multi-departmental personal customer interaction
- Integrates view of the customer while interaction at the transaction level
- Driven by automotive dealership's current needs Motosnap collaborative automotive CRM is the new resource needed to succeed in leading efficient consumer response concept.

Get a Competitive Advantage

Many dealerships are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. In this context, new strategic frameworks and cooperation with everyone along the entire value chain are needed to allow managers to deal with the changes in shopping patterns of consumers. New management concepts such as collaborative forecasting and mass customization are integrated into one holistic approach, with a view to jointly develop customer bonding and loyalty.

Monitor Showroom Floor - Internet - BDC

In an automotive dealership, the Motosnap CRM tool monitors the showroom floor, the Internet, BDC, service department and the inventory which provides a dealership with one place to go to find any information they need to help strengthen customer loyalty, resulting in increased sales and profitability. The important piece we provide is the ability to integrate with all the other pieces that are needed to develop a complete snap shot of a customer relationship- this gives salespeople all of the tools they need to allow them to work smarter (not harder) and sell additional units. By using the Motosnap web-based CRM Solution you will have the ability to communicate with customers, see reports and monitor all of your showroom processes at anytime, anywhere there is an internet connection.



Facilitate Short and Long Term Follow up

The Motosnap CRM tool gives your automotive dealership the tools to put a process in place for short and long term follow-up that will last up to 5 years. With the high turnover in the automobile retail sales vertical, it is sometimes impossible to create long-term strategies. Managers come and go, so do follow-up systems, training and best-practices that have been developed over years and years of business. Motosnap will help implement long-term strategies into your dealership today!

NO Contracts - Performance Based Services

Remember, Motosnap's web-based software has no long term contracts and is performance based.

MOTOSNAP AUTOMOTIVE CRM TECHNICAL FUNCTIONALITY

Scalability - The ability to be used on a large scale, and to be reliably expanded to whatever scale is necessary.

Multiple communication channels - The ability to interface with users via many different devices. (phone, mobile, internet, etc)

Workflow - The ability to trigger a process in the back office system, e. g. email response, etc.

Assignment - The ability to trigger a process in the back office system, e. g. email response, etc.

Database - The centralized storage (in a data warehouse) of all information relevant to customer interaction.

Customer privacy considerations - Data encryption and the destruction of records to ensure that they are not stolen or abused.

DATA APPENDS

Incomplete information can cost your business precious time and money. Being able to reach your customers in a timely fashion, in a manner they wish to be contacted is important to retaining and growing your business. We offer a number of different data append services to enhance your data. Our data append services can be applied to data polled from your DMS system or to data files from another source you supply to us.



Phone Append

Looking to add phone numbers to your data? With your available name, address, and phone data we match your information to our comprehensive database of names and phone numbers. When a match is found, new phone numbers are appended to the record. If a record already contains a phone number and it matches our database, no number is appended and the current number is validated as being current and accurate.

Do Not Call (DNC)

Telemarketers are required to process data against the national do not call registry to ensure they are not contacting numbers listed in the registry. We process your data against the national (and selected state) DNC registries and append a do not call flag to matching records, ensuring you will not call those numbers.

National Change of Address (NCOA)

Automatically update your database when your customers move.

Phone Type Indicator (PTI)

Need to know what kind of phone numbers you have in your database? Our PTI solution identifies land, wireless, and PCS device numbers and appends the appropriate phone type indicators to your data so you can make the right contact the right way.

Email Append

Would you like to do an email campaign but are missing email addresses? With accurate name and address data we process your data through our comprehensive database and append the email address available for your records. We also validate the emails and determine if the addressees are open to receiving correspondence from you. This process complies with the CAN-SPAM Act.

Vehicle Identification Number (VIN) Explosion

Do you have VIN numbers and need to know what type of vehicle they belong to? The VIN explosion process takes your VIN numbers and appends the vehicle make, model, and model year, accurately enhancing your vehicle data.



Reverse Phone Append (RPA)

Do you have a phone number and need to know who it belongs to? Our RPA solution compares your phone numbers to our database and returns the corresponding name and address information. RPA returns first, middle, last names, street address, city, state, ZIP, latitude and longitude of the address. This service is provided as a batch process or as a web service, where you can process your phone numbers in real-time.

MOTOFACTORY™ - THE “USED CAR FACTORY”

Much like the up-bus, that shipment from the used car factory never seems to arrive. If you were holding your breath for it you can sigh in relief now. VinSolutions has developed a used car factory. Introducing MotoFactory™, an easy to use tool that allows you to input the vehicle details of your customer’s dream car. Then it will check against your inventory and find a match. If it is not in stock then MotoFactory will keep checking against the VinSolutions inventory daily until there is a match. Once a match is found, you are alerted so that you can contact the customer.

- Let MotoFactory remind you of forgotten opportunities
- Specify a time period to search
- Search by price range, make, model, body style and much more

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



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!

INTEGRATED PHONE SCRIPTS.

Mark Twain once said, "The difference between using a word, and using the right word, is like the difference between lightening and a lightening bug".



Let us help you choose the right words with our integrated phone scripts functionality. Use our pre-loaded scripts, or upload your own. Easily designate the script you wish to have pop up for a particular task.

- Third sold follow up call? Got it!
- Two month post sale seeking referrals and service work? Got it!
- Unsold phone up that needs a fire lit under them? We've got that one, too!

And we can automatically make sure your salespeople have it as well, right when they need it.

INTELLIGENT SURVEY TECHNOLOGY

INCREASE REVENUE, IMPROVE FACTORY CSI SCORES AND REDUCE EXPENSES WITH OUR WEB-BASED SURVEY MODULE.

Automated email featuring our fully funded and guaranteed prize provides inactive prospects with the incentive to engage in a brief multiple-choice survey designed to:

- Identify who's still in the market
- Update in-market buyers' status
- Identify who purchased elsewhere and why

CUSTOMERS APPRECIATE THE INCENTIVE AND EASE OF USE. YOU'LL APPRECIATE THE RESULTS.

SALES SATISFACTION SURVEY

CAPTURE OBJECTIVE FEEDBACK AND EMAIL ADDRESSES FROM MORE NEW AND PRE-OWNED VEHICLE BUYERS THAN EVER BEFORE.

Automated email/voice-mail featuring our fully funded and guaranteed prize provides new owners with the incentive to engage in a brief multiple-choice survey which:

- Captures objective buying experience feedback.
- Identifies dissatisfied customers and initiates the necessary actions.
- Captures email addresses from those whom you failed to collect before.
- Identifies potential service defectors and automatically takes the steps necessary to prevent it.

CUSTOMERS APPRECIATE THE INCENTIVE AND EASE OF USE. YOU'LL APPRECIATE THE RESULTS.



SERVICE SATISFACTION SURVEY

CAPTURE BETTER FEEDBACK AND COLLECT EMAIL ADDRESSES FROM MORE SERVICE CUSTOMERS THAN EVER BEFORE.

Automated email/voice-mail featuring our fully funded and guaranteed prize provides new owners with the incentive to engage in a brief multiple-choice survey which:

- Captures objective service experience feedback.
- Identifies dissatisfied customers and initiates the necessary actions.
- Captures email addresses from those for whom you don't have one.
- Identifies potential service defectors and automatically takes the steps necessary to prevent it.

CUSTOMERS APPRECIATE THE INCENTIVE AND EASE OF USE. YOU'LL APPRECIATE THE RESULTS.

Our solution to your business intelligence needs includes:

- "Intelligent Survey" technology
- Fully funded incentives; registered and bonded in all 50 states
- Automated email and pre-recorded automated calls
- Customizable surveys
- Response driven entry confirmation emails
- Fully customizable customer-centric offers designed to drive the desired behavior
- No long term contract

CALL BLASTING

Deliver quality messages to your clients for a fraction of the cost of bulk mail. Our call blasting service can deliver a pre-recorded message to your clients by phone. Let your voice be heard! You simply record your message one time, and your message is relayed to thousands of numbers in minutes. Your enthusiasm doesn't wane, your throat's not sore, and your brain's not numb.

- Keep the sales guys on the floor, while we call them all in minutes.
- Auto redial busy numbers.
- Accurate reporting on progress.
- Perfect for punching up weekend traffic.