

# **The Feasibility of AI-Driven Automotive Sales Kiosks**

## **Executive Summary**

The AI Sales Kiosk represents a disruptive retail model for automotive dealerships, enabling a self-checkout experience that integrates with CRM (VIN Solutions, Fullpath) and DMS (PBS). It removes bottlenecks in the traditional sales funnel while maintaining dealership compliance and profitability. The following diagrams illustrate the concept.

## Kiosk Workflow

Step	Description
1. Welcome	Customer begins session at kiosk
2. Discovery	Collect use case, body style, budget, timeline
3. Vehicle Match	Suggest vehicles from live inventory
4. Payments	Show finance/lease options, handle objections
5. Trade-In	Customer enters VIN, mileage, condition, payoff
6. Credit Start	Collect credit info, run soft pull
7. F&I Options	Offer VSC, GAP, maintenance products
8. Review & Handoff	Customer finalizes, triggers CRM/DMS workflow

## CRM and DMS Integration

**CRM (VIN Solutions, Fullpath):** - Push lead data (contact, preferences, deal structure) - Log activity timeline for showroom visit - Trigger automated follow-up campaigns  
**DMS (PBS Dealer Systems):** - Sync inventory and incentives - Accept deal structuring from kiosk (finance, lease, products) - Push trade-in appraisal values - Generate compliant funding package for contracting

## Finance & Lease Defaults

Option	Structure
Finance A	20% down, 72 months @ 6.99% APR
Finance B	20% down, 84 months @ 7.99% APR
Lease A	39 months, 15k miles/year, \$3,000 due, 6.99% APR
Lease B	39 months, 15k miles/year, \$3,000 due, 0.00275 MF