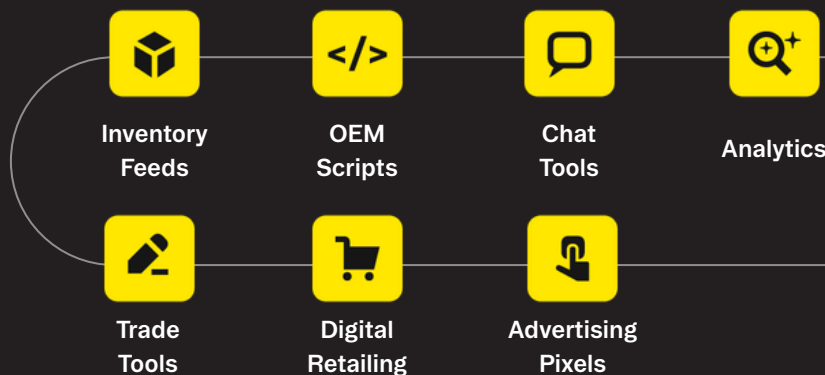


Your site is fast enough. **Until it isn't.**

Modern dealership websites carry more tools, tags, and scripts than ever.

They all serve a role, but sites break down when everything tries to load at once.

Hesitation, lag, shifting layouts. Most performance fixes focus on smaller files.



Speed Layer runs on top of your existing dealership website, helping the browser load critical shopper content first.

- Improve Core Web Vitals
- Install with a single lightweight script
- Work with existing providers
- Support ongoing monitoring and optimization

Tested on real Kia dealer traffic.

Speed Layer was evaluated on real Kia dealership websites, using real shopper traffic and real conversion events.

342,000+

visits measured

-30%

drop in
bounce rate

+20%

increase in
sales actions

+25%

increase in
engagement

Performance gains appeared across all Kia website providers, including DealerOn, Dealer.com, Team Velocity, Dealer Inspire, and Dealer eProcess.



A **faster** dealership website. Without switching providers.

Speed Layer works on top of your existing website to improve performance, Core Web Vitals, and shopper experience through a lightweight JavaScript deployment.

No rebuild, replatform, or vendor disruption.

Speed Layer Essentials

\$699/month *per domain

For dealerships that need the core Speed Layer performance system installed, monitored, and maintained.

Includes:

Deployment

- Primary dealership website
- Works with existing website provider and infrastructure
- Lightweight implementation via single JavaScript tag

Performance Optimization

- Core Web Vitals optimization
 - LCP
 - FCP
 - TTFB

Reporting

- Continuous performance monitoring
- Kia Digital reporting integration
- Baseline vs. post-install performance reporting

Platform Support

- Ongoing platform maintenance
- Optimization updates
- Email-based support

Speed Layer Reporting+

\$999/month *per domain

For dealerships that want deeper reporting, stronger account support, and more guidance around performance impact.

Includes everything in Essentials, plus:

Advanced Reporting

- GA4 integration and reporting
- Multi-source EXO Health Score reporting

Account Support

- Expanded account management support
- Ongoing performance trend monitoring