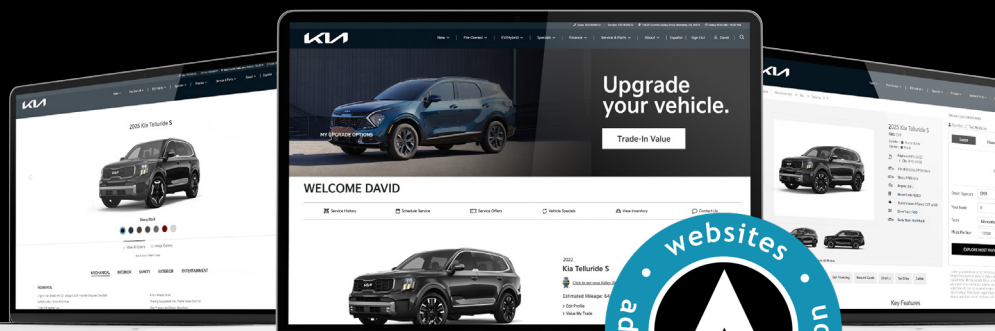




The only *all-inclusive*
customer experience platform



Cole Kia

"With Team Velocity, we can provide each of our customers with a personalized shopping website that I think is really neat. A customer can log in and get their trade value, three upgrade options, and view their entire service history. We feel these personalized websites follow what Amazon is doing."

Jason Cole

Executive Vice President | Cole Kia



· Increase your
· return on investment
· & save money

7:1 Average ROI



Jeff Wyler Fairfield Kia

"Over the past five years, Team Velocity and their dedicated support team have been great partners for us. The team's industry knowledge combined with best-in-class technology, makes it easier than ever for me and my team to make strategic decisions to grow our business. We have seen new customer growth in both sales and service YOY and we look forward to continued success and record results."

Mike Jasper

General Manager | Jeff Wyler Fairfield Kia



· Sell more cars
· & increase
· market share

26% Transaction Rate



"I like working with Team Velocity for a lot of reasons but primarily the company was founded and run by car people. They understand the industry, they have desks deals, they have worked deals, they have been in finance and understand service, and they continue to teach their people the same thing. It is a retail sales and service company founded by car people."

JJ Jackintelle

Chief Operating Officer | Coral Springs Kia



· Improve your
· online customer
· experience

15% Engagement Rate

What sets TeamVelocity[®] apart?

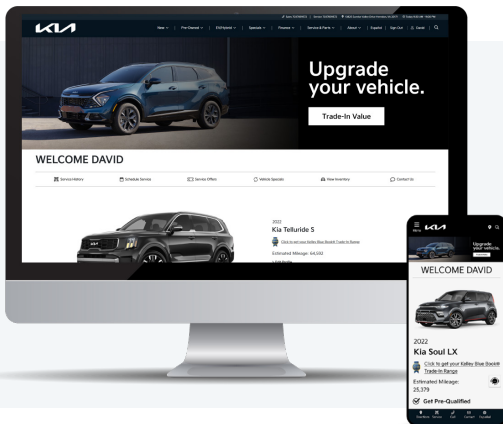


All-Inclusive Platform

Relying on 10+ vendors to sell and service cars is expensive, creates friction in the customer experience and makes it impossible to measure a true ROI. Apollo solves these challenges by integrating your website, digital advertising, and retention strategies into a single platform.

DMS Integration

Your DMS is the single source of truth for all your transactions. That's why we built Apollo to integrate with your DMS. Apollo extracts your richest customer data to create personalized experiences, making it easier for your customers to do more business with you. Customers can view their trade value, service history, custom service coupons, upgrade options and more, all without having to fill out any forms.

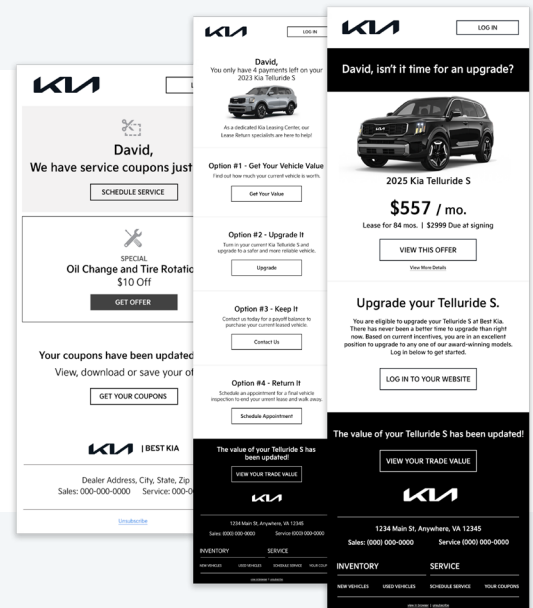


Personalized Experience

Today's consumers expect a personalized experience. With Apollo, you can deliver one-to-one marketing messages across your website, email, direct mail and even digital advertising. Every customer is automatically signed in to their own personal website where they can complete a sales or service transaction with you in minutes. Better experiences deliver better results.

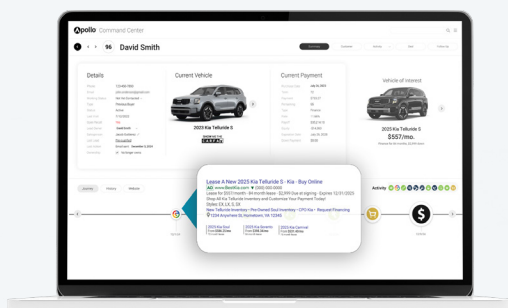
Smart Communications

Apollo includes a smart communication system with intelligent, action-based sales and service emails. These automated emails precisely engage your customers based on dozens of specific actions. Our Smart Emails are 100% automated with personalized content tailored to every customer. All your customers are directed to their personal websites, where they are automatically signed in and all their information is dynamically populated. These dynamic emails are impossible for CRM's or humans to create and have 26% higher open rates than traditional communications.



Customer Journey Tracking

With Apollo's Command Center, dealerships can streamline lead management and gain full visibility into the entire customer journey. Track shopper engagement across all touchpoints, from email opens to digital ads, and gain insights into every step of the path to purchase. Prioritize top prospects with customizable scoring, automate follow-ups, and receive real-time Deal Alerts to close leads faster. You can also actively engage with shoppers in real-time by customizing prices, making it easy for consumers to transact from anywhere. Plus, monitor all your sales and service transactions from a single, unified dashboard.



Key Features

Customer Websites

Apollo harnesses the data goldmines within your DMS to provide every customer a unique, personalized, Amazon Prime-like experience. Apollo Sites includes a Customer Website for every customer, dynamically customized to their unique information, including vehicle history, equity position and shopping activity. Customer Websites include personalized upgrade offers, recommended vehicles, service coupons and recall notices, all based on unique customer data. Customers can access their Customer Website through any outbound communications, like email and direct mail, or with their phone number or email address through a secure sign-in feature on your public website.

Offer Manager

Apollo Sites includes the Apollo CXP offer management system to calculate to-the-penny payments on all new and pre-owned inventory and instantly generates unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, taxes and fees, applicable disclaimers, and your preferred pricing model. Offers can be applied to ads, VDPs, and more based on the Apollo CXP applications you activate, ensuring full integration and consistency across every customer touchpoint. Offer Manager ensures complete accuracy by recalculating payments daily, or whenever pricing settings are changed.

Service Accelerator with X-Time Integration

Service Accelerator is a fully-integrated service scheduling application proven to generate 4x the number of service appointments as the leading 3rd party providers. It's the only service application with voice-activated technology, allowing customers to schedule service through devices like Google Home. It includes touchless pick-up and drop-off options through integrations with RedCap and Draiver, providing unrivaled convenience for the customer. Plus, because Apollo Service integrates with your DMS, all forms auto-populate with the customer's information for ease and accessibility. Even better, it knows the customer's current vehicle, mileage, active/lost status, service history, and equity to dynamically serve coupons and service offers tailored to the customer's specific needs. The application integrates with Apple Wallet, and has optional CDK integration available.

SEO Plus

Managed SEO services designed to increase Organic visibility for Sales and Service keywords in targeted local markets. SEO Plus includes everything in SEO base, additional on-site optimization and link efforts, and Google My Business Posts.

Transact

Transact is our integrated digital retailing tool designed to simplify and enhance the deal configuration process. Natively built into Apollo Sites, Transact ensures a frictionless consumer experience, making it effortless to do business with you and complete more transactions.

Ad Sync

Apollo's proprietary multi-channel marketing API allows you to advertise your entire inventory across all customer touchpoints. Ad Sync instantly pushes ads into every major advertising channel, like Email, Google, Bing, Facebook, and YouTube, to ensure that the content and offers on your website are consistent with your campaigns. Ad Sync runs 24/7 to ensure that your ads are always up to date with the latest offers, rebates, incentives and more, and will push offers into all activated Apollo CXP applications.

Sales Retention - Equity Mining

Apollo takes equity mining to the next level with Apollo Sales, our comprehensive sales retention solution. Apollo Sales analyzes years of sales and market data to verify vehicle ownership, identify who is ready to buy, and deliver personalized offers designed to engage a transaction. It includes an integrated suite of email campaigns that feature customized, payment-driven offers and upgrade options based on the customer's vehicle history and status with your dealership. All campaigns drive customers to a personalized Customer Website where they can claim offers, customize a quote, and schedule a service appointment. Apollo Sales scores your top prospects within the Command Center, providing a snapshot of each customer's entire shopping journey – highlighting their trade value, equity position, vehicle history, and engagement with your campaigns. Customers can be further targeted through integrated digital and creative campaigns delivered across the Apollo Customer Experience Platform.

Service Retention

Apollo Service increases service revenue and retention while driving service to sales upgrades. Customers that are due for service are identified and engaged with customized offers and coupons based on the services they are due for. It's built-in equity mining tool easily identifies service to sales upgrade opportunities, delivering relevant upgrade offers that drive conversions. Apollo Service includes a suite of integrated campaigns through mail, email, search and social media, leading customers to a personalized Customer Website fully-equipped with an integrated service scheduler, automated coupon management, real-time recall alerts, and a comprehensive parts and accessories catalogue. Scheduling service has never been easier with Google Voice integration and touchless pick-up and delivery options. Apollo Service is a part of Team Velocity's comprehensive customer experience platform, Apollo, and fully integrates with all Apollo products.