

CarNow



AUTOMOTIVE
MAINTENANCE
& REPAIR
ASSOCIATION



MOTORIST
ASSURANCE
PROGRAM

TRUST COMES STANDARD

CarNow



**Why the Service Drive Has Become a
Main Focus for New Car Dealerships**



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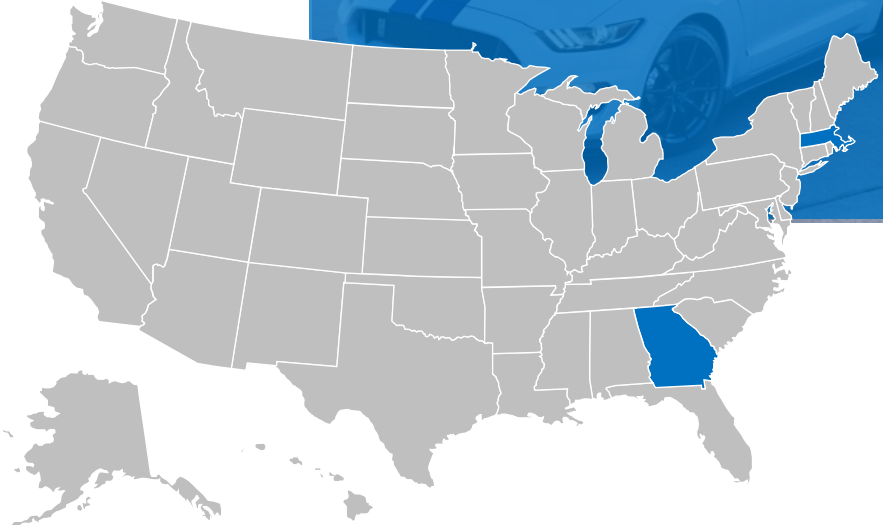
603.512.5805

CarNowINFO

Company Background

CarNow came into market in December of 2014 with its first dealership. Since then, we have diversified into a multi-product SaaS company.

1. Company Name: CarNow, Inc.
2. Date of Market Launch: 12/1/2014
3. Locations:
Business Offices
2802 Paces Ferry Road SE
Suite 200
Atlanta, GA 30339
Technical Offices
25 Burlington Mall Road
Suite 401
Burlington, MA 01803



EMPLOYEES

188

ROOFTOPS

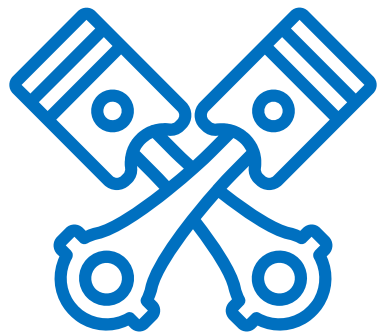
5000

OEM MANUFACTURER CERTIFICATIONS

2

CarNow

OUR PRODUCTS



01

MessageNow

is a next-generation digital communication platform that is transforming the way automotive companies interact and transact with consumers.

02

BuyNow

is the first digital retailing platform built for a simplified customer shopping experience that closes more deals. Industry- leading integrations and reliable market data provide your customers with confidence, while live-assisted sessions guide them through the entire buying process.

03

PriceNow

PriceNow is a payment calculator that not only gives your customers the information they are looking for but gives you, the dealer, the ability to communicate and be notified in real time of customers working payments live on your website.

04

SearchNow

is a real-time inventory search tool that uses customer's input to find vehicles that match not only the features, size, and platform they need but also the payments that make it possible for them to drive the vehicle away.

ConvertNow

The beauty of ConvertNow and CarNow connected retail is that the customer never has to stop and figure out what to do next to buy a car.

OfferNow

is designed to close more deals while communicating with your customers during a chat session on **MessageNow**

UpNow

provides an easy collaborative process for your customers to research, negotiate, and finalize their vehicle purchase from your store.

ProtectNow

is a first of its kind product that protects your business and your customer's ownership experience.

05

06

07

08

OUR PRODUCTS

Major Accounts OEM Relationships



Major Accounts



BERKSHIRE HATHAWAY
— AUTOMOTIVE —



DON FRANKLIN
FAMILY OF DEALERSHIPS



Luther

DARCARS[®]
AUTOMOTIVE GROUP



Holman
AUTOMOTIVE

CarNow

OEM Relationship's



CarNow

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CAR TOWING & REPAIR SERVICES

877.882.5353

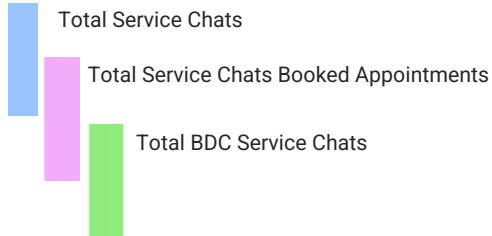
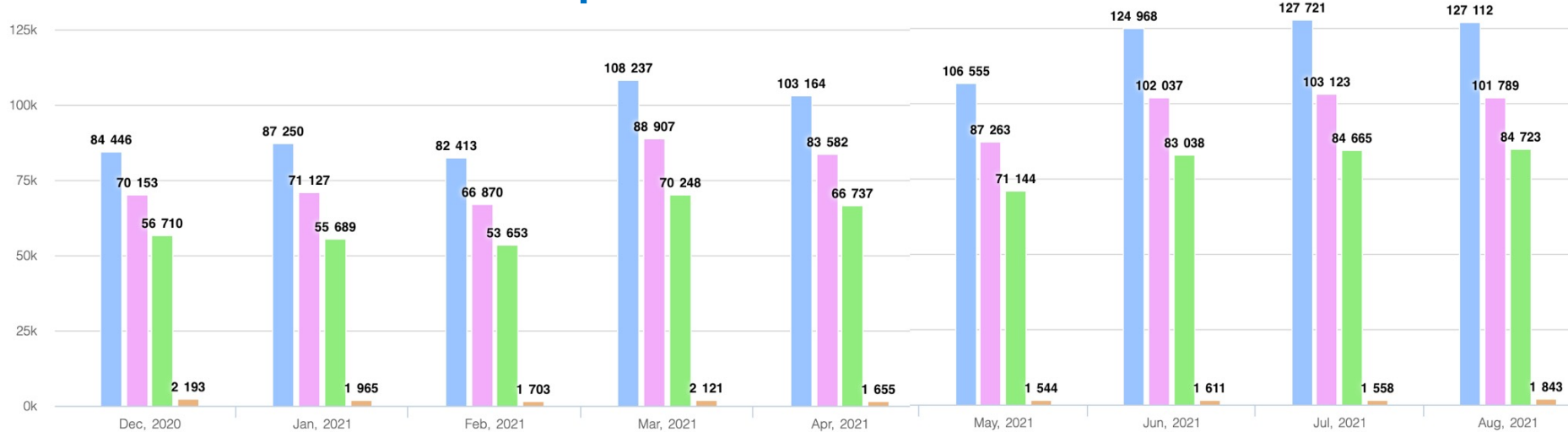
[View Inventory](#)

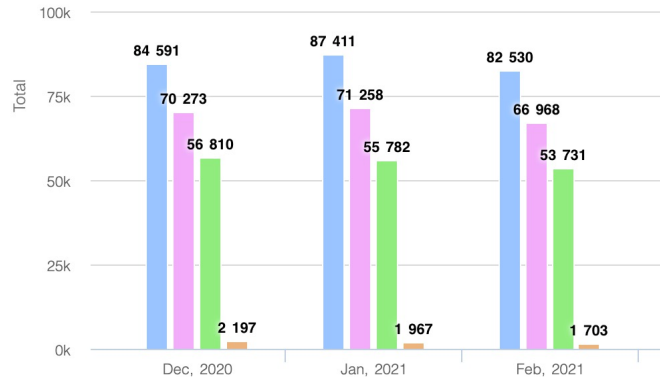


[SCHEDULE SERVICE](#)

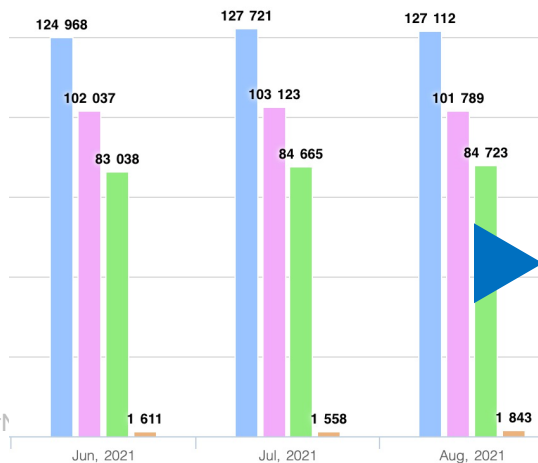
[Youtube](#)

Dealership Service Chat Timeline





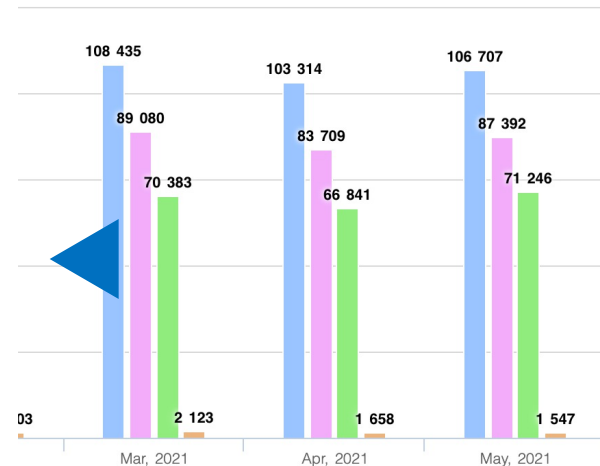
March – May 2021 106,152 Avg



December 2020 – February 2021 84,844 Avg



26%



49%

June – August 2021 126,600 Avg

Why the Service Drive Has Become the Main Focus for New Car Dealerships



Why new car dealerships are focused on gaining new service customers!



How do new car dealerships attract new customers for their service business!



How long will this be their main focus!



Four events that changed the dealership focus

01

OEM Incentives

02

OEM shutdown of production lines

03

Computer Microchip Shortage

04

Pre-Owned inventory prices on the rise

Ford had about 162,000 vehicles at dealer lots, fewer than half the number it had just three months ago and roughly a quarter of the stock its dealers typically hold. (The New York Times)

Absorption in Fixed Ops

64%

The average fixed absorption rate for U.S. dealers in 2020.

57%

The average fixed absorption rate for U.S. dealers in the first quarter was 57%."



Absorption rate below 50% is considered poor.

50%

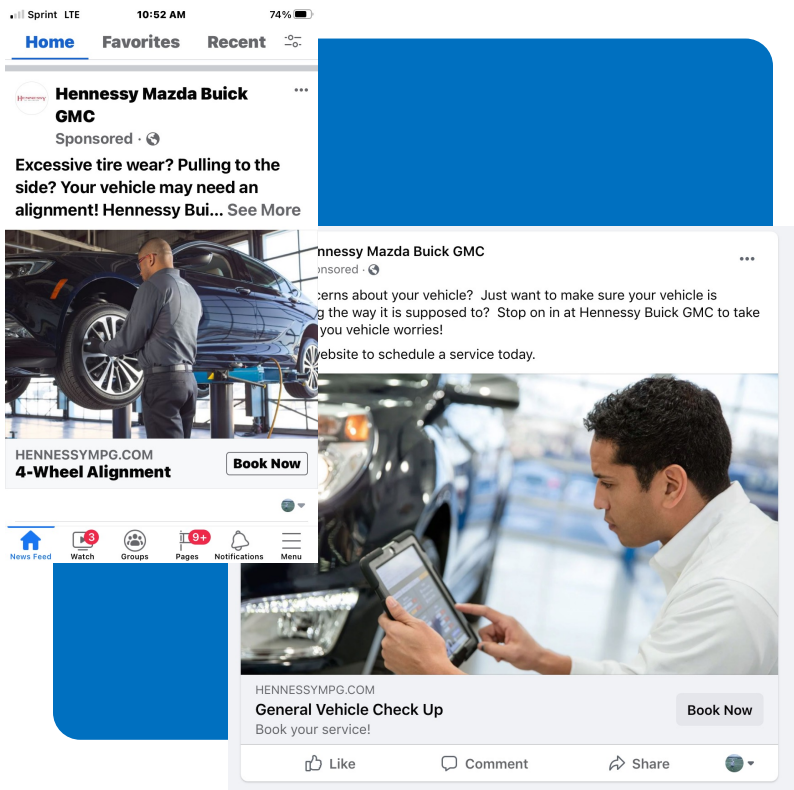
A dealership with an average of 57% absorption will likely be operating at a loss if sales and F&I were to drop.

57%

*AutoDealerToday

CarNow

How do new car dealership's attract new customers for their service business!



01

SEO for local searches!

02

Up to Date with the Latest Technology!

03

PPC, Social Media, QR Codes and Email Marketing!

29% of consumers rely on the dealership for notifications regarding routine maintenance and recall information.

(Cox Automotive)

CarNow

New Car Dealers Thinking Outside of the Box



QR Codes



Email Marketing

VOYLES
AUTOMOTIVE
MARIETTA

855-433-6546

VIP
VOYLES
INSTANT PURCHASE

[Click Here to Schedule Service](#)

Hello Carrie,

We received your request for service appointment. We will reach out to you soon or you can click on the schedule service above.

Dani Lynn Hall
Internet Manager
Ed Voyles CDJR of Marietta
789 Cobb Pkwy SE
Marietta, GA 30060
(770) 429-1100
<http://www.edvoyleschrysler.com/>

Email Signature

Elizabeth Weekley
Internet Sales Department
205-397-6056

[Click Here to Schedule Service](#)

We received your request for service appointment. We will reach out to you soon or you can click on the schedule service above.

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Automotive


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ALL Major Brands

Social Media Ads

Sprint 6:10 AM 13%

Instagram

Hennessey Lexus of Gwin...
Sponsored



Book Now

Tire Rotation and Pressure Check

How Long Will the Vehicle Inventory Shortage Last?

01

The microchip shortage supply is expected to improve from last quarter of 2021 forward and largely return to normal in the end of the first quarter of 2023.

02

Vehicle inventory likely won't return to full capacity until the third quarter of 2023.

03

Rental car companies that sold off thousands of cars during the pandemic to survive are now in the market to buy cars and trucks. They want to take advantage of a summer travel boom that has driven up rental rates to several hundred dollars a day in some places.





Dealer Store #1

Increase in Service Chats – **53%**

% Percent of Chats from Schedule Service
Button **60%**

Increase in booked Service appointments
525%

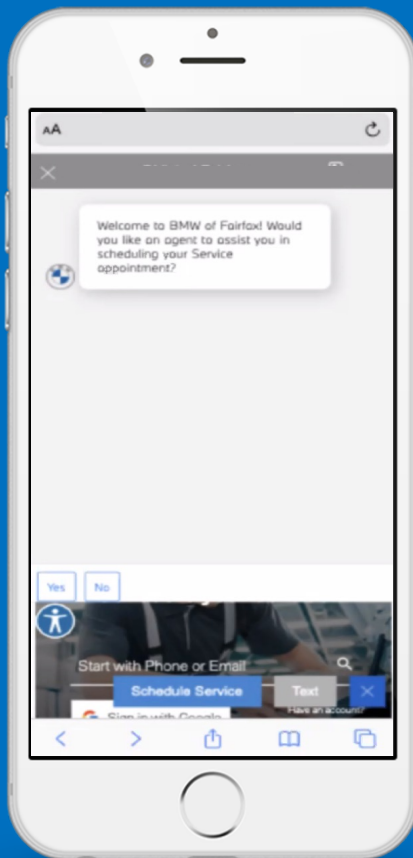


Dealer Store #2

Increase in Service Chats – **68%**

% Percent of Chats from Schedule Service
Button **26%**

Increase in booked Service appointments
700%



**Top 3 Dealership Group in US
112 Stores**



Dealer Store #3

Increase in Service Chats – **41%**

% Percent of Chats from Schedule Service
Button **54%**

Increase in booked Service appointments
433%



Dealer Store #3

Increase in Service Chats – **47%**

% Percent of Chats from Schedule Service
Button **62%**

Increase in booked Service appointments
106%

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