

The background features a repeating pattern of stylized keys and kites. The keys are arranged in a grid, with their handles pointing towards the corners. The kites are positioned between the keys, with their bows pointing towards the center. The entire pattern is rendered in a light yellow color against a darker yellow background.

KEYS & KITES

The Breakthrough B2B Agency

Our Work

NEW LOGO & TAGLINE



ALTERNATE LOGO CONCEPTS



BRAND STORY



What makes a great experience?

What makes a recruit feel wanted? What creates confidence... or loyalty... or motivation in a valued employee? What gives a team its sense of purpose and mission? A company their unique culture? There are right answers to these questions, but they are not the same for everyone, in every situation, at every time. **Today, successful organizations must deliver a culture and experience that's, well, personal.**

And the most successful of them will do this with Saba. Because, like no other partner, Saba combines the science of talent management with a dynamic technology experience to deliver a "just for me" Talent Experience – personal journeys for every person, every team, every company. From attracting rock stars, to developing skills, to coaching for growth, to creating a culture that engages and inspires. Give your people and teams the message: Work to your strengths. Work like you envision. Work like it's personal.



DESIGN GUIDELINES

Design Guidelines

Photography

Photography is an under-utilized element in branding. Done right, it can help you shape the brand's context, freshen up your visual identity, and create a more cohesive and compelling story. Done right, it can help you create a more cohesive and compelling story. Done right, it can help you create a more cohesive and compelling story.



Design Guidelines

Typography

Saba's primary font family is Proxima Nova.

Proxima Nova Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*('<>)?:;.,

Proxima Nova Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*('<>)?:;.,

Proxima Nova Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*('<>)?:;.,

Proxima Nova Extended
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*('<>)?:;.,

Design Guidelines

Color Palette

Proxima Nova Extended Light
 Proxima Nova Regular
 Proxima Nova Bold

Primary Palette (logo colors)



Secondary Palette



KEYS & KITES
The Breakthrough B2B Agency

NEW LOGO, NAME & TAGLINE



ALTERNATE LOGO CONCEPTS



Identity | Upside

NAMES, LOGOS & ICON



ALTERNATE LOGO CONCEPTS



NEW LOGO



ALTERNATE LOGO CONCEPTS



APP ICONS & SCREENS

LoJack Dealer



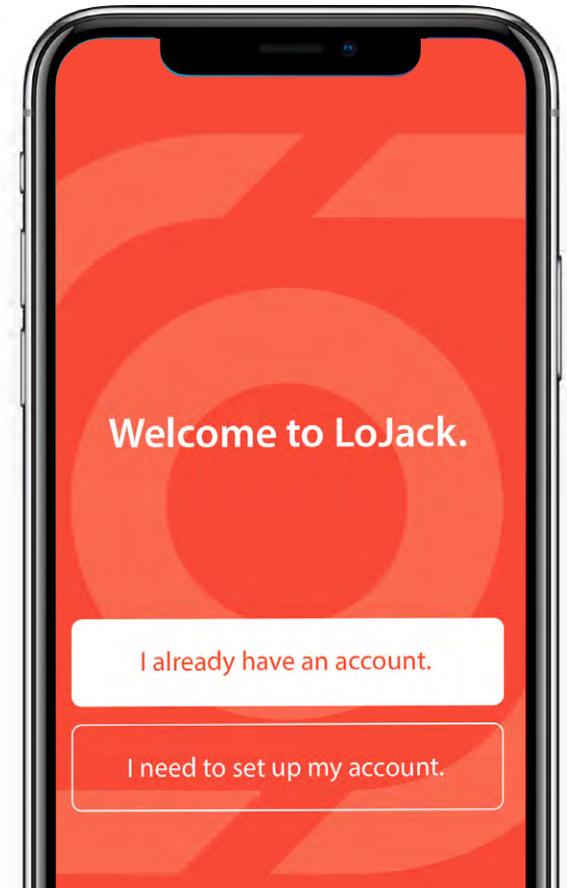
LoJack Consumer

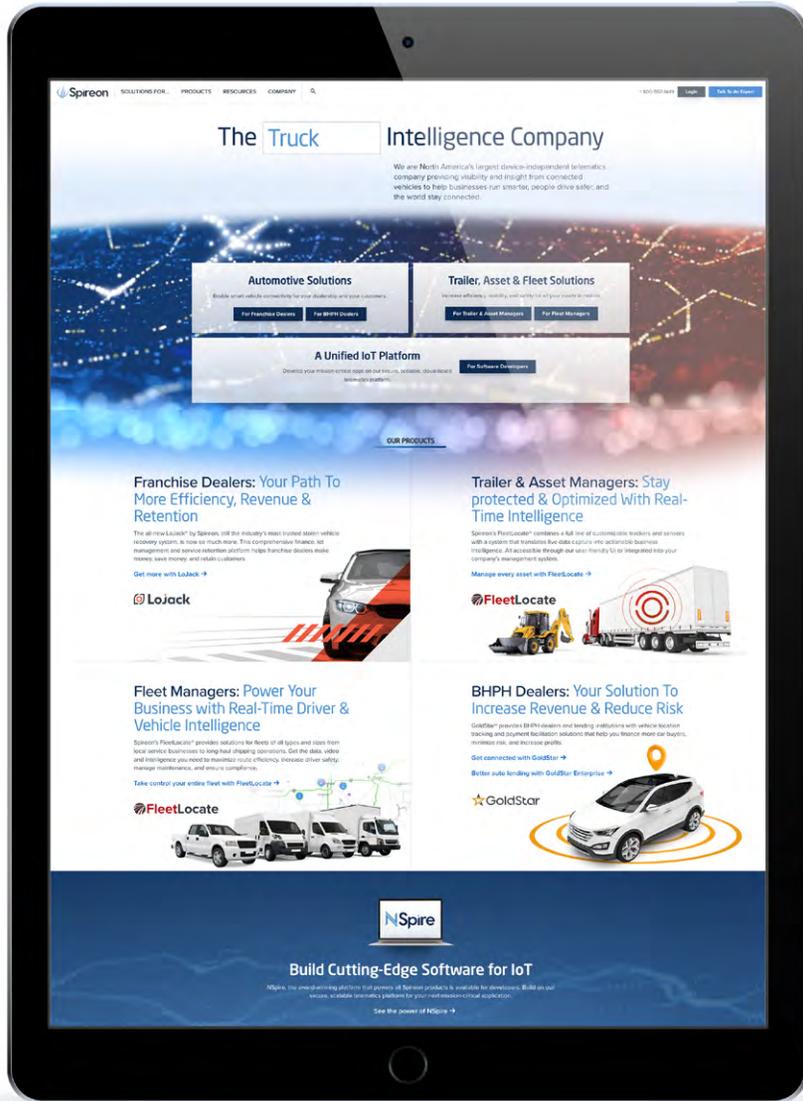


LoJack Go



LoJack App Badges - iOS





FLEET MANAGERS

Fleet Tracking & GPS Solutions to Increase Safety & Decrease Costs

Easily monitor your remote assets and team of drivers. Whether you're a small business owner or a large commercial operator, FleetLocate lets you manage your mixed fleet of vehicles and assets all in one place. Have the data you need to improve driver safety. Gain real-time visibility into vehicle location, activity, and status to make operations more efficient, and improve vehicle health.

BHPH AUTO DEALERS

#1 Trusted, Secure, Compliant GPS Telematics

Protect your dealership and assets with GoldStar, the premier provider for GPS telematics in the U.S. Using proprietary technology and features, GoldStar provides trusted data to help your customers pay promptly and to help you focus on growth, avoid fraud, reduce fees and recover vehicles with speed and compliance.

Give Drivers Control

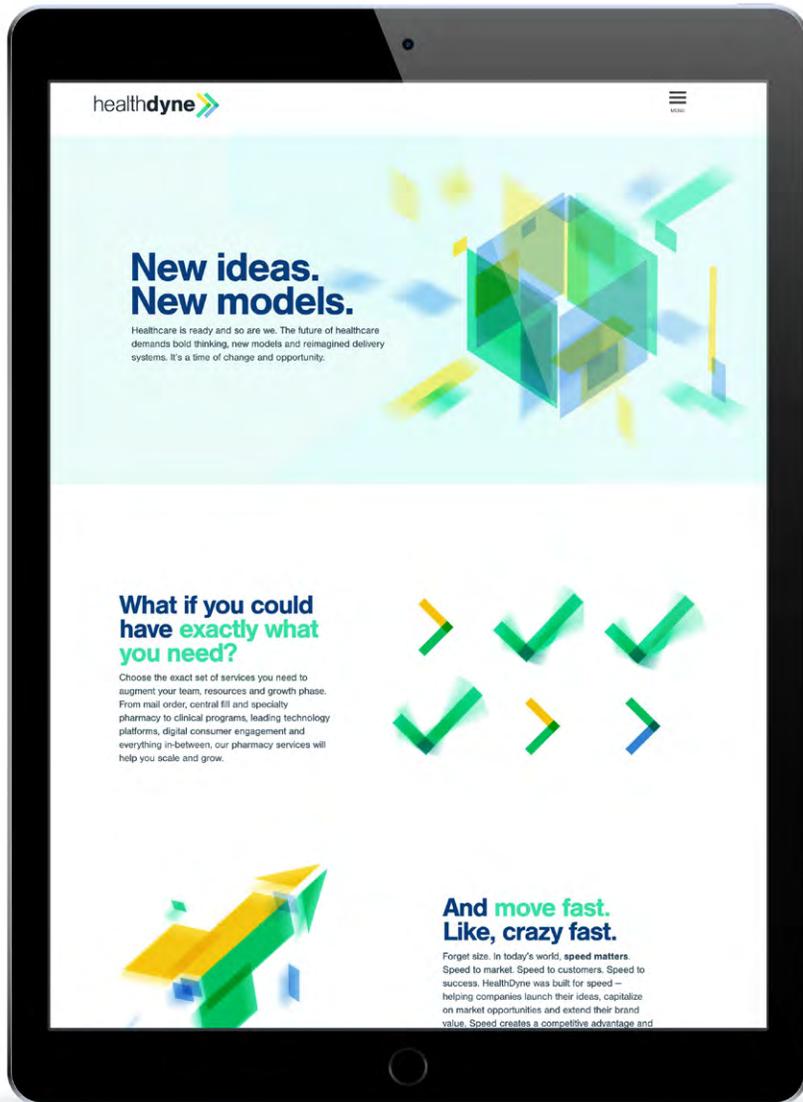
With FleetLocate Scorecard mobile, drivers can understand how they are performing, what they're being scored on, and have the tools they need to improve.



Have Video Proof for Added Safety

With Spireon's AI dashcam for fleets, drivers receive coaching through audio and visual alerts for distracted driving. Additionally, video evidence is available to exonerate drivers of false claims and protect the fleet.





Ship medications

We fill and distribute millions of prescriptions each year to patients across the country. Healthcare companies have been coming to us for years, asking for our help getting medication therapies into the hands of their customers.

[GET THE DETAILS](#)

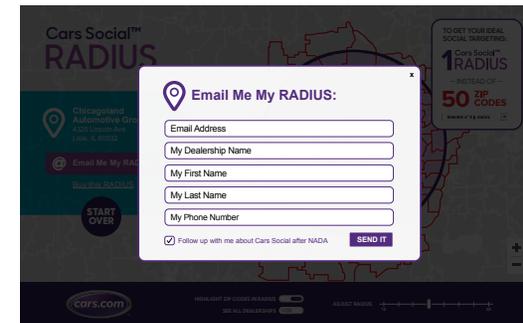
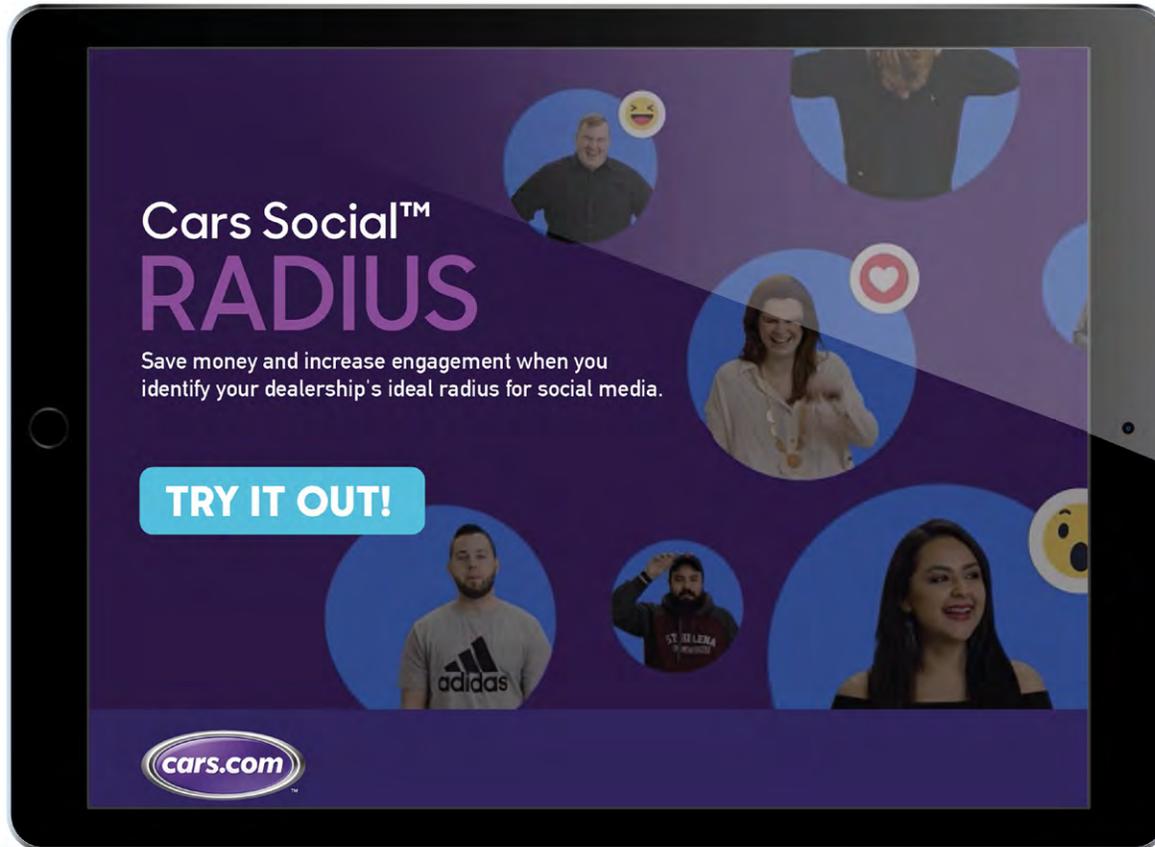
Engage consumers

We maximize the digital touchpoints used by patients throughout their healthcare journey. By leveraging the technologies that consumers use in their daily lives, we streamline and simplify their experience to help increase satisfaction, adherence and loyalty.

[GET THE DETAILS](#)

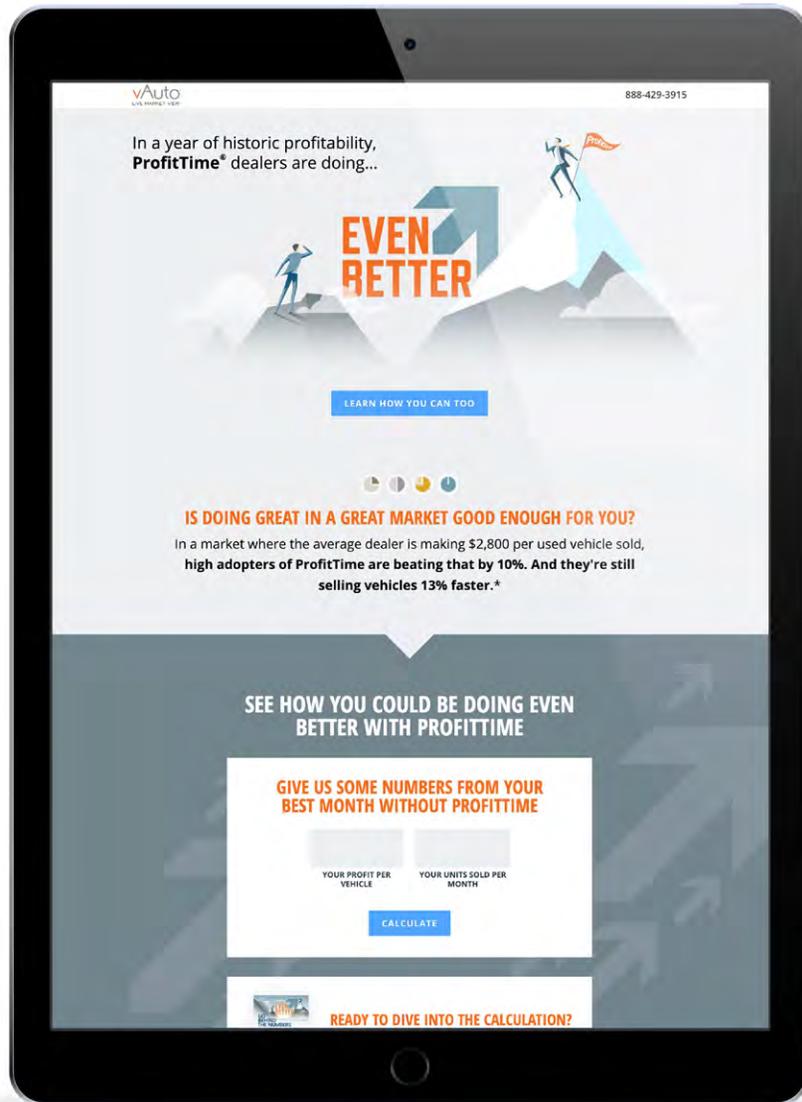


Website | Cars Social Radius



KEYS & KITES
The Breakthrough B2B Agency

Website | ProfitTime Landing Page



SEE HOW YOU COULD BE DOING EVEN BETTER WITH PROFITTIME

GIVE US SOME NUMBERS FROM YOUR BEST MONTH WITHOUT PROFITTIME

3000 YOUR PROFIT PER VEHICLE	63 YOUR UNITS SOLD PER MONTH
---------------------------------	---------------------------------

CALCULATE

PROBABLE MONTHLY PROFIT GAIN WITH PROFITTIME:

\$45,927

Even during these times of industry-wide profitability, high adopters of ProfitTime have achieved a sales volume of 13% over the average and a per-vehicle profit of 10% over the average.

LET US SHOW YOU THE STORY BEHIND THESE NUMBERS

Talk to a ProfitTime expert about how you can get to a whole new level of performance no matter how good (or bad) the market is looking going forward.

DISCUSS YOUR RESULTS

“ We were very profitable. Most people would say if it's not broke don't fix it. **But we said, if it's great let's break it and make it better.** And ProfitTime did. ”

GARY WEXLER Honda of Downtown Chicago

LEARN MORE ABOUT HOW GARY WEXLER GOT EVEN BETTER WITH PROFITTIME

READ MORE ABOUT PROFITTIME FROM VAUTO

KNOW THE SCORE

11 months ago

DOWNSIDE UP

12 months ago

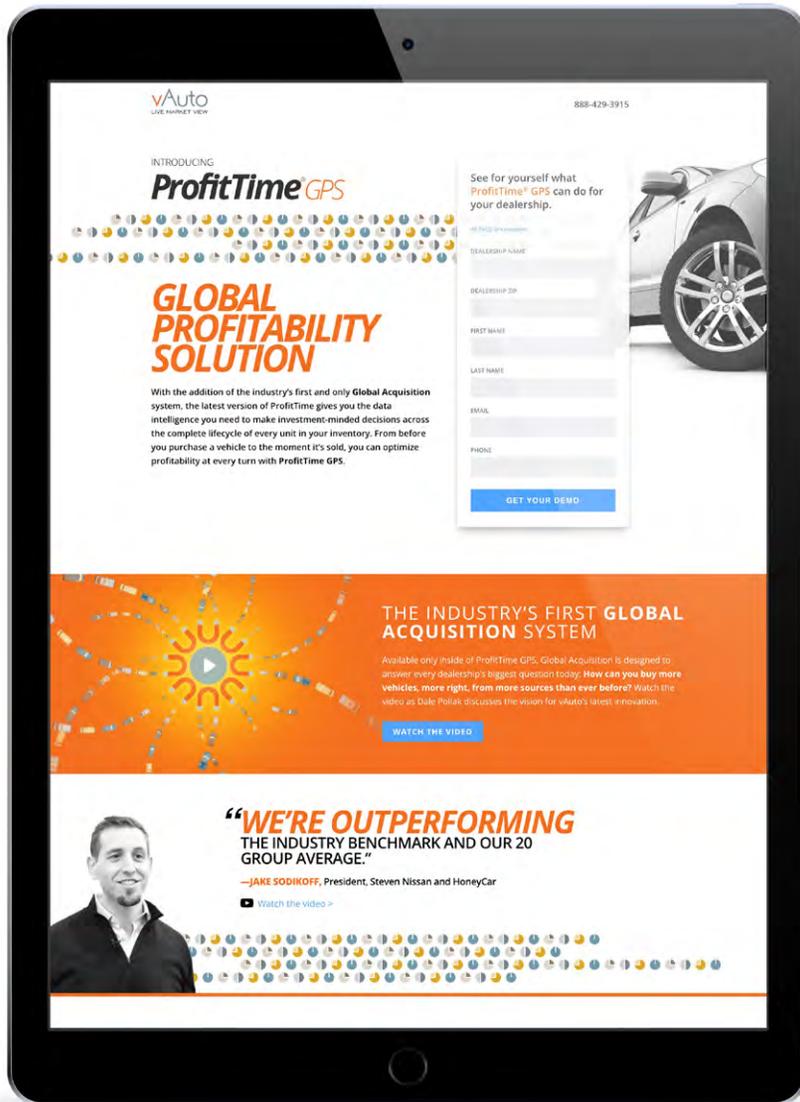
5

ProfitTime 2.0 In Practice: Five Take-



KEYS & KITES
The Breakthrough B2B Agency

Website | ProfitTime GPS Landing Page



“PROFITTIME HAS INCREASED OUR GROSS BY AT LEAST 10%”
—TERRY CHECHAKLI, Director of Operations, Smith Auto Group
[Watch the video >](#)



ProfitTime[®]GPS
GLOBAL PROFITABILITY SOLUTION

Talk to an expert today to see how you too can perform above and beyond expectations with ProfitTime GPS — the Global Profitability Solution.

[REQUEST A DEMO](#)



KEYS & KITES
The Breakthrough B2B Agency

Website | Dealertrack Lender Microsite



DIFFERENT REQUIREMENTS FOR DIFFERENT STATES? NO PROBLEM.

Doing business across state lines means understanding and complying with the nuances of each state's unique legal requirements. Eliminate learning curves and refresher trainings—you can reallocate staff time to move other priorities along when you outsource to Dealertrack.

Trend No. 1

MORE NEGATIVE EQUITY. MORE TOTAL LOSS TRANSACTIONS. MORE COMPLEXITY. ARE YOU READY?

READ MORE >>

Trend No. 2

THE VEHICLE INVENTORY CRUNCH PUTS THE FOCUS ON FASTER PAYOFF & TITLE RELEASE

READ MORE >>

Trend No. 3

IS THE TRADITIONAL PAYOFF & TITLE RELEASE WORKFLOW HOLDING YOU BACK?

READ MORE >>

Trends in Auto Loan Servicing No.4

POST-PANDEMIC PREDICTIONS FOR INCREASED LOAN SERVICING

HOW LENDERS CAN BE READY!

READ MORE >>

Forward to a Colleague

Across the US, states have lifted much of their COVID-19 mandates in their efforts to "return to normal." With schools back to in-person learning and cities luring business back as well, it's no surprise that traffic is returning to pre-pandemic levels. One thing that isn't bouncing back as quickly is automotive inventory — and our Chief Economist Jonathan Smoke predicts that vehicle pricing will remain high while new inventory remains constrained. So, with traffic on the rise, lower-than-normal inventory, and higher-than-normal pricing, 2022 may be a busy year for loan servicing, while dealers remain on a quest to directly acquire used vehicles from consumers, the upswing in traffic may also drive an uptick in total loss accidents. Both scenarios translate to a rise in loan service. Let's unpack the dynamics at play.

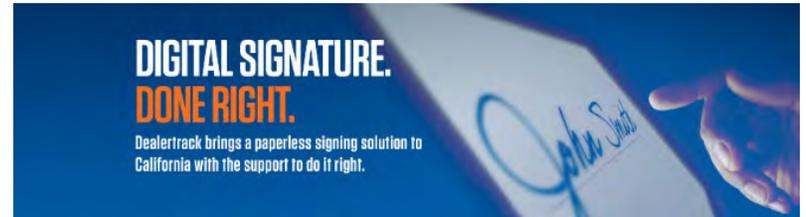
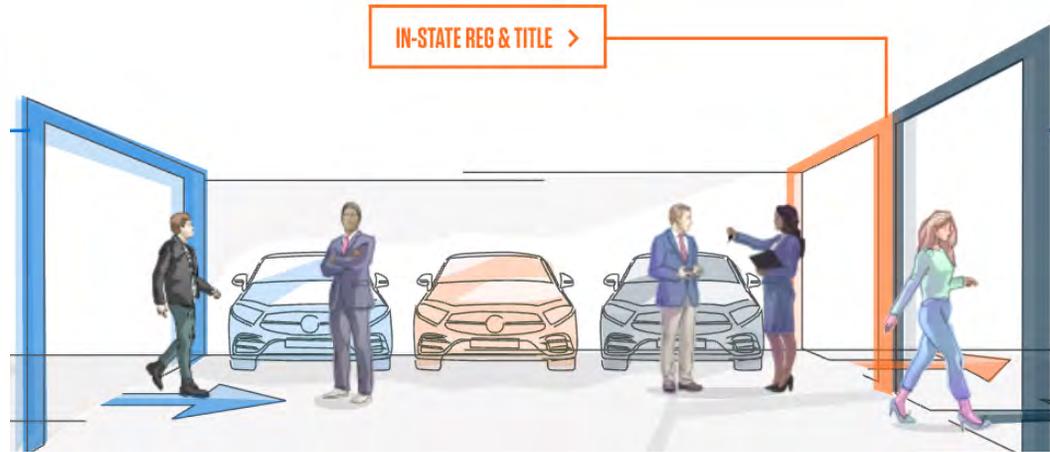
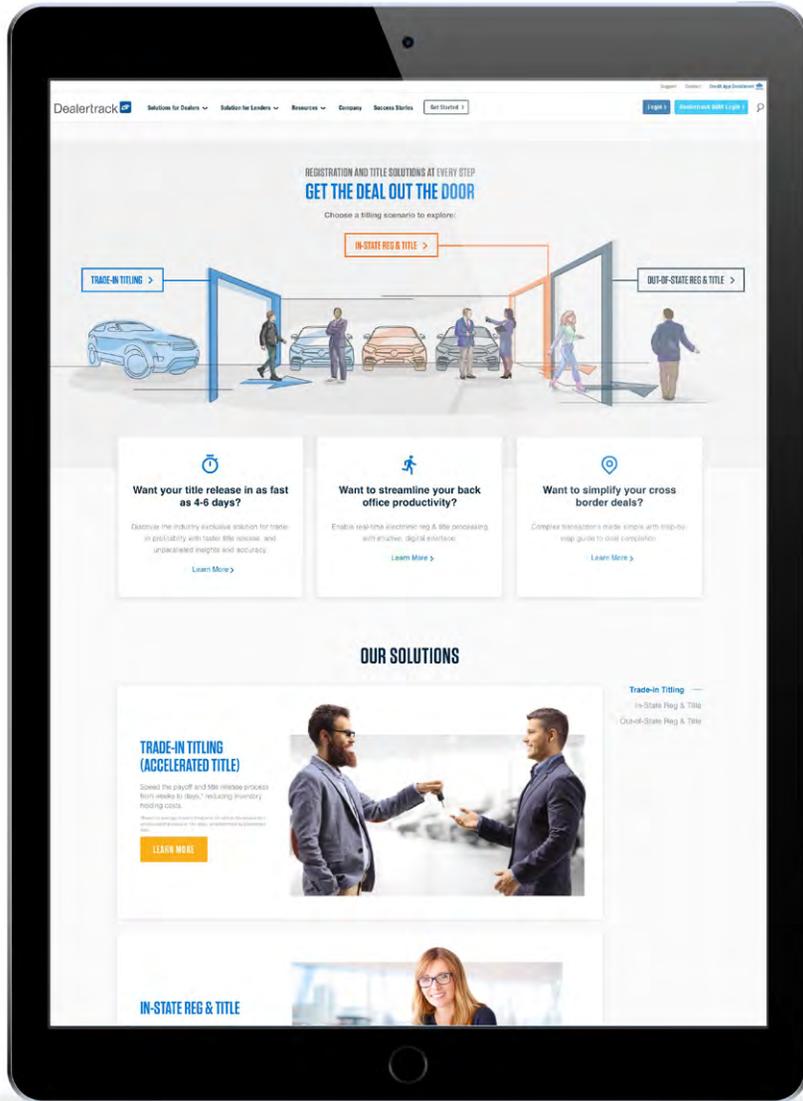
Read the Full Topic

▼



KEYS & KITES
The Breakthrough B2B Agency

Website | Dealertrack Landing Page

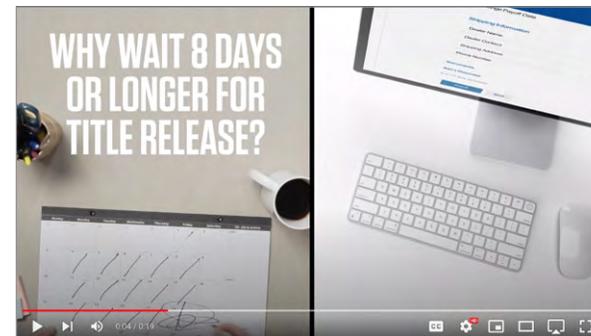
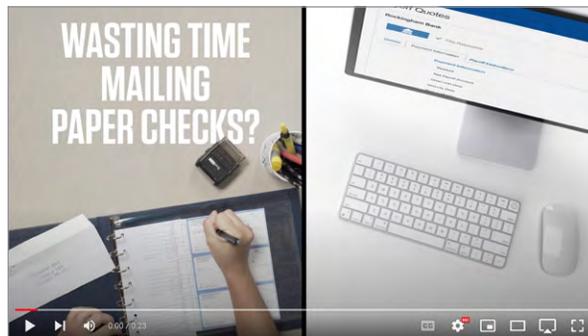


KEYS & KITES
The Breakthrough B2B Agency

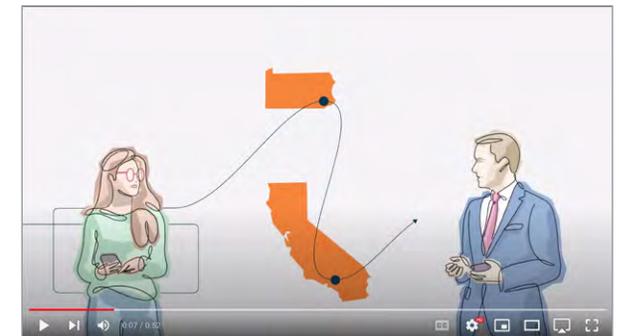
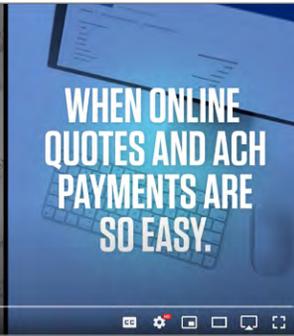
Videos | Click Each Image to Play Video



Videos | Click Each Image to Play Video



Videos | Click Each Image to Play Video



KEYS & KITES
The Breakthrough B2B Agency

Videos | Click Each Image to Play Video



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime



While most dealers are having a historically great year →

ProfitTime® dealers are doing

EVEN BETTER

ProfitTime®

In a market where the average dealer is making \$2,800 per used vehicle sold, **high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.***

Visit vAuto.com/Even-Better to see how much more profitability you can expect with ProfitTime.

vAuto
LIVE MARKET VIEW

* vAuto Data, April-Aug 2021, results based on limited dealers highly aligned to ProfitTime recommendations vs other Provision dealers

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime



While most dealers are flying high in used vehicle profitability this year...

ProfitTime[®] dealers are doing **EVEN BETTER**

ProfitTime[®]

In a market where the average dealer is making \$2,800¹ per used vehicle sold...

High adopters of ProfitTime[®] **BEAT THAT BY 10%²**

And they still **SOLD CARS 13% FASTER²**

Visit vAuto.com/Even-Better to see how much more profitability you can expect with ProfitTime.

vAuto
LIVE MARKET VIEW

1 1993-4 data, 2017
2 vAuto Data: APR-Aug 2017; results based on invited dealers; rights aligned to ProfitTime recommendations to other ProfitTime dealers

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | LoJack



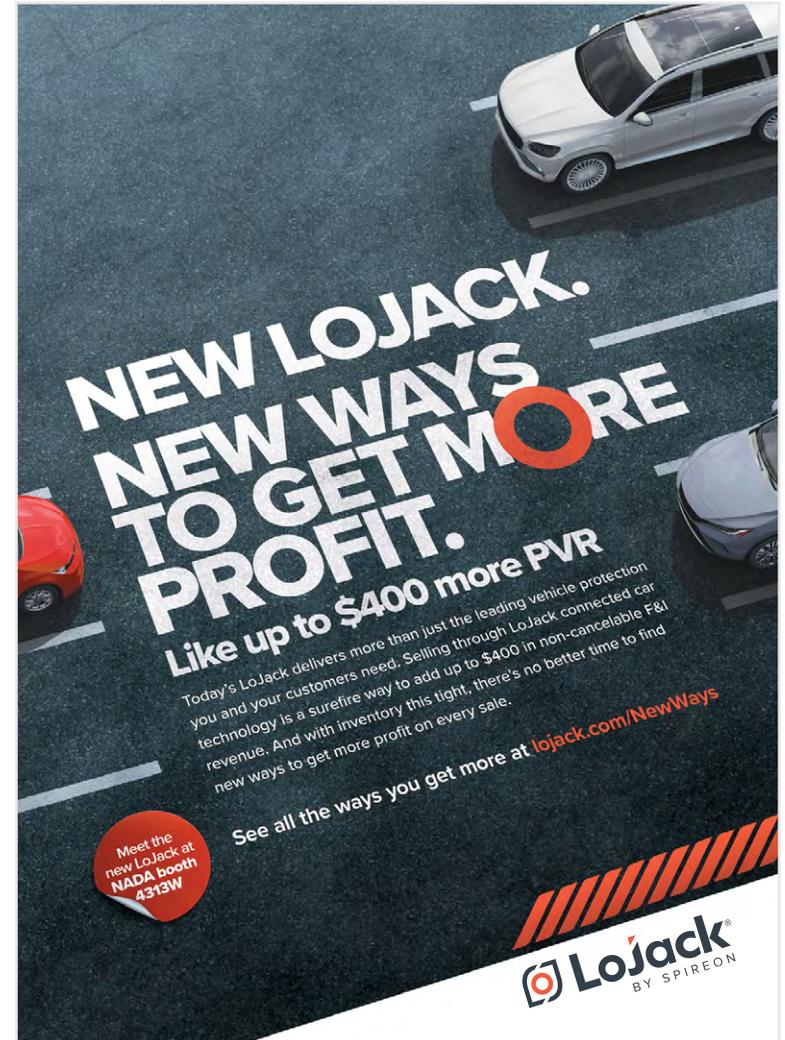
GET MORE

With the All-New

LoJack
BY SPIREON

The most trusted name in theft protection now gives dealers so much more. Powered by Spireon's industry-leading technology, LoJack turns every car on your lot into a connected car. Allowing you to **save more time** with efficient lot management, **earn more revenue** with aftermarket sales, and **engage more customers** with high-touch service retention technology.

Visit lojack.com/more to get started today.



**NEW LOJACK.
NEW WAYS
TO GET MORE
PROFIT.**

Like up to \$400 more PVR

Today's LoJack delivers more than just the leading vehicle protection you and your customers need. Selling through LoJack connected car technology is a surefire way to add up to \$400 in non-cancelable F&I revenue. And with inventory this tight, there's no better time to find new ways to get more profit on every sale.

See all the ways you get more at lojack.com/NewWays

Meet the new LoJack at NADA booth 4313W

LoJack
BY SPIREON

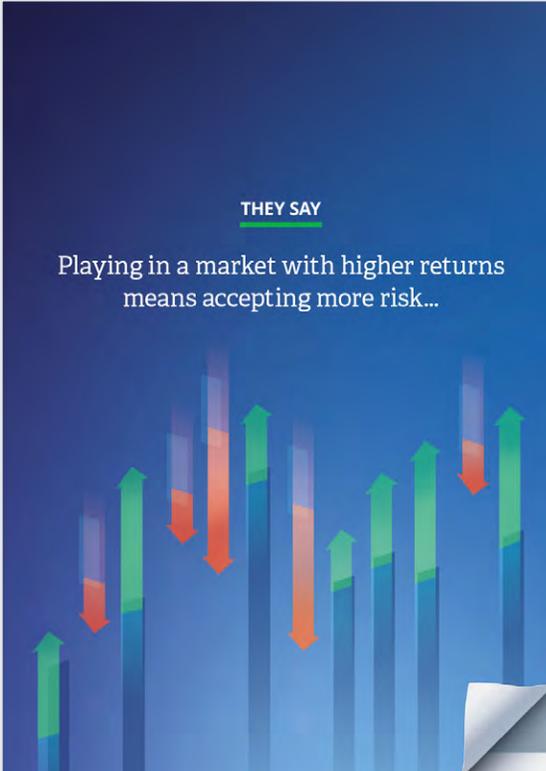


KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Upside

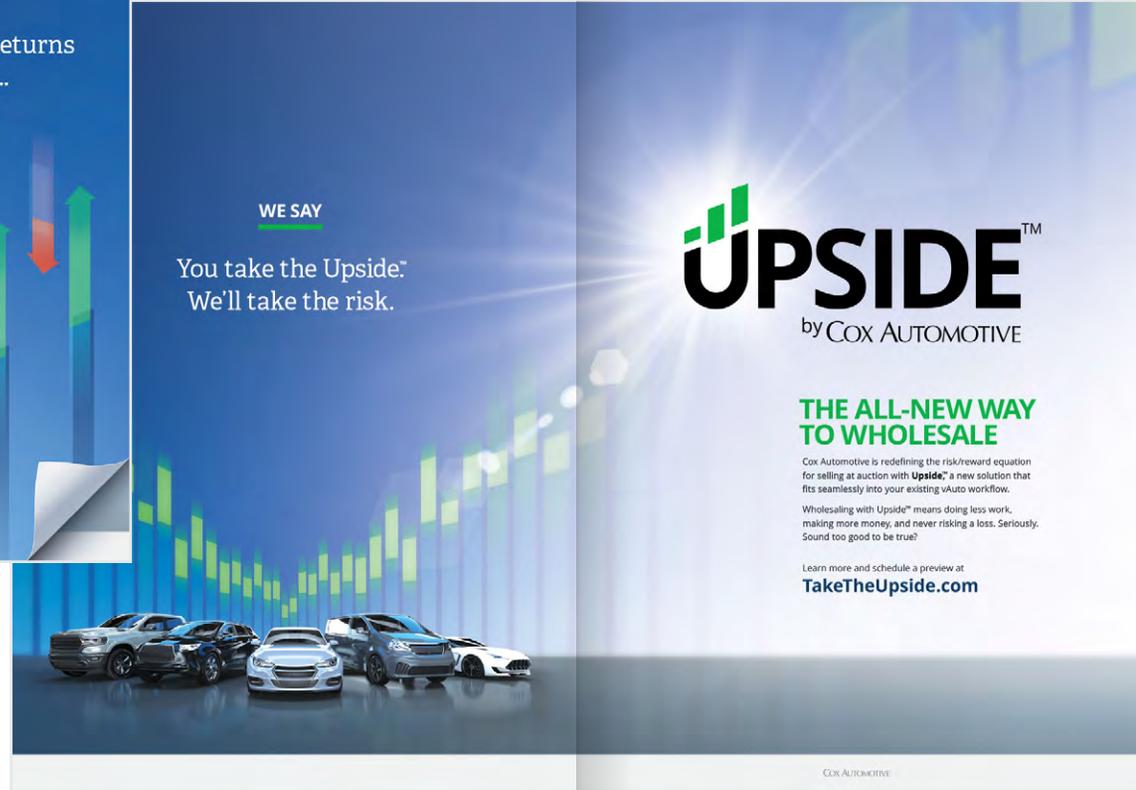
THEY SAY

Playing in a market with higher returns means accepting more risk...



WE SAY

You take the Upside.[™]
We'll take the risk.



UPSIDE[™]
by COX AUTOMOTIVE

THE ALL-NEW WAY TO WHOLESALE

Cox Automotive is redefining the risk/reward equation for selling at auction with **Upside[™]**, a new solution that fits seamlessly into your existing vAuto workflow.

Wholesaling with Upside[™] means doing less work, making more money, and never risking a loss. Seriously. Sound too good to be true?

Learn more and schedule a preview at TakeTheUpside.com

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Upside



THEY SAY
Anyone can make money wholesaling in **THIS** market.



LET'S TURN OLD WHOLESALERS WISDOM **UPSIDE DOWN.**
TakeTheUpside.com

WE SAY
Get ready to make money wholesaling in **ANY** market.

DON'T JUST SETTLE FOR GOOD RETURNS IN FAVORABLE WHOLESALE CONDITIONS.

Today's low supply and high demand won't last forever. But now, profitable wholesaling can. Introducing Upside, the all-new way to wholesale. With a single click inside your existing vAuto workflow you can:

- 1. Easily sell vehicles**
in a **one-of-a-kind digital auction** built on the principles of the country's top-performing wholesalers.
- 2. Never risk a loss**
with a **guaranteed minimum price** on every vehicle.
- 3. Make more money**
when **you keep the lion's share of the upside** if a vehicle sells for more than our price guarantee.



Schedule your preview of Upside and learn how you can future-proof your wholesale profitability today.

TakeTheUpside.com



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Upside Direct

Hard to find
great wholesale
inventory?
Good news...

Things are
looking



UPTM *Direct*
by COX AUTOMOTIVE

Introducing the weekly digital auction filled with great deals on fresh trades from franchise dealers. **Low first bids. Every listing always sells. Expert CRs. And buyer-friendly policies.** Auctions start April 22 with inventory in the Atlanta area.

 Digital Auctions Every Weekend
Fridays 3PM ET - Mondays 3PM ET
UpsideDirect.com

Manheim policies apply

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Dealertrack

GET THE **DEAL** OUT THE DOOR with Dealertrack RegUSA®

SUCCESS WITHOUT BOUNDARIES

Turn out-of-state registration and titling into your competitive advantage with Dealertrack RegUSA®. This seamless online connection to every DMV across the country guides you with deal-specific steps for completion in any state. And lets you build deals with real-time, state-specific taxes and fees to deliver the best deal to every customer.

Get a demo today at go.dealertrack.com/noboundaries

Dealertrack Registration & Title **CP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title

SPEED WITHOUT LIMITS

With Dealertrack Registration & Title solutions, you can submit transactions in under 4 minutes* with:

- Real-time, online connection to the DMV
- Seamless integration with your DMS
- An intuitive interface that helps streamline the process

Get a demo today at us.dealertrack.com/fastfinish

Dealertrack Registration & Title **CP**
TECHNOLOGY THAT DRIVES YOU.

*Based on Dealertrack User Timing report through Google Analytics 11.1.13 - 10.31.20

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title

SPEED WITHOUT LIMITS

Dealertrack Registration & Title solutions accelerate every part of your dealership's title process — from taking in a trade to completing a sale.

- Close title on inventory up to 75% faster with Accelerated Title
- Submit Wisconsin deals electronically in under 4 minutes* with In-State Registration & Title
- Navigate the registration and title process for any customer, in any state with RegUSA®

Safety customers. Drive profits.
Contact us for more info at us.dealertrack.com/WI3022

Dealertrack Registration & Title **CP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title

SPEED WITHOUT LIMITS

Dealertrack Registration & Title solutions accelerate every part of your dealership's title process — from taking in a trade to completing a sale.

- Close title on the dealer on trade-in up to 75% faster* with Accelerated Title
- Submit Wisconsin deals electronically in under 4 minutes* with In-State Registration & Title
- Submit up to 100 transactions in 60 seconds with RegUSA®

Get a demo today at us.dealertrack.com/Speed-AT163

Dealertrack Registration & Title **CP**
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE

GET THE **DEAL** OUT THE DOOR with Dealertrack Registration & Title

SPEED + EFFICIENCY

When inventory is scarce, make the most of every vehicle.

- Close title and title transfer 75% faster* on trade-ins with Dealertrack Accelerated Title®
- Closing Speed: Submit Wisconsin deals electronically in under 4 minutes* with In-State Registration & Title

Get a demo today at us.dealertrack.com/CPA-APR122

Dealertrack Registration & Title **CP**
TECHNOLOGY THAT DRIVES YOU.

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KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime GPS

WHAT IS GLOBAL ACQUISITION?

2023 NADASHOW
LAS VEGAS
FEB 14-15 SUNDAY MONDAY 10-11

Learn about vAuto's newest innovation
for the industry's biggest challenge.

vAuto.com/what-is-GA

vAuto
LIVE MARKET VIEW

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Saba



This is Joe.

He had a blast making a video pitch during the interview that got him hired.

He shares learning content and new ideas with his team once a week.

He does check-ins with his manager during his train commute.

And, he never lets "Free-Bagel Friday" slow him down.

Saba helps Joe work like Joe.

And that's good for your business. Because no matter what business you're in, success starts with your people and their experience at work. That's why thousands of companies around the world use Saba's combination of thought leadership and intelligent technology to deliver a "just-for-me" talent experience for every employee. From a candidate's first contact throughout the development of their career, Saba gives your talent the message: Work like you envision. Work like it's personal. Work like you.

Visit Booth #2310 or www.saba.com to learn more about how Saba can deliver the ultimate talent experience for your people.

RECRUITING & ONBOARDING LEARNING & DEVELOPMENT PERFORMANCE & COACHING PEOPLE ANALYTICS



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | ProfitTime GPS



WHAT IS GLOBAL ACQUISITION?

Reserve your spot to see vAuto's newest innovation for the industry's biggest challenge at NADA Booth #1741W

vAuto.com/NADA2022

Not going to the show?
Learn more at vAuto.com/what-is-GA

2022 NADASHOW
EXPO • PRESENT-GROUND BOOTH 1741W

vAuto
LIVE MARKET VIEW

COX AUTOMOTIVE

OPTIMIZE YOUR INVENTORY FROM EVERYWHERE YOU SOURCE IT.

Today, the biggest challenge dealers face is not selling cars. It's buying cars. Sourcing inventory from everywhere—and anyone—has become the new normal. And it's not easy. But, just like you've done in the past, it's time to conquer a new normal. And just like we've done in the past, vAuto is here to help you do just that with the industry's first Global Acquisition system.

Reserve your spot to see vAuto's newest innovation for the industry's biggest challenge at NADA Booth #1741W

vAuto.com/NADA2022

Not going to the show?
Learn more at vAuto.com/what-is-GA

vAuto
LIVE MARKET VIEW

COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Dealertrack



UNLESS YOU ENJOY THE THRILL OF LAST-MINUTE TITLE SURPRISES...

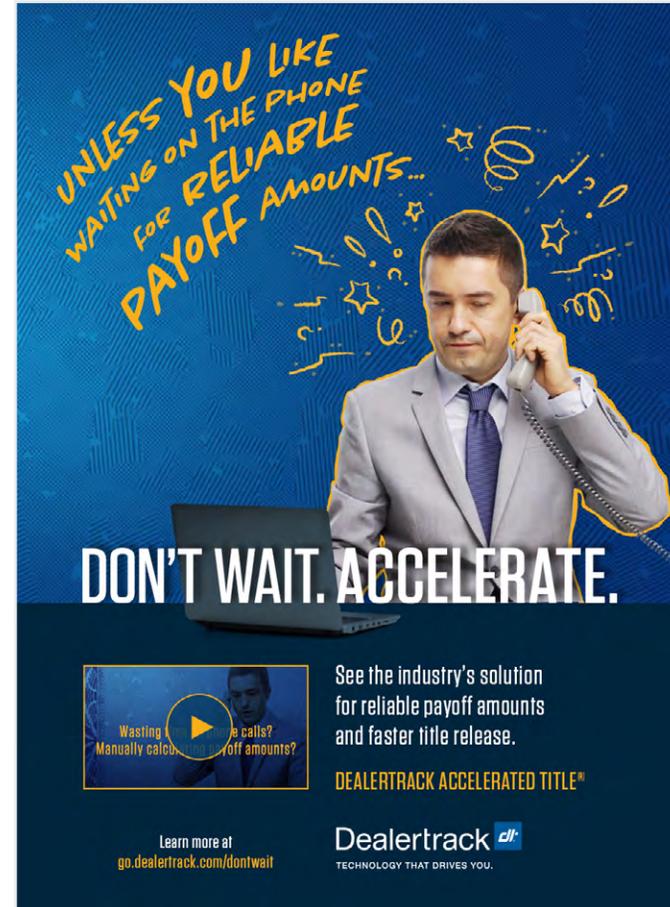
DON'T WAIT. ACCELERATE.

ACCELERATED TITLE
The two-week wait for trade-in titles to clear is a thing of the past. With Accelerated Title, you can clear titles up to 70% faster and avoid costly surprises before they become problems.

Learn more at dealertrack.com/whywait
#whywait

Dealertrack 
TECHNOLOGY THAT DRIVES YOU.

COX AUTOMOTIVE



UNLESS YOU LIKE WAITING ON THE PHONE FOR RELIABLE PAYOFF AMOUNTS...

DON'T WAIT. ACCELERATE.

See the industry's solution for reliable payoff amounts and faster title release.

DEALERTRACK ACCELERATED TITLE®

Learn more at go.dealertrack.com/dontwait

Dealertrack 
TECHNOLOGY THAT DRIVES YOU.



KEYS & KITES
The Breakthrough B2B Agency

Print Advertising | Dealertrack



THE SECRET IDENTITIES OF TRADE-INS
THE FREELOADER

Waiting too long for titles is eating into your profitability

It's time to rid your lot of Freeloaders—trade-ins that sit idle until you get a clear title. With **Dealertrack Accelerated Title**, you'll clear titles up to 70% faster.* That keeps those trade-ins moving instead of racking up holding costs wasting your profit potential.

Dealertrack **AT**
ACCELERATED TITLE
Get started today at us.dealertrack.com/freeloader

**CLEAR TITLES
70% FASTER
FOR FASTER TURN
ON TRADE-INS.**

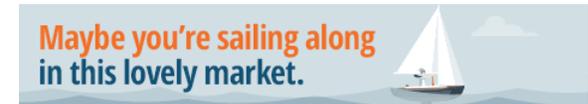
GET THE **DEAL** OUT THE DOOR

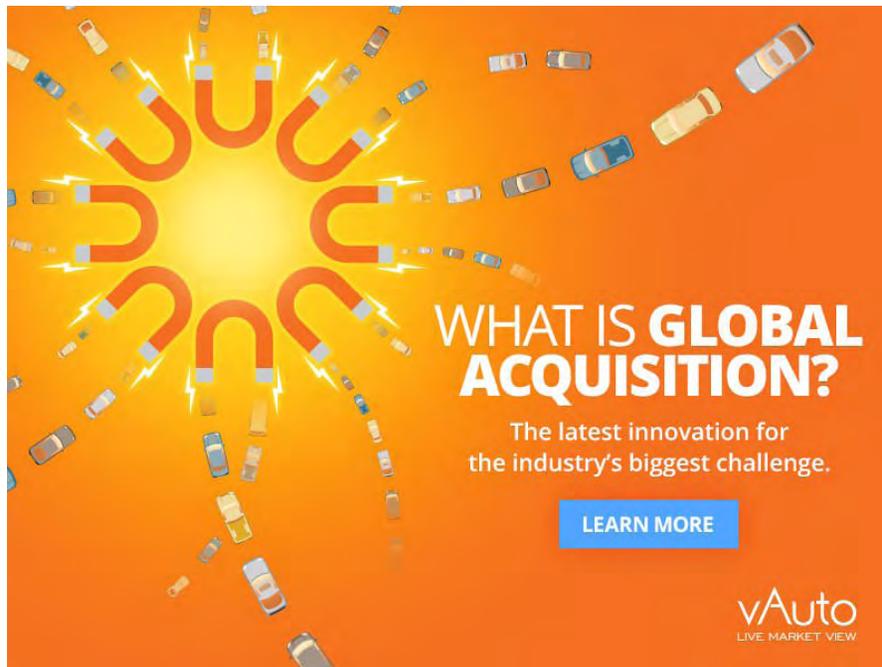
*Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2020 Dealertrack data.

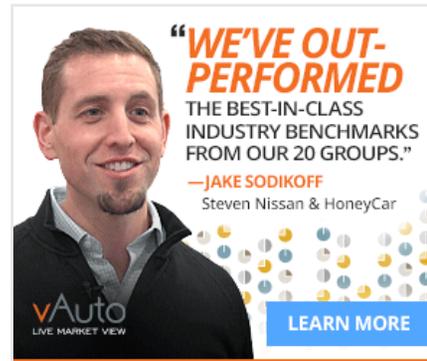
COX AUTOMOTIVE



KEYS & KITES
The Breakthrough B2B Agency



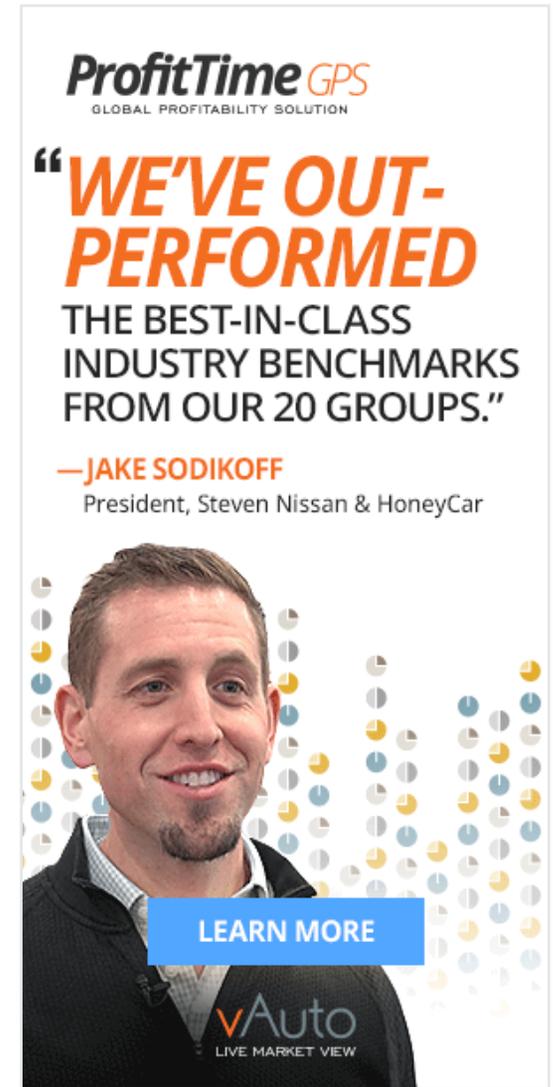




“WE’VE OUT-PERFORMED
THE BEST-IN-CLASS
INDUSTRY BENCHMARKS
FROM OUR 20 GROUPS.”
—JAKE SODIKOFF
Steven Nissan & HoneyCar

vAuto
LIVE MARKET VIEW

[LEARN MORE](#)



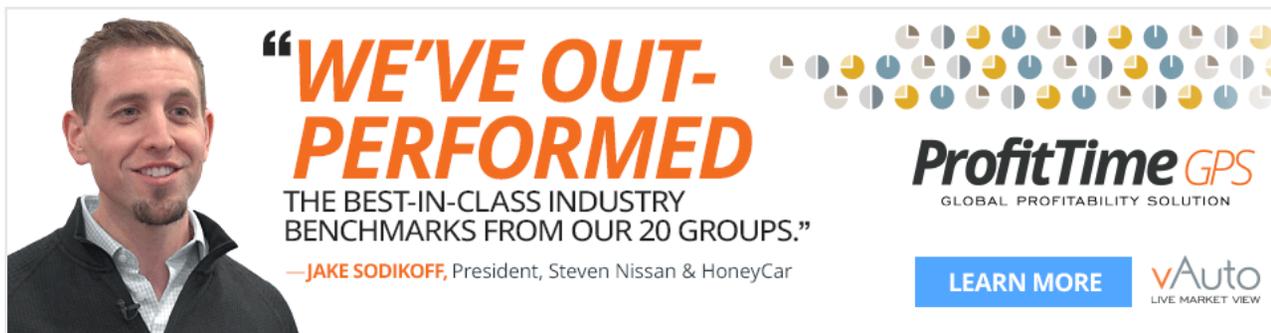
ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

“WE’VE OUT-PERFORMED
THE BEST-IN-CLASS
INDUSTRY BENCHMARKS
FROM OUR 20 GROUPS.”

—JAKE SODIKOFF
President, Steven Nissan & HoneyCar

[LEARN MORE](#)

vAuto
LIVE MARKET VIEW



“WE’VE OUT-PERFORMED
THE BEST-IN-CLASS INDUSTRY
BENCHMARKS FROM OUR 20 GROUPS.”

—JAKE SODIKOFF, President, Steven Nissan & HoneyCar

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

[LEARN MORE](#)

vAuto
LIVE MARKET VIEW



“WE’VE OUTPERFORMED
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—JAKE SODIKOFF, President, Steven Nissan & HoneyCar

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

[LEARN MORE](#)

vAuto



“WE’VE OUTPERFORMED
THE BEST-IN-CLASS INDUSTRY BENCHMARKS FROM OUR 20 GROUPS.”

—JAKE SODIKOFF, President, Steven Nissan & HoneyCar

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

[LEARN MORE](#)

vAuto



Digital Advertising | Dealertrack

[Click to See Animation >](#)



Are you still waiting weeks on titles?
6,000+ dealers can get theirs as fast as 4-6 days.

WHAT ARE YOU WAITING FOR?

SHOW ME HOW

Dealertrack ^{CP}

ACCELERATED TITLE

DON'T WAIT. ACCELERATE.

CASH FLOW TOO SLOW?
Clear titles in 4-6 days & help turn trade-ins faster.

LESS HASSLES. LESS HOLDING COSTS. MORE PROFIT OPPORTUNITY.

Dealertrack ^{CP}
Member Not Eligible
Dealertrack Accelerated Title®

40 160
20 160

SHOW ME HOW

TITLE DELAYS = LESS PROFITABILITY
Clear titles in 4-6 days & help turn trade-ins faster.

FASTER TURN. LESS HOLDING COSTS. IMPROVED CASH FLOW.

Dealertrack ^{CP}
Member Not Eligible
Dealertrack Accelerated Title®

SEE HOW MUCH YOU CAN SAVE

TITLE CLEARANCE IN AS FAST AS 4-6 DAYS FOR LESS HASSLE & LESS HOLDING COSTS.

WHAT ARE YOU WAITING FOR?

DON'T WAIT. ACCELERATE.

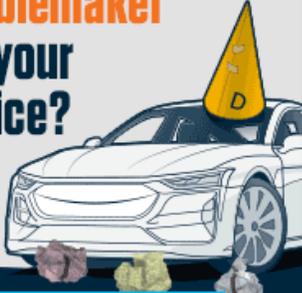
Dealertrack Accelerated Title® **SHOW ME HOW**



KEYS & KITES
The Breakthrough B2B Agency

Do you see a trade-in waiting to clear title? **Dealertrack  ACCELERATED TITLE**
Clear Titles Faster >

Or a **Troublemaker** tying up your back-office?



CLEAR TITLES FASTER

ELIMINATE MANUAL PROCESSES THAT SLOW DOWN YOUR DEALERSHIP **CLEAR TITLES 70% FASTER***

Or a **Freeloader** eating into profitability?



CLEAR TITLES FASTER TODAY

CLEAR TITLES AS FAST AS 4 DAYS FOR FASTER TURN ON TRADE-INS. **CLEAR TITLES FASTER TODAY**

Or a **Double Agent** hiding a co-owner?



SEE MORE TODAY

DON'T LET TITLE SURPRISES UNWIND YOUR DEALS. **SEE MORE TODAY**

ELIMINATE MANUAL PROCESSES THAT SLOW DOWN YOUR DEALERSHIP

Dealertrack  **ACCELERATED TITLE**

CLEAR TITLES 70% FASTER*

* BASED ON AVERAGE INDUSTRY TIMEFRAME FOR VEHICLE TITLE RELEASE AND VEHICLE PAYOFF PROCESS OF 18+ DAYS, AS DETERMINED BY 2020 DEALERTRACK DATA.

COX AUTOMOTIVE

ELIMINATE MANUAL PROCESSES THAT SLOW DOWN YOUR DEALERSHIP

SPEED TITLE RELEASE TO MAXIMIZE PROFIT OPPORTUNITY

Dealertrack  **ACCELERATED TITLE**

CLEAR TITLES 70% FASTER*

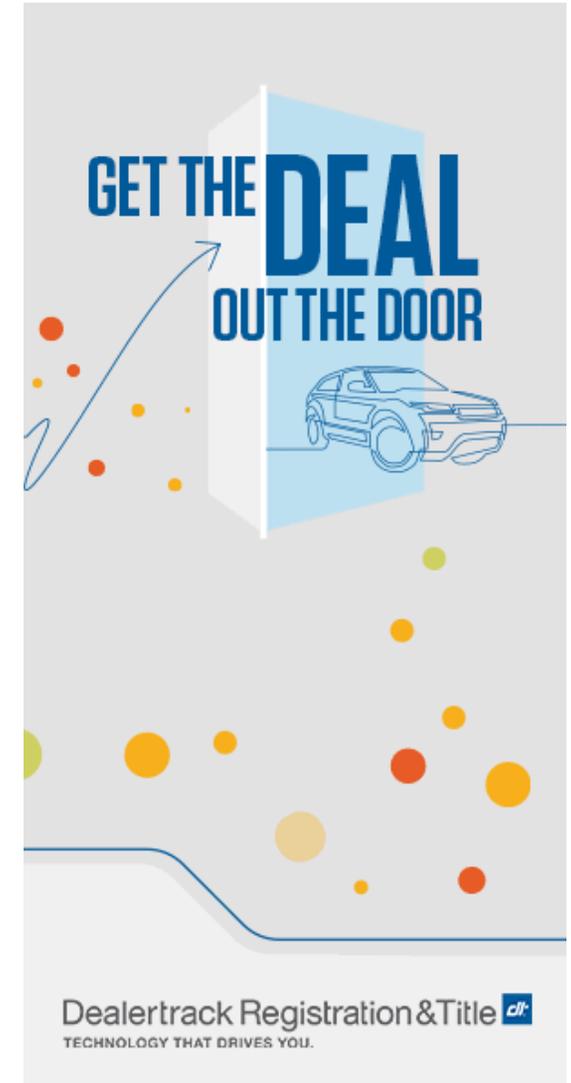
* BASED ON AVERAGE INDUSTRY TIMEFRAME FOR VEHICLE TITLE RELEASE AND VEHICLE PAYOFF PROCESS OF 18+ DAYS, AS DETERMINED BY 2020 DEALERTRACK DATA.

COX AUTOMOTIVE



Digital Advertising | Dealertrack

[Click to See Animation >](#)



KEYS & KITES
The Breakthrough B2B Agency

On-Line
or **In-Person**

Dealertrack Registration & Title

SEE HOW

This advertisement features a dark blue background. At the top left, the text 'On-Line' is enclosed in a white speech bubble with a blue border. Below it, the text 'or In-Person' is written in white. On the right side, there is a stylized illustration of a man's head and shoulders. At the bottom left, the Dealertrack logo and 'Registration & Title' are displayed. At the bottom right, there is a yellow button with the text 'SEE HOW'.

You know how to
GET THE DEAL.

Dealertrack Registration & Title

SEE HOW

This advertisement has a dark blue background. The text 'You know how to' is at the top, followed by 'GET THE DEAL.' in large, bold, white letters inside a white rounded rectangle. At the bottom left, the Dealertrack logo and 'Registration & Title' are shown. At the bottom right, there is a yellow button with 'SEE HOW'. A white arrow points from the bottom of the 'GET THE DEAL.' box towards the 'SEE HOW' button.

In-State
or
Out-of-State Registrations

Dealertrack Registration & Title

SEE HOW

This advertisement features a dark blue background with a map of the United States. The text 'In-State' and 'Out-of-State Registrations' is written in white, with 'or' in between. A white line with arrows connects different states on the map. At the bottom left, the Dealertrack logo and 'Registration & Title' are displayed. At the bottom right, there is a yellow button with the text 'SEE HOW'.

We'll help you...
GET THE DEAL OUT THE DOOR

Dealertrack Registration & Title

SEE HOW

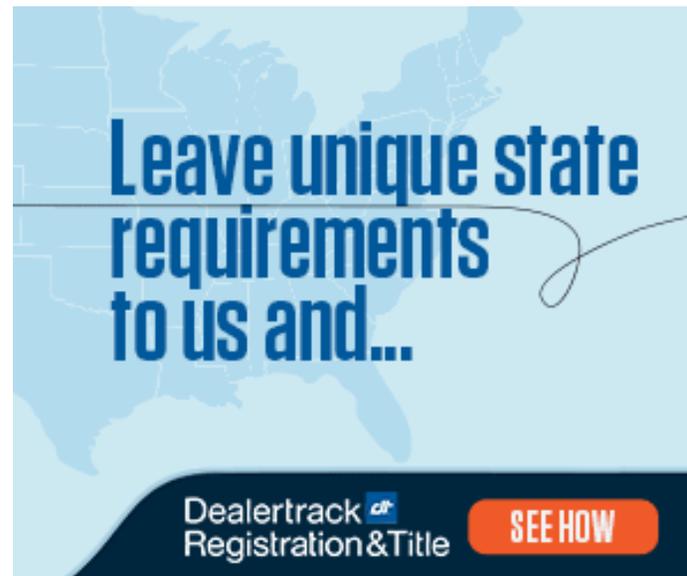
This advertisement has a light blue background. The text 'We'll help you...' is at the top left, followed by 'GET THE DEAL OUT THE DOOR' in large, bold, blue letters. On the right, there is a stylized illustration of a man walking towards a car. At the bottom left, the Dealertrack logo and 'Registration & Title' are shown. At the bottom right, there is a yellow button with 'SEE HOW'.





Sales across state lines?

Dealertrack  Registration & Title [SEE HOW](#)



Leave unique state requirements to us and...

Dealertrack  Registration & Title [SEE HOW](#)



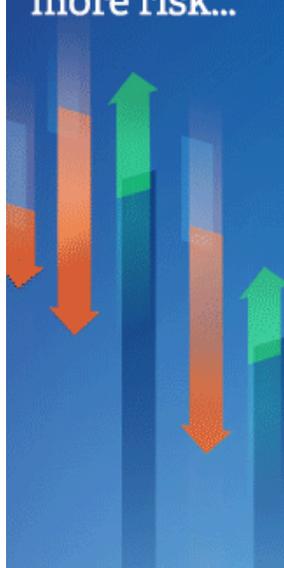
GET THE DEAL OUT THE DOOR With RegUSA[®]

Dealertrack  Registration & Title [SEE HOW](#)



THEY SAY

Playing in a market with higher returns means accepting more risk...



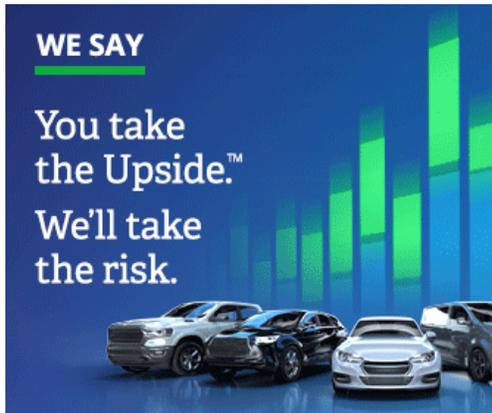
WE SAY

You take the Upside.™
We'll take the risk.



WE SAY

You take the Upside.™
We'll take the risk.



WE SAY You take the Upside.™
We'll take the risk.



WE SAY You take the Upside.™
We'll take the risk.



UPSIDE™
by COX AUTOMOTIVE

THE ALL-NEW WAY TO WHOLESALE

[LEARN MORE](#)



THEY SAY

Anyone can make money wholesaling in **THIS** market.



UPSIDE
by COX AUTOMOTIVE



WE SAY Get ready to make money wholesaling in **ANY** market.

UPSIDE
by COX AUTOMOTIVE

WE SAY Get ready to make money wholesaling in **ANY** market.

UPSIDE
by COX AUTOMOTIVE

WE SAY Get ready to make money wholesaling in **ANY** market.

UPSIDE
by COX AUTOMOTIVE

WE SAY

Get ready to make money wholesaling in **ANY** market.



UPSIDE

WE SAY
Get ready to make money wholesaling in **ANY** market.



UPSIDE
by COX AUTOMOTIVE

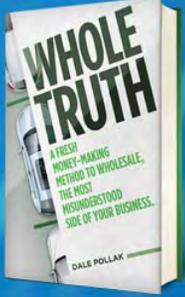
LET'S TURN OLD
WHOLESALE WISDOM
UPSIDE DOWN.

UPSIDE
by COX AUTOMOTIVE

TAKE THE UPSIDE



Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.



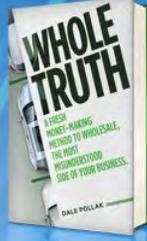
WHOLE TRUTH
By Dale Pollak

[REQUEST YOUR COPY](#)

COX AUTOMOTIVE

Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.

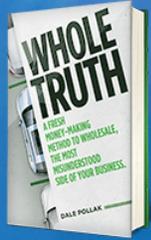
WHOLE TRUTH
By Dale Pollak



[REQUEST YOUR COPY](#)

COX AUTOMOTIVE

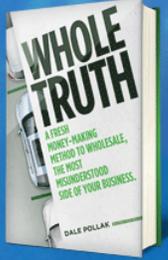
Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.



[REQUEST YOUR COPY](#)

COX AUTOMOTIVE

Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.



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COX AUTOMOTIVE

WHOLE TRUTH
By Dale Pollak



Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.

[REQUEST YOUR COPY](#)

COX AUTOMOTIVE

WHOLE TRUTH
By Dale Pollak

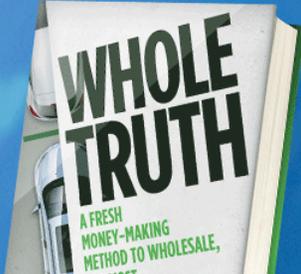


Learn the story behind **Upside**,TM
Cox Automotive's ground-breaking
new way to wholesale.

[REQUEST YOUR COPY](#)

COX AUTOMOTIVE

WHOLE TRUTH
By Dale Pollak



[REQUEST YOUR COPY](#)

COX AUTOMOTIVE



The most trusted name in theft protection...



LoJack
BY SPIREON

GET MORE TODAY

Now gives dealers so much

MORE

GET MORE

with the All-New



LoJack
BY SPIREON

GET MORE TODAY

BOOST PROFIT

WITH AFTERMARKET SALES



BOOST PROFIT

WITH AFTERMARKET SALES



BOOST PROFIT

WITH AFTERMARKET SALES

ENHANCE RETENTION

WITH IN-APP SERVICE NOTIFICATIONS



KEEP CUSTOMERS COMING BACK.

All-New



GET MORE TODAY





Lead Generation | ProfitTime



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime GPS



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Upside Direct

**Starting April 22,
if you buy
wholesale inventory
near Atlanta...**

**Things are
looking UP**



INTRODUCING

UPSIDE™ Direct

by COX AUTOMOTIVE

The weekly digital auction filled with great deals
on fresh trades from franchise dealers.



**Here's something
to perk you up!**

The first cup of coffee is on us.
Get ready for our opening weekend:

Friday, April 22, 3PM ET through
Monday, April 25, 3PM ET at
UpsideDirect.com

The caffeine won't be the only thing to
keep you buzzing. Keep reading to learn
about all the special offers and prizes
we're giving away!

**Things are
looking UP**



UPSIDE™ Direct

by COX AUTOMOTIVE

The numbers add up to buyer success

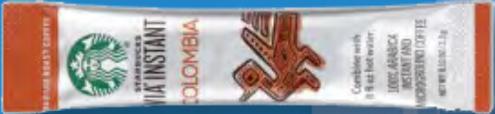
 50% OF MMR	 100% OF UNITS SELL	 360° GUARANTEED	 0% WORRY
Every sale begins with an initial bid that is 50% of MMR. No exceptions.	Every vehicle with a bid above starting price will sell. It's the place to find a deal (and even some steals).	Our experts provide cosmetic and light mechanical condition reports and 360° images.	If any purchase doesn't match the CR, you can return the vehicle. We'll make it easy.*

**Come celebrate our first sale
starting April 22 at 3PM ET**

SURPRISE GIFTS! Something for everyone attending the first sale.	CHANCES TO WIN! Special drawings for a tablet and smart watch.	BIG SAVINGS! Keep more cash with rebates on purchases.
--	--	--

 To learn more about our first sales event celebration, and all the ways Upside™ Direct is changing the game for wholesale buyers, visit **UpsideDirect.com**

*Manheim Marketplace Policies apply. More details on gifts and incentives can be found at UpsideDirect.com



**Here's something
to perk you up!**

The first cup of coffee is on us.
Get ready for our opening weekend:

Friday, April 22, 3PM ET through
Monday, April 25, 3PM ET at
UpsideDirect.com

The caffeine won't be the only thing to
keep you buzzing. Keep reading to learn



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Upside



UPSIDE™
by COX AUTOMOTIVE

NOW AVAILABLE TO CHICAGO AREA DEALERS!

That means you're eligible for the new solution that redefines the risk/reward equation for selling at auction. Wholesaling with **Upside™** means making more money, never risking a loss, and doing less work — all from inside your existing vAuto workflow. See what Upside can do for you.

Talk to your vAuto Performance Manager today.
Or learn more at [TakeTheUpside.com](https://www.TakeTheUpside.com)



UPSIDE™
by COX AUTOMOTIVE

NOW AVAILABLE TO ATLANTA AREA DEALERS!

That means you're eligible for the new solution that redefines the risk/reward equation for selling at auction. Wholesaling with **Upside™** means making more money, never risking a loss, and doing less work — all from inside your existing vAuto workflow. See what Upside can do for you.

Talk to your vAuto Performance Manager today.
Or learn more at [TakeTheUpside.com](https://www.TakeTheUpside.com)



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime GPS





GLOBAL ACQUISITION IS COMING!

Don't just find inventory. Find investments.

The Global Acquisition system is the newest innovation from vAuto. Built to address the most significant challenge every dealer faces today, the system will help dealers buy more vehicles, more right, from more sources than ever before.

[LEARN MORE ABOUT IT](#)



EXPERIENCE OUR LATEST INNOVATIONS

[BOOK MY DEMO](#)

in  

Cox Automotive | vAuto





We're launching a new way to help dealerships who want to build an **inventory stream** poised for profitability and growth.

— *Ernie Kahan*

Visit vAuto's booth at NADA to get a





Global Acquisition is like nothing else available in the industry today.

— *Chris Pollak*

Visit NADA Booth #1741W to see vAuto's Global Acquisition system





GLOBAL ACQUISITION

DALE POLLAK TALKS SOLUTIONS FOR BETTER SOURCING & NEW REVENUE

See these innovations in person at NADA 2022

Our latest podcast discusses all the new solutions Cox Automotive is unveiling at NADA, including the industry's first Global Acquisition™ system and Upside™, the all-new way to wholesale.

And, by the way you can see them both for yourself at the show. We're already taking appointments. So sign up now, and don't miss out on the times that work best for you.

[RESERVE YOUR SPOT TODAY](#)

\$50 gift card + sweepstakes entry

Join us for a one-on-one demo in Las Vegas March 11-13, and get a \$50 gift card, plus a chance to win prizes.*

*Promotion terms apply. Click for details on gift card offer and sweepstakes.

in  





Vegas just got its newest attraction.

Visit vAuto's Booth #1741W at the NADA show to see the industry's first Global Acquisition




vAuto will be sourcing of i Acquisition i — called Pro

See it for you taking appoi that work be

MAYBE YOU HAVE TO BUY FROM EVERYWHERE. BUT YOU DON'T HAVE TO BUY "JUST ANYTHING!"

Make better channels wi

The industry's f vAuto's newest release will help decision across

But don't take o has to say abou challenge. Then




WE'RE TALKING ABOUT: GLOBAL ACQUISITION

LISTEN TO THE PODCAST. THEN SEE GLOBAL ACQUISITION FOR YOURSELF AT NADA.

In our latest podcast, Dale Pollak discusses vAuto's one-of-a-kind solution for multichannel sourcing that's part of the soon-to-be-released ProfitTime™ GPS. And, if you're going to NADA, see it for yourself with an in-person demo. We're already taking appointments, so sign up now.

[RESERVE YOUR SPOT TODAY](#)

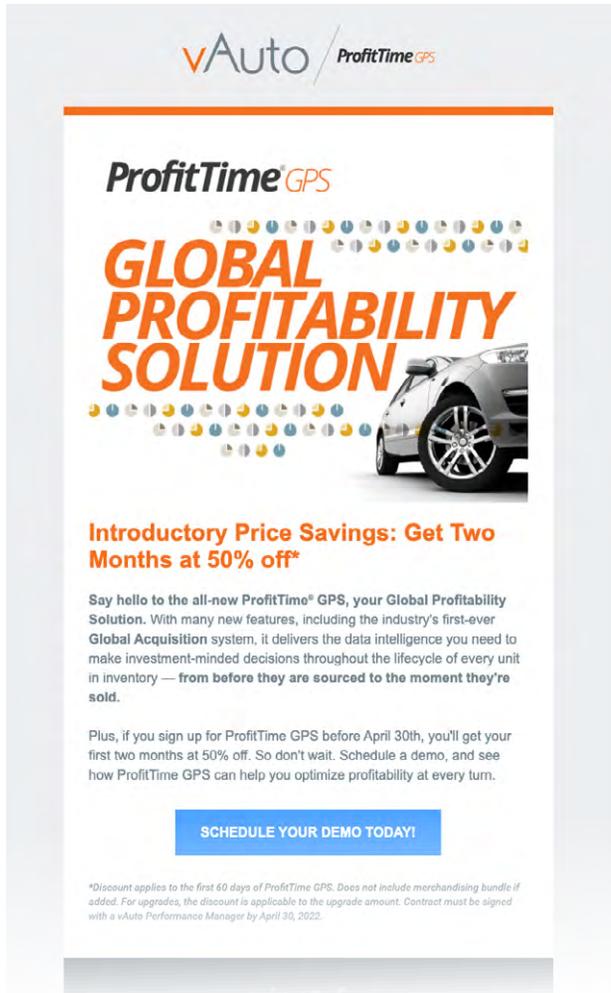
\$50 gift card + sweepstakes entry

Join us for a one-on-one demo in Las Vegas March 11-13, and get a \$50 gift card, plus a chance to win prizes.*



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime GPS



vAuto / ProfitTime GPS

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

GLOBAL PROFITABILITY SOLUTION

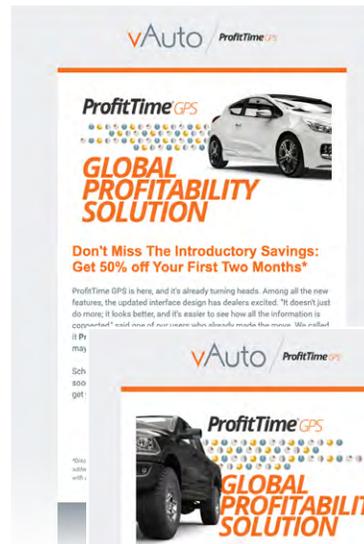
Introductory Price Savings: Get Two Months at 50% off*

Say hello to the all-new ProfitTime® GPS, your Global Profitability Solution. With many new features, including the industry's first-ever Global Acquisition system, it delivers the data intelligence you need to make investment-minded decisions throughout the lifecycle of every unit in inventory — from before they are sourced to the moment they're sold.

Plus, if you sign up for ProfitTime GPS before April 30th, you'll get your first two months at 50% off. So don't wait. Schedule a demo, and see how ProfitTime GPS can help you optimize profitability at every turn.

[SCHEDULE YOUR DEMO TODAY!](#)

*Discount applies to the first 60 days of ProfitTime GPS. Does not include merchandising bundle if added. For upgrades, the discount is applicable to the upgrade amount. Contract must be signed with a vAuto Performance Manager by April 30, 2022.



vAuto / ProfitTime GPS

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Don't Miss The Introductory Savings: Get 50% off Your First Two Months*

ProfitTime GPS is here, and it's already turning heads. Among all the new features, the updated interface design has dealers excited. "It doesn't just do more, it looks better, and it's easier to see how all the information is connected!" said one of our users who already made the move. We called it ProfitTime GPS.

Sign up for ProfitTime GPS today!

[SCHEDULE YOUR DEMO TODAY!](#)



vAuto / ProfitTime GPS

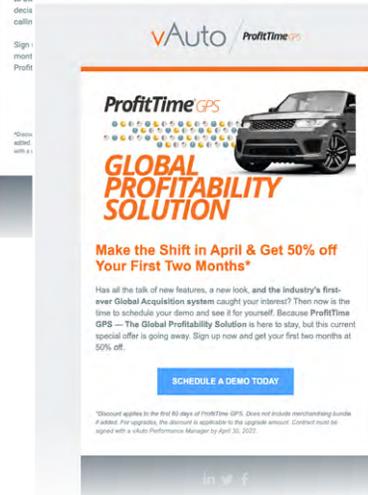
ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Make Your Move in April & Get Your First Two Months at 50% off*

The newest version of ProfitTime is here, and it's better than ever. With many new features, including the addition of pricing recommendations to the Global Acquisition system, it delivers the data intelligence you need to make investment-minded decisions throughout the lifecycle of every unit in inventory — from before they are sourced to the moment they're sold.

Sign up for ProfitTime GPS today!

[SCHEDULE YOUR DEMO TODAY!](#)



vAuto / ProfitTime GPS

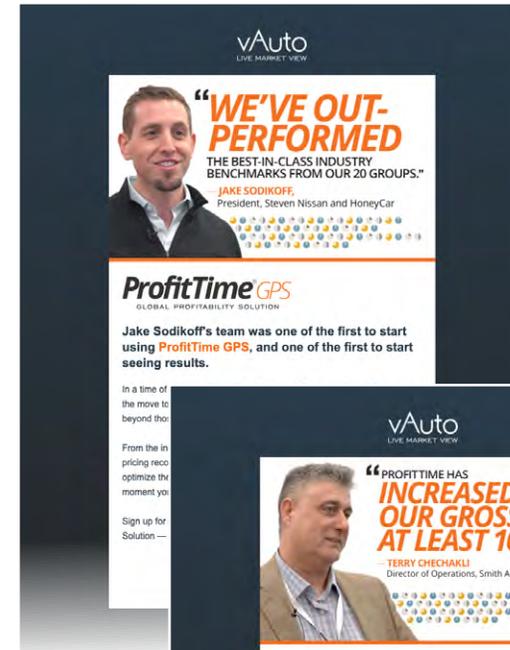
ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Make the Shift in April & Get 50% off Your First Two Months*

Has all the talk of new features, a new look, and the industry's first-ever Global Acquisition system caught your interest? Then now is the time to schedule your demo and see it for yourself. Because ProfitTime GPS — The Global Profitability Solution is here to stay, but this current special offer is going away. Sign up now and get your first two months at 50% off.

[SCHEDULE A DEMO TODAY](#)

*Discount applies to the first 60 days of ProfitTime GPS. Does not include merchandising bundle if added. For upgrades, the discount is applicable to the upgrade amount. Contract must be signed with a vAuto Performance Manager by April 30, 2022.



vAuto
LIVE MARKET VIEW

"WE'VE OUTPERFORMED"
THE BEST-IN-CLASS INDUSTRY BENCHMARKS FROM OUR 20 GROUPS.*
JAKE SODKOFF
President, Steven Nissan and HoneyCar

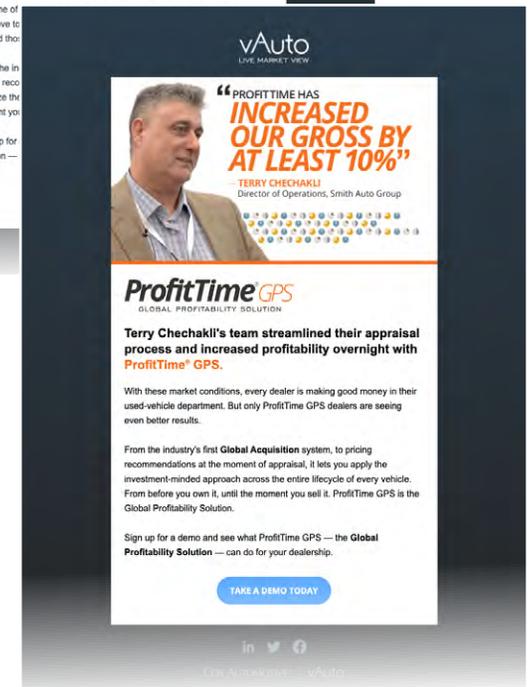
ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Jake Sodkoff's team was one of the first to start using ProfitTime GPS, and one of the first to start seeing results.

in a time of the move to beyond the moment you

From the in pricing recommendations to the moment you

Sign up for Solution —



vAuto
LIVE MARKET VIEW

"PROFITIME HAS INCREASED OUR GROSS BY AT LEAST 10%"
TERRY CHECHAKLI
Director of Operations, Smith Auto Group

ProfitTime GPS
GLOBAL PROFITABILITY SOLUTION

Terry Chechakli's team streamlined their appraisal process and increased profitability overnight with ProfitTime® GPS.

With these market conditions, every dealer is making good money in their used-vehicle department. But only ProfitTime GPS dealers are seeing even better results.

From the industry's first Global Acquisition system, to pricing recommendations at the moment of appraisal, it lets you apply the investment-minded approach across the entire lifecycle of every vehicle. From before you own it, until the moment you sell it. ProfitTime GPS is the Global Profitability Solution.

Sign up for a demo and see what ProfitTime GPS — the Global Profitability Solution — can do for your dealership.

[TAKE A DEMO TODAY](#)

in | | |

Go to vAuto



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime

vAuto ProfitTime

EVEN BETTER

HAVE YOU HEARD?
While most dealers are making historic profits on used vehicles, ProfitTime® dealers are doing EVEN BETTER

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Use our quick calculator to see how much more profitability ProfitTime could deliver to your dealership.

[TRY THE CALCULATOR](#)

vAuto ProfitTime

EVEN BETTER

HAVE YOU HEARD?
While most dealers are flying high in this used vehicle market, ProfitTime® dealers are doing EVEN BETTER

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Even if you're already doing great, now is not the time to glide along on a tailwind. [Learn more here](#) or call your vAuto representative to find out how ProfitTime can bring a boost to already great performance.

vAuto ProfitTime

EVEN BETTER

HAVE YOU HEARD?
While most dealers are happily cruising along, ProfitTime® dealers are doing EVEN BETTER

In a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

Even if you're already doing great, now is not the time to just ride the high tides of the market. [Learn more here](#) or call your vAuto representative to find out how ProfitTime can bring a boost to already great performance.

vAuto ProfitTime

[TRY OUR CALCULATOR >](#)

EVEN BETTER

See for yourself how much better your numbers could be with ProfitTime®

When business is good, and you're making money, it may feel like you should just stick with what you're doing. As people say, "If it ain't broke, don't fix it." Right?

Well, that's not always the best advice. What if you knew that as great as most dealers are doing this year, ProfitTime dealers are doing **EVEN BETTER**. If you knew they were beating the average gross by 10% and volume by 13%, would you consider a change?

To help you think it over, our simple calculator can show how your best month this year would have looked **EVEN BETTER**, like top-performing ProfitTime dealers.

vAuto ProfitTime

GO BEHIND THE NUMBERS

Maybe you've heard how ProfitTime® dealers are doing **EVEN BETTER** than most dealers in this historically profitable used vehicle market. But you're wondering exactly what that means in real dollars.

Check out this new PDF where we do the math on a few common dealer scenarios. You'll see just how much impact ProfitTime can make on already great results. [Download the PDF here](#) or give us a call at **(888) 864-1315** to discuss the details with a ProfitTime representative.

[GET THE PDF HERE](#)

vAuto ProfitTime

"We were already doing great before ProfitTime. Now our **AVG. FRONT-END GROSS IS UP \$1,800 SINCE WE SWITCHED.**"
 —Gary Wesler, Honda of Downtown Chicago

Gary Wesler, GM of Honda of Downtown Chicago, understands that most people don't think about making changes when business is good. But he also knows that no matter how good things are, you can't pass up a chance to be **EVEN BETTER**.

Watch Gary's [full interview](#) to hear about why he moved to ProfitTime when he already had one of the most profitable dealerships in the country. And, see what switching to ProfitTime could do for you.

[WATCH THE INTERVIEW](#)

vAuto ProfitTime

Did you get your candy?

More importantly, did you get our point?

There's great, and there's **EVEN BETTER**. Sure, you're having a great year in used vehicles. But in this market, is "great" good enough for you? Because it's important to know that high adopters of ProfitTime are doing **EVEN BETTER**.

How much better? Well, in a market where the average dealer is making \$2,800 per used vehicle sold, high adopters of ProfitTime are beating that by 10%. And, they're still selling vehicles 13% faster.*

So, after you've come down from the sugar rush, let's talk about how much more money **EVEN BETTER** could look like for you.

[Learn more here](#)



KEYS & KITES
 The Breakthrough B2B Agency

Lead Generation | Upside

COX AUTOMOTIVE

THEY SAY

Playing in a market with higher returns means accepting more risk.

WE SAY

You take the Upside™. We'll take the risk.

UPSIDE™
by COX AUTOMOTIVE



THE ALL-NEW WAY TO WHOLESALE

Cox Automotive is redefining the risk/reward equation for selling at auction with Upside™, a new solution that fits seamlessly into your existing vAuto workflow. Wholesaling with Upside means doing less work, making more money, and never risking a loss. Seriously.

Sound too good to be true? Schedule a preview and learn more today.

[VISIT TAKETHEUPSIDE.COM](http://VISIT.TAKETHEUPSIDE.COM)

COX AUTOMOTIVE

Let's Catch Up About...

UPSIDE™
by COX AUTOMOTIVE



It's Time To See the Solution Everyone Was Talking About in Las Vegas

COX AUTOMOTIVE

Learn the story behind Upside™, Cox Automotive's groundbreaking new way to wholesale.

WHOLE TRUTH
By Dale Pollak



In Whole Truth, Dale Pollak examines why many dealers haven't considered wholesaling as a reliable profit center for their used vehicle departments and why the solution fr...

COX AUTOMOTIVE

Automotive News **WEEKENDS**

WHY THE TIME IS RIGHT TO REINVENT YOUR WHOLESALE EXPERIENCE

Presented by: **Dale Pollak** (VP, Cox Automotive Inc. and founder of vAuto) and **Zach Hallowell** (VP, Automobile Dept. Cox Automotive Inc.)

WHOLESALE BUYERS AND SELLERS SHOULDN'T MISS THIS CONVERSATION

Wholesale sellers have seen significant profits these last two years. But how long will that last? Learn the risks, rewards, and business opportunities of wholesaling in today's market.

• Why sell wholesale?
• Best practices for success
• How to get started
• The future of wholesaling

COX AUTOMOTIVE

UPSIDE™
by COX AUTOMOTIVE

HIGHLIGHTS

4.25.22

NOTABLE NUMBERS FROM LAST WEEKEND'S INAUGURAL UPSIDE DIRECT SALE

99.8% OF MMR **18.5** AVG. BIDS/CAR **10.2K** VDP VIEWS

Buyers were bidding and buying at last weekend's sale. Dealers discovered how wholesaling vehicles with Upside means making more money, never risking a loss, and doing less work — all from inside their existing vAuto workflow.

Don't miss your chance to take the upside in our next sale.

[TAKE THE UPSIDE TODAY](#)

COX AUTOMOTIVE

UPSIDE™
by COX AUTOMOTIVE

Hi Tom,

FIRST AUCTION STARTS SOON! ARE YOU READY?

We want your first Upside experience to be a success. So, we've put together a quick checklist to make sure you're ready for the upcoming auction.

I see the option to Upside on all my inventory and active appraisals inside vAuto.

An Upside team member has given me a walk-through of all the Upside functionality inside vAuto.

I've clicked the option to Upside for all the inventory I want to wholesale this week, what have I missed? [View my Upside Checklist](#)

If you answer getting started Performance

Q: Can strong wholesale profitability last much longer?

A: Yes, if you know the way.

The Keys to Successful Wholesaling in All Market Conditions

Automotive News
Sponsored Whitepapers

THE KEYS TO SUCCESSFUL WHOLESALE IN ALL MARKET CONDITIONS

In the wake of COVID-19 and the resulting inventory crunch, dealers have gotten used to record profitability selling vehicles wholesale. But are wholesale profits sustainable as market conditions normalize? The answer is yes, but it will require a new way to wholesale to make it happen. Download this whitepaper to learn more about the principles of this new way and how Upside™ makes it possible.

In this whitepaper, you'll learn:

- Four best practices top-performing wholesale sellers follow to achieve optimal returns
- Key reasons dealers underperform as they wholesale vehicles
- How buyers and sellers will benefit from a reinvented wholesale market

COX AUTOMOTIVE

Q: Can strong wholesale profitability last much longer?

A: Yes, if you know the way.

The Keys to Successful Wholesaling in All Market Conditions

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THE KEYS TO SUCCESSFUL WHOLESALE IN ALL MARKET CONDITIONS

In the wake of COVID-19 and the resulting inventory crunch, dealers have gotten used to record profitability selling vehicles wholesale. But are wholesale profits sustainable as market conditions normalize? The answer is yes, but it will require a new way to wholesale to make it happen. Download this whitepaper to learn more about the principles of this new way and how Upside™ makes it possible.

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KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | ProfitTime Price Promotions

Get Scary Good SAVINGS on ProfitTime
We're treating you to special pricing until October 31st
SAVE NOW

ProfitTime special pricing is about to EXPIRE
Respond before October 31st to accept your offer.*
GET YOUR OFFER

ProfitTime Savings ARE STILL HERE!
But not for long...
There's still time to save on your first 90 days of ProfitTime*
DON'T MISS THE OFFER

ProfitTime Savings ARE STILL HERE!
Put it on the list of things to be thankful for...
Your special pricing offer* is good until November 30th!
START SAVING

Tis the Season Savings
Your special pricing offer* is extended through December!
GET YOUR OFFER

Ring in the Savings!
Your special pricing offer* is good through December!
SIGN UP NOW

CELEBRATE WITH Special Pricing BEFORE YEAR-END
Save on your first 90 days* when you sign up for ProfitTime!
CELEBRATE WITH SAVINGS

YOUR OFFER EXPIRES When the CLOCK HITS 12
This special pricing offer* is only good through New Year's Eve!
DON'T MISS THE SAVINGS

Savings + Socks
All this month, get special pricing on ProfitTime* plus FREE STUFF with every demo.
SCHEDULE YOUR DEMO GET LOCAL SIZES

Savings Donuts
All this month, get special pricing on ProfitTime* plus FREE STUFF with every demo.
SCHEDULE YOUR DEMO GET DONUTS FOR YOUR OFFICE

LET THE Savings ROLL
Before NADA in Las Vegas, ProfitTime* brings the winnings to you!
GET YOUR SPECIAL OFFER*

WELCOME TO Fabulous SAVINGS!
Save on your first 60 days when you sign up for ProfitTime*
GET YOUR SPECIAL OFFER*

WHAT A Deal!
Save on your first 60 days of ProfitTime* if you sign up by the end of the month.
GET YOUR SPECIAL OFFER*

GO ALL-IN on this Special Offer!
Save on your first 60 days of ProfitTime* if you sign up by February 28th.
GET YOUR SPECIAL OFFER*

NADA SPECIAL PRICING
Didn't make it to Las Vegas? GOOD NEWS! NADA Show Special Pricing is now available for everyone.
SCHEDULE YOUR DEMO TODAY!

Savings Coffee
All this month, get special pricing on ProfitTime* plus FREE STUFF with every demo.
SCHEDULE YOUR DEMO GET COFFEE FOR YOUR TEAM



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Dealertrack

Dealertrack 



Never have a "pay-off surprise" again.

Accelerated Title clears titles in as little as 4-6 days so you can turn trade-ins faster than ever before. Whether you sell the trade in on your lot or take it to auction, you'll do it with a clear title in hand and up to 70% faster.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

[f](#) [t](#) [in](#)

Dealertrack 



Stop wasting time pushing paper.

Accelerated Title eliminates the back-office hassles of printing, writing and mailing checks to lenders. Now with one click the accurate pay-off is sent to the lender in real-time. Now you can move trade-in inventory faster than ever before, reducing holding costs and speeding profits.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

[f](#) [t](#) [in](#)

Dealertrack 



Accelerated Title clears titles in as little as 4-6 days instead of the usual 2 weeks or longer. Now you can stop holding costs from piling up and get trade-ins sold faster than ever before. No more manual paperwork and hassles. No more pay-off surprises. Just faster turn on trade-ins and improved profits. What are you waiting for?

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

[f](#) [t](#) [in](#)

Dealertrack 



Turn trade-ins faster.

Accelerated Title clears titles in as little as 4-6 days so you can turn trade-ins faster than ever before. Whether you sell the trade in on your lot or take it to auction, you'll do it with a clear title in hand and up to 70% faster.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

[f](#) [t](#) [in](#)

Dealertrack 



Slash inventory holding costs.

Accelerated Title clears titles in as little as 4-6 days instead of the usual 2 weeks or longer. Now you can stop holding your costs from piling up and get trade-ins with clear title sold faster than ever before.

[SHOW ME HOW](#)

ACCELERATED TITLE
DON'T WAIT. ACCELERATE.

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Lead Generation | Dealertrack

CLEARING TITLES
EASIER IS BETTER

Today's Title To-Do's

- 1:00 Take trade-in
- 1:01 Log-in to Accelerated Title
- 1:03 Pull real-time pay-off
- 1:04 Submit title request
- 1:06 Sit back

WELL, THAT WAS EASY!

CLICK FOR EASIER TITLES

Why make things hard when they can be easy. Eliminate the typical title run-around and super-charge your dealership's title release process with Accelerated Title. Not only will you get clear titles up to 70% faster, you'll get them a lot easier too.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!

DON'T WAIT. ACCELERATE.

CLEARING TITLES
SHORTER IS BETTER

Step 1:
USE ACCELERATED TITLE TO GET ACCURATE PAY-OFF AMOUNTS IN REAL-TIME AND CLEAR TITLES UP TO 70% FASTER.

Step 2:
THERE IS NO STEP 2

CLICK TO ACCELERATE TITLES

Accelerated Title super-charges your dealership's title release process, clearing titles up to 70% faster. Why is faster better? Because every day you wait is another day of holding costs instead of revenue from selling the vehicle.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!

DON'T WAIT. ACCELERATE.

CLEARING TITLES
FASTER IS BETTER

Accelerated Title (vs.) The Status Quo

DAY 1: Take trade-in	DAY 1: Take trade-in
DAY 2: <i>Cleared title!</i> Ready to sell or take to Auction.	DAY 2: Call lender
	DAY 3: Call lender again
	DAY 4: Wait
	DAY 5: Call for status
	DAY 6: Wait
	DAY 7: Oops! You got a title surprise!
	DAY 8: Call some more
	DAY 9: Holding costs
	DAY 10: Wait
	DAY 11: Wait
	DAY 12: Wait
	DAY 13: More holding costs
	DAY 14: Thought you might get it
	DAY 15: Wait
	DAY 16: Wait some more
	DAY 17: <i>Maybe?</i>

4 DAYS VS. 17!

CLICK TO CLEAR TITLES FASTER

Why waste time chasing down titles on trade-ins when every day you have to wait is another day you could have sold the vehicle? Dealertrack Accelerated Title® clears title up to 70% faster, and makes the entire process easy.

See how Dealertrack Accelerated Title® saves you dealership time and lets you move inventory faster. Visit www.dealertrack.com/whywait today!

DON'T WAIT. ACCELERATE.



KEYS & KITES
The Breakthrough B2B Agency

Lead Generation | Dealertrack

THE SECRET IDENTITIES OF TRADE-INS: THE FREELoader



Trade-ins without titles are **Freeloaders on your lot.**

It's true! Waiting for titles like it's business-as-usual is costing you money. Every day you wait is another day of racking up holding costs. But it doesn't have to be that way. **Dealertrack Accelerated Title®** helps you clear titles up to 70% faster,* and gets your trade-ins turning into revenue.

Average holding costs on every trade-in**

THE FREELoader	VS	WITH ACCELERATED TITLE
\$555		\$185

See how Accelerated Title can get your trade-ins earning revenue instead of wasting profit potential.

[CLEAR TITLES FASTER](#)

Dealertrack  **ACCELERATED TITLE**

THE SECRET IDENTITIES OF TRADE-INS: THE TROUBLEMAKER



Can you check liens and pay loans online **IN SECONDS?**

YES
 NO

If you answered no, your lot may contain **Troublemakers** — trade-ins who tie up your back office in time-consuming manual processes like calling lenders and mailing checks.

With Dealertrack Accelerated Title®, the answer is always YES! Skip title-release traffic jams to free up back-office time and start turning trade-ins — and seeing profit — faster than ever.

See how Accelerated Title cuts hours of back-office work and clears away obstacles that can keep you from turning trade-ins fast.

[SEE MORE TODAY](#)

Dealertrack  **ACCELERATED TITLE**

THE SECRET IDENTITIES OF TRADE-INS: THE DOUBLE AGENT



Trade-ins hiding co-signers are **Double Agents trying to unwind your deals.**

A simple trade can become a tricky deal when it turns out the title has a surprise co-signer. That means wasted time and worse — wasted profit potential. With **Dealertrack Accelerated Title®**, you can see title details instantly, making sure you avoid costly surprises.

See what a difference Accelerated Title can make:

	THE DOUBLE AGENT	VS	WITH ACCELERATED TITLE
Costly Title Surprise	Yes		No
Payoff Delay	Yes		No
Avg. Title Turn Times*	12–18+ Days		4–6 Days

See how Accelerated Title uncovers issues before you take a trade, and get the full profit potential of every deal.

[SEE MORE TODAY](#)

Dealertrack  **ACCELERATED TITLE**



ELEVATED RECRUITING

Applying Principles of Behavioral Science for Better Talent Management

cornerstone + saba

Behavioral Principle at Play: "STORYTELLING"

We are more likely to connect with and remember stories than we are isolated facts because narratives allow us to connect to information on an emotional level.

That's why we summarize the central lessons of childhood fables or the human truths conveyed by Greek mythology so readily.

Storytelling—especially when it's perceived to be true and authentic—is an incredibly powerful way to convey a wealth of information in a condensed format.

HR and Recruiting departments can use storytelling to connect with and educate both employees and candidates. Feedback testimonials and "day in the life" videos from real people go a long way to show what it's like to be a part of your organization and what it's like to fill a particular equipment and role. These formats have a much higher likelihood of success for building through and creating a memorable impression with efficient substance.

Behavioral Principle at Play: "FEEDBACK & REWARDS"

We can all take a lesson from Facebook, Instagram, and Twitter when it comes to effective use of the behavioral principle of Feedback & Rewards.

The effects of "likes" on our brain chemistry and psychology have been well documented. These simple and instantaneous reward and feedback mechanisms stimulate dopamine production in our brain, making us feel good and wanting more positive feedback. They are a large driver of the time and effort on social media and the way we feel about the online experience. Many organizations outside of social media have adopted an effective use of Feedback & Rewards. In fact, the identification of tasks and choices like exercise has proven to be highly effective. The more candidates get immediate feedback & rewards, the more they will keep going in the right direction. In a controlled experiment, people that were given \$40 or \$30 incentives associated more value and positive associations to their \$40 reward than people that were given a single \$40 reward.

Recruiters can use the concept of Feedback & Rewards in a variety of ways. Make a game out of experience of looking for a position or answering for a role that has a goal of one candidate. Provide simple "thumbs up" when you are in the process. "Virtual" cues that help candidates understand the progress that they are making. Even small cues can be helpful when used in a place that shows progress or a "happy" outcome that provides positive reinforcement. Provide simple goal attainment or screens that help candidates better understand something about themselves—and help you qualify them for your open positions.

The more candidates get immediate feedback & rewards, the more they will keep going in the right direction.

cornerstone + saba

Behavioral Principle at Play: "FRICTION COSTS"

We have evolved to size things up quickly and make snap judgments.

Our ancient ancestors had to make quick decisions like "go I hunt this" or "stay hidden here or die" but for one that took a little extra to catch? These quick decisions were often the difference between life and death.

While the hundreds of small "snap" decisions we make every day do not carry the same consequences, we make them largely the same way, with a quick assessment of whether it's worth the time and energy and whether the effort is worth the reward. These perceived consequences, barriers, or obstacles are called Friction Costs.

The more Friction Costs we associate with doing a given task, the less likely we are to do it. Friction Costs are different for every person, but common examples are:

- The time we think it will take to do something
- How complicated something looks
- Repeated steps
- Unclear, confusing, or missing instructions

If you want people to do something, start with asking yourself, "Have I created any Friction Costs that will get in the way?" What can you do to make things clear, simple, and easy for people? How can you reduce or eliminate steps? How can you make it more obvious so that Friction Costs don't turn people away?

This is especially true in the world of recruiting. So much of the recruiting process is self-directed by job seekers and happens before even necessarily seeing a recruiter. It is very typical for those important steps to be filled with Friction Costs. Delegating manual entry of the same information to multiple people requires a lot of attention from a resume into a form, and that a requirement to upload the resume anyway. Confusing, complicated, or overly abstract instructions. These are just a few of the many common problems.

If you want to improve the effectiveness of your recruiting, one of the first things you should do is remove Friction Costs.

A great way to understand what they are? Go through your own process as if you were a candidate. It might prove to be a very eye-opening experience and it will point out where you only have created unnecessary Friction Costs that could be turning candidates away.

cornerstone + saba



Thought Leadership | ProfitTime GPS

**DON'T JUST FIND INVENTORY.
FIND INVESTMENTS.**

How dealers can maximize profitability as they source inventory from everywhere and anyone with the industry's first-and-only **Global Acquisition** system.

ProfitTime GPS

vAuto
LIVE MARKET VIEW

2 EXECUTING THE STRATEGY ON EVERY APPRAISAL

Once dealers establish their preferred acquisition strategy, Global Acquisition makes sure it's applied to every moment of appraisal.

On the Appraisal screen of ProfitTime GPS, appraisers and buyers automatically see the strategy-based "zone" for every car. They know the Dealer Starting Score and Dealer Strategy Threshold, which informs how high or low they can go while following a dealer's strategy. Global Acquisition recommends an appraisal amount and retail exit price to bring in the vehicle within the zone.

1 SETTING AN ACQUISITION STRATEGY BASED ON PROFIT POTENTIAL

For the past few years, dealers have successfully used ProfitTime to price vehicles with an Investment Value approach. Over that time, it's become clear that this method should extend to the way dealers appraise and acquire vehicles. As every dealer knows: you make your money in used cars when you buy them.

This age-old truth is precisely the reason dealers set front-end gross profit or Cost-to-Market targets for their appraisal process. The problem has been that such targets aren't consistently followed, particularly as appraisers and buyers do what they need to do to make deals.

But now, with Global Acquisition, dealers can establish a unified acquisition strategy, that's based on the investment value a dealer wants to achieve as appraisers and buyers source where they need to be with every car, in any channel.

SCORING EACH VEHICLE'S INVESTMENT VALUE
ProfitTime's Machine Learning knows how your cost for a car, its like-new Market Day's Supply and its recent sales history determine a vehicle's investment value.

- BRONZE VEHICLES: 1-3**
The lowest gross/highest risk investments. If you own them, you need to move them.
- SILVER VEHICLES: 4-6**
A mix of reasonable potential. Time in inventory tends to erode return and raise risk.
- GOLD VEHICLES: 7-9**
The potential for higher returns with less risk. They are less time sensitive and deliver good grosses.
- PLATINUM VEHICLES: 10-12**
The highest potential investments.

OMNI-CHANNEL SOURCING IS THE NEW NORMAL

With today's vehicle shortages, finding enough used inventory means buying from everywhere and anyone. Yes, dealers are still getting vehicles through go-to sources like auctions and trade-ins. But more than ever, they're **mining the service lane, grounding leases, making dealer trades, and even surfing the classifieds** to get the inventory they need.

Inventory acquisition has gone omni-channel, and the situation is putting pressure on appraisers and buyers. Good buys have always been hard to find in the usual channels. But now, with all the variability across multiple sources of inventory and the near-universal understanding that used vehicles are worth more today than ever, it's hard to know what a good buy even looks like. And to top it off, this challenge isn't going away anytime soon. Omni-channel sourcing is the new normal.

SO, JUST LIKE YOU'VE DONE WITH CHANGING MARKETS IN THE PAST, IT'S TIME TO **MASTER THIS NEW NORMAL.**

The percentage of vehicles sourced from channels other than trade-ins and auctions increased

3X

from 2019 to 2022

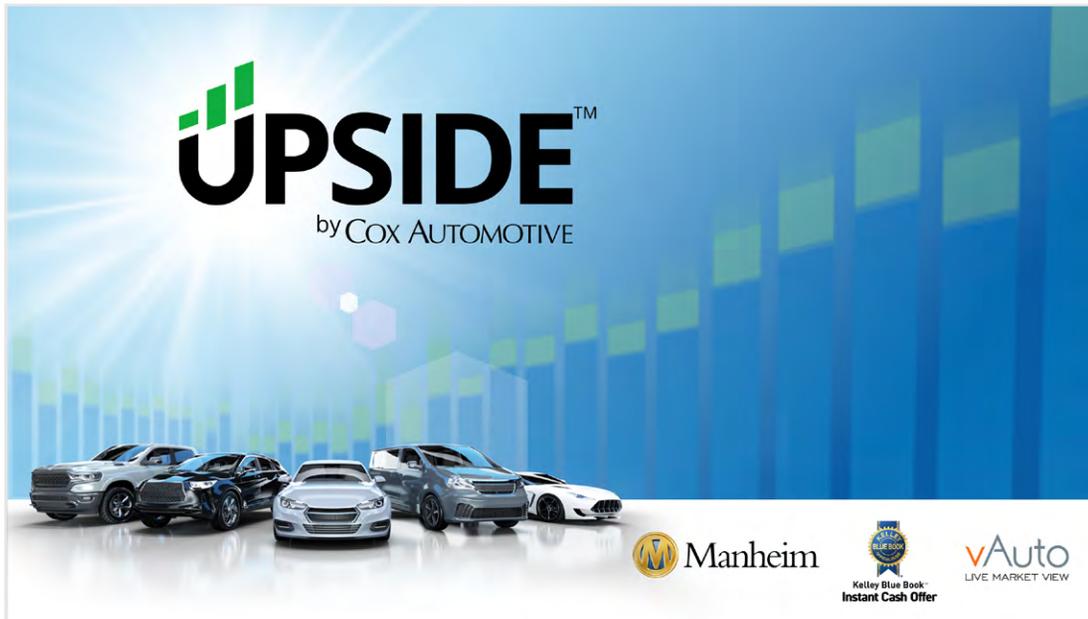
Source: iAuto March 2022 Source Data: NADA 2019 Source Data

ProfitTime GPS



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Thought Leadership | Upside



KEYS & KITES
The Breakthrough B2B Agency

Thought Leadership | Everspring

EVERSPRING
Impact
REPORT 2020-21

everspring

Everspring Strength in Numbers

2012
Founded in Chicago

150+
Entirely In-House Team

20+
University Partners
With an investment in partners' degree programs of **\$100M+**

STUDENTS
~10,000 All-time students enrolled
~5,000 Number of students graduated

62
Student net promoter score
Against a global benchmark of 26

PROGRAMS
50+ Programs
420 Courses

©2021-2022
*Student NPS is done by partners where learning experience is tracked. [View All](#)

Everspring 2020-2021 Impact Report

Unparalleled Transparency

At Everspring, we provide partners real-time access to their marketing and academic performance. With Everspring's dashboards, stakeholders have greater insight into strategies that sustain long-term growth, and our partners' internal teams develop broader and stronger capabilities.

Site Performance & Lead Generation

Student Profiles & Enrollment Management

©2021-2022
*Student NPS is done by partners where learning experience is tracked. [View All](#)

Everspring 2020-2021 Impact Report

Unmatched Quality

At Everspring, online education and quality go hand in hand. We know that many universities need help responding to the changing education environment without compromising quality, integrity, and growth. Providing students an engaging, high-quality learning experience and delivering the skills and value they expect from their programs is at the core of our work. Our in-house team of highly credential learning design specialists work closely with university faculty to build content-driven, engaging courses that adhere to best practices in online learning design and pedagogy.

We built courses using proprietary academic learning technology, which we developed over the past decade based on years of experience in online learning and higher education, as well as with millions of dollars of investment. Our results reflect the power of this approach, with outstanding net promoter scores (NPS) and high student and faculty satisfaction. **Graduates of Everspring-powered programs consistently report receiving a promotion within a year of program completion and an increase in salary following program completion.**

Everspring's course design technology, methodology, and processes are based on the following 5 principles:

- 1 Courses must be student- and faculty-centric.
- 2 The engagement experience must be high-quality.
- 3 The learning experience must result in great outcomes.
- 4 The online infrastructure must be easy to implement and use.
- 5 The overall course experience must align with the core values of the institution.

84 Faculty NPS

62 Student NPS

22 Avg. degree program length in months

18 Avg. degree program class size

©2021-2022
*Data from responses from Faculty and Faculty Trainer surveys. NPS calculations are done for the partners where we provide full services. [View All](#)

Everspring 2020-2021 Impact Report

Superior Value

We provide universities high-quality services and support at a low price point.

In-house services. All of our work is performed in-house, by our highly educated and trained teams with direct experience working in higher education. Representing a broad set of capabilities, across functions, we don't outsource for the provision of core services. This means our partners get better service at a lower price point.

Data-driven efficiency. We generate leads for our partners with extraordinary efficiency using data-driven targeting in our digital marketing.

Sustainable scale. With our modular, capability-building approach, we create customized strategies for a university's specific goals and needs—helping them build and grow online programs that are scalable for years to come.

Higher Quality

62 Student NPS

84 Faculty NPS

76% Graduation Rate

52 Student NPS

NOT PUBLISHED Faculty NPS

72% Graduation Rate

45-60% Revenue Share to Partner

35% Revenue Share to Partner

NOT OFFERED University retains 100% net

NOT OFFERED A la carte pricing only

Full Service, Revenue Share, Fee-For-Service, Build/Operate/Transfer

ONE-STOP-FIT-ALL revenue share only

FLEXIBLE FINANCIAL MODELS

	Full Revenue Share (No upfront payment)	Co-Investment (Upfront payment)	Fee-For-Service (Monthly charge)
Revenue to University	45-60%	60-80%	100%
Contract Length	7-10 years	5-7 years	3 years

©2021-2022
*Student NPS is done by partners where learning experience is tracked. [View All](#)
*Data from responses from Faculty and Faculty Trainer surveys. [View All](#)
*Data from responses from Faculty and Faculty Trainer surveys. [View All](#)

Everspring 2020-2021 Impact Report



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The Breakthrough B2B Agency

Sales Tools & Collateral | Dealertrack

TAKE CHARGE OF THE WAY YOU TRANSACT

with Dealertrack Registration & Title Solutions

ACCELERATED TITLE // RegUSA®

Enhance Your Dealership's Title Process

- Get lien and title release 70% faster* on trade-ins with Dealertrack Accelerated Title.®
- Navigate the registration and title process for any customer, from any state with RegUSA.®

Take Charge of the Way You Transact

- Partner with 100+ lenders to help ensure cash flow and recognize fuller profits on trade-ins.
- Stop re-keying both data and deal information from system to system with seamless DMS integrations.
- Simplify deal finalization for your cross-border customers as consumers nearly double their car-buying radius.²

FAST FACTS:

80%
INCREASE

in out-of-state transactions in the last 5 years³

2X
THE CHANCE

of selling a car on first pass at auction with a title in hand¹

[Schedule a demo to learn more at go.dealertrack.com](https://go.dealertrack.com)

Dealertrack

COX AUTOMOTIVE

FAST FACTS:

24
YEARS

as primary state service provider processing

1M+
REGISTRATIONS

with Wisconsin DMVs in one year¹

[Schedule a demo to learn more at go.dealertrack.com](https://go.dealertrack.com)

Dealertrack



KEYS & KITES
The Breakthrough B2B Agency

Sales Tools & Collateral | ProfitTime

GO BEHIND THE NUMBERS

You've heard the facts: In a time when the average dealer is making \$2,800¹ per used vehicle sold, high adopters of ProfitTime are doing **EVEN BETTER**. They're beating that average by 10% and still selling vehicles 13% faster.² So what might that kind of improvement look like for you? Here's a few examples.

Exhibit A
Even Better for a Gross-minded Dealer

Maybe you're like this dealer. Your grosses have never been better. You've got some aged inventory, but used vehicle prices are still rising so you can hold on price. More volume might be nice, but you're not going to sacrifice the grosses you can get right now because you're making your 75-85 car/monthly sales target.

AVERAGE PROFIT PER VEHICLE	UNITS SOLD PER MONTH	Total
2800	80	\$224,000
10% BETTER	13% BETTER	
3080	90.4	\$278,432

That's called doing great in a great market. But with ProfitTime it could be **EVEN BETTER**.

That's a monthly improvement of... \$54,432

1. NADA data, 2021
2. vAuto data, April-Aug 2021, results based on limited dealers highly aligned to ProfitTime recommendations vs other Provision dealers

Exhibit B
Even Better for a Volume-minded Dealer

Maybe you're like this dealer. You've stocked up on inventory, and you've got the sales volume to show for it. You've set store records. You might be selling some cars cheap to make volume, but it's a trade-off you'll take, especially when grosses are better than you've seen in years.

AVERAGE PROFIT PER VEHICLE	UNITS SOLD PER MONTH	Total
2400	110	\$264,000
10% BETTER	13% BETTER	
2640	124.3	\$328,152

That's called beating some already impressive averages. But with ProfitTime it could be **EVEN BETTER**.

That's a monthly improvement of... \$64,152

Exhibit C
Even Better for a Group-level Dealer

Maybe you're like this dealer. Your five-store group is having a banner year. You're up in volume and gross. You've got more aged inventory than you'd like, but you're not too worried. Managers have been closing each month strong to hit their sales targets, and grosses haven't suffered too much from high-cost inventory that isn't moving.

AVERAGE PROFIT PER VEHICLE	UNITS SOLD PER MONTH	Total
2200	350	\$770,000
10% BETTER	13% BETTER	
2420	395.5	\$957,110

That's called navigating well in unique times. But with ProfitTime it could be **EVEN BETTER**.

That's a monthly improvement of... \$187,110

ProfitTime

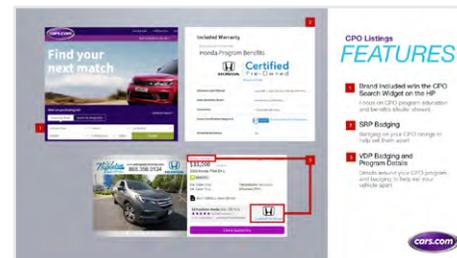
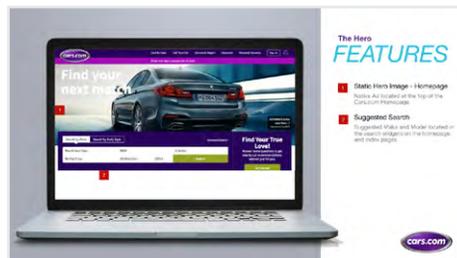
Try the calculations with your numbers, and see how ProfitTime can help take your used vehicle performance to the next level. Visit vAuto.com/Even-Better or call (888) 864-1315.

EVEN BETTER

COX AUTOMOTIVE



Sales Tools & Collateral | Cars.com



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The Breakthrough B2B Agency

Social | ProfitTime

vAuto Inc
September 16

While most dealers are having a historic year, ProfitTime dealers are doing Even Better. See how Gary Wexler of Honda of Downtown Chicago did and how you could be #EvenBetter too: <https://bit.ly/31MzZee>

#ProfitTime #UsedCarSales #vAuto



ProfitTime DO EVEN BETTER

vAuto Inc
October 6 at 3:16 PM

What if you could make 10% more on every used car sale? See how with ProfitTime! You could be doing #EvenBetter than your competition: <https://bit.ly/3lcYiv>

#ProfitTime #vAuto #UsedCarSales

Having a great year in used vehicles? ProfitTime® dealers are doing

EVEN BETTER

ProfitTime DO EVEN BETTER

vAuto Inc
October 13 at 2:48 PM

Sure, you've been doing good in today's market. But ProfitTime dealers are doing #EvenBetter. Learn more: <https://bit.ly/3Amb81s>

#vAuto #ProfitTime #UsedCarSales

DID YOU KNOW? From April to August 2021, while the average dealer made \$2.8K per used vehicle sold...

High adopters of ProfitTime® **BEAT THAT BY 10%*** And they still **SOLD CARS 13% FASTER***

EVEN BETTER **ProfitTime** DO EVEN BETTER

vAuto Inc
October 20 at 3:40 PM

Think you're doing great in this market? Think again. ProfitTime dealers are doing #EvenBetter. See how much better you could do too by trying out this calculator: <https://bit.ly/30IYkc>

#ProfitTime #vAuto #UsedCarSales

TRY OUR CALCULATOR

See for yourself how much better your numbers could be with ProfitTime.

EVEN BETTER **ProfitTime** DO EVEN BETTER



vAuto Inc
October 28 at 2:39 PM

Profits for ProfitTime dealers are blasting off no matter the market. Don't you want to be doing #EvenBetter, too? See how you could be making more here: <https://bit.ly/3DXgLT0>

#UsedCarSales #ProfitTime #vAuto

In a year of historic profitability in used vehicles, ProfitTime® dealers are doing...

EVEN BETTER

ProfitTime DO EVEN BETTER

vAuto Inc
November 5 at 11:00 AM

Maybe you're sailing along nicely in this used vehicle market. But wouldn't you like to be doing #EVENBETTER? See how you can with ProfitTime: <https://bit.ly/3wltOf>

<https://bit.ly/3wltOf>

In a year of historic profitability, ProfitTime® dealers are doing...

EVEN BETTER

ProfitTime DO EVEN BETTER

vAuto Inc
December 2 at 2:01 PM

With used vehicle profitability at a historic high, some dealers have found a way to keep going up and do #EVENBETTER. See how you can too with ProfitTime, visit: <https://bit.ly/30IRky>

Things ProfitTime® Dealers say about being... **EVEN BETTER**

"In this business, you're either going up or going down. You're not staying level for long, so you better figure out **A WAY TO KEEP GOING UP.**"

ProfitTime DO EVEN BETTER

vAuto Inc
November 18 at 11:11 AM

No matter how well the average dealer has been doing in this used vehicle market, ProfitTime dealers have been doing #EVENBETTER? See how you can too, visit: <https://bit.ly/3DuFoa8>

Things ProfitTime® Dealers say about being... **EVEN BETTER**

"We were doing great on gross dollars per car. And with ProfitTime, it **STILL IMPROVED DRAMATICALLY.**"

ProfitTime DO EVEN BETTER



KEYS & KITES
The Breakthrough B2B Agency

Social | Upside Direct

Upside Direct
April 19 at 9:36 AM

The first Upside Direct digital auction is this weekend—including prizes & incentives! Get fresh trades from franchise dealers in the Atlanta area. Learn more here: <https://bit.ly/3xECzE2>



Upside Direct
April 29 at 2:00 PM

Our second digital auction is NOW LIVE! Starting bid = 50% MMR. No reserve. Things are looking up! #UpsideDirect <http://ow.ly/FQk75dV5jv>



Upside Direct
April 25 at 10:31 AM

Prizes! Buyer Incentives! The first Upside Direct digital auction ends TODAY at 3pm ET. Get those bids in on fresh franchise inventory. <https://bddy.me/3E1IzowN> for all the details. GO TO THE AUCTION: <https://bddy.me/3LmXmQM>



Upside Direct
April 11 at 12:28 PM

April 22 is coming fast. The first Upside Direct digital auction is just days away. In a new Automotive News podcast called, "Why The Time is Right to Reinvent Your Wholesale Experience," Zach Hallowell explains why Upside Direct is leading the way in shaking things up. <https://bit.ly/3KsgJkK>



Upside Direct
April 27 at 9:15 AM

Sick of bidding on cars that never sell? Things are looking up with Upside Direct. The digital auction with no reserve runs every weekend at <https://bddy.me/36RR6Bf>



Upside Direct
April 23 at 8:00 AM

GET EXTRA PROTECTION AT NO EXTRA COST. Just look for the shield on Upside Direct listings to know it comes with a FREE DealerShield 21-Day Return Guarantee. It's just another way to be confident in any purchase at UpsideDirect.com



Upside Direct
April 29 at 5:00 PM

Every Upside Direct vehicle starts at 50% of MMR. This Toyota Tacoma with a 4.0 CR, has an MMR of \$33,500. Starting bid of \$16,700. Get in on the Upside. #UpsideDirect <http://ow.ly/qMvw50iW9xs>



Upside Direct
April 30 at 7:30 AM

Every Upside Direct vehicle starts at 50% of MMR. This Jeep Wrangler with a 5.0 CR, has an MMR of \$16,600. Starting bid of \$7,800. Get in on the Upside. #UpsideDirect <http://ow.ly/wugr50iWjnP>



Upside Direct
April 23 at 8:00 AM

Sooooo this just happened... A 2017 Jeep Wrangler with a 4.4 CR Miles sold for \$10,385 to a lucky buyer. Did you miss this deal? Don't miss the next one. Upside Direct runs every weekend. Get updates and alerts on this weekend's auction



KEYS & KITES
The Breakthrough B2B Agency

Social | ProfitTime GPS



vAuto Inc
February 10 · 🌐

vAuto's newest innovation will address every dealer's biggest challenge today, and for some time to come. Learn more about it at: <https://bit.ly/34mRmHf>

#globalacquisition #usedinventory #autodealers #usedcars



vAuto Inc
February 18 · 🌐

Sourcing inventory from multiple channels isn't just about to get easier. It's about to get more strategic. vAuto's Global Acquisition System is available soon as part of the newest version of ProfitTime — called ProfitTime GPS. Learn more @ <https://bit.ly/3uPqytZ>

#vAuto #nada2022 #globalacquisition #usedinventory



vAuto Inc
February 9 · 🌐

Visit the vAuto booth at National Automobile Dealers Association (NADA) SHOW 2022 to see new innovations designed to help dealers thrive in this time of hard-to-find inventory. Reserve your spot for an in-person demo today. <https://bit.ly/3slfEcp>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc
February 25 · 🌐

Maybe you have to buy from everywhere. But you don't have to buy "just anything." vAuto's Global Acquisition system brings more strategy to omnichannel sourcing. See the story at AutoRemarketing, or request your own demo today. - <https://bit.ly/3GPic7N>

#nada2022 #vAuto #autodealers #usedcarsales #usedcars



vAuto Inc
February 23 · 🌐

The NADA Show in Las Vegas is right around the corner. Don't forget to get your in-person demo of vAuto's Global Acquisition system. And see how it works inside the newest version of ProfitTime® — called ProfitTime® GPS. Sign up today: <https://bit.ly/3sFNCzr>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc
February 16 · 🌐

Visit vAuto at NADA Booth #1741W to see the industry's first Global Acquisition system. We're already taking appointments. So sign up now, and don't miss out on the times that work best for you. <https://bit.ly/36365r4>

#nada2022 #vAuto #automotiveindustry #cardealership



vAuto Inc
March 4 · 🌐

NEW PODCAST: Dale Pollak talks about vAuto's Global Acquisition system. A solution you can see for yourself with an in-person demo at the NADA Show in Las Vegas March 11-13. Reserve your spot today: <https://bit.ly/3CdGyY9>

Plus get a \$50 gift card and a chance to win prizes* with your demo.

#nada2022 #vAuto #autodealers #carswithoutlimits #cars



KEYS & KITES
The Breakthrough B2B Agency

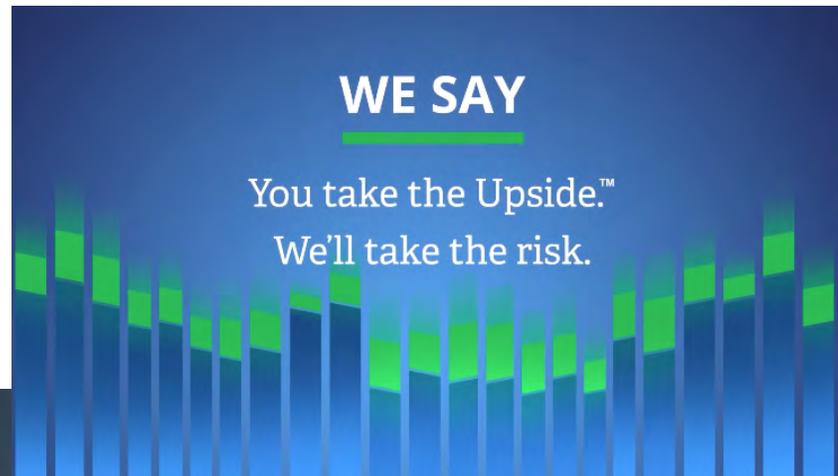
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Trade Shows & Experiential | Upside

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